



Transparency of the Polish sports federations

– are the journalists any interested?

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Introduction

- Transparency;
- Why the journalists' perspective?
The watchdog function.
- My research project.





Main research questions

- How transparent are the Polish sport federations in the journalists' eyes?
- What aspects of the functioning of sport federations are the least transparent?
- Did the transparency change over time?
- What kind of information would the journalists like to get to call a particular sport federation transparent?



Findings

- Everyday operations of the Polish sports federations are out of interest of the sport journalists:
 - It is dull;
 - too much trouble researching, not enough knowledge;
 - general publicity is not interested (e.g. FIFA);
 - it is presumed to be risky (even if it is not).
- Interest rises when there is a big corruption scandal (e.g. Polish Volleyball Federation) or when the scores of the Polish athletes on the mega events are lower than expected but it doesn't last long.



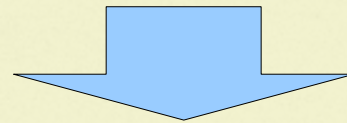
Findings

- Polish sports federations are passively transparent – if asked, they rather don't hide information. Unless they do...
- Members of the federations know their rights – journalists believe that sport associations are very difficult to control.
- Some of the journalists are very critical about the functioning of particular federations but they claim it is not them who should act.



Summary

- Moderate interest of the journalists in the sports federations practices – not efficient as watchdogs.
- Polish people are not much involved in public life and are used to low quality of management in public administration – sport is no different.



An extra effort is needed to change Polish sport.



Recommendations

- The journalists interest in managerial issues of sport needs to be triggered up.
- Polish Sport Observatory – Narodowe Obserwatorium Sportu (NOS - nose)
 - Workshops to level-up knowledge about how sport organizations work, are financed and what are the most common managerial challenges;
 - Constant watchdog function – serving regular information on governance issues in different federations and other sport entities.