

# FAKE NEWS IN SPORT

## EDUCATION PLATFORM

Programmes focused on media literacy, source awareness, and the impact of false or distorted reporting.

## HELPING TO CHALLENGE FAKE NEWS & MISINFORMATION IN SPORT.

This platform helps **footballers**, sports people and wider sports communities **understand how misinformation**, weak sourcing and distorted reporting can **damage reputations, careers, businesses and mental health**. It is built around **media literacy**, source verification and **practical awareness**, so participants can better recognise what is **credible**, what is **misleading** and how **harmful narratives** spread.

At IR9, we also want to expose how **regulator loopholes around timed reporting windows do not fit real-world situations**. The damage caused by false reporting does not end when an arbitrary **complaint window closes**. **Reputational harm, career damage and mental health effects** can last for years, and sports people should not be shut out by **deadlines** that protect systems rather than **reflect real life**.



### MEDIA LITERACY

Understanding how media works and recognizing misleading narratives.



### SOURCE VERIFICATION

Ensuring sports news is accurate, credible, and properly fact-checked



### REPUTATION PROTECTION

Guarding players and teams against the harm caused by false stories.



### CASE-LED ACTION

Challenging media companies, the UK government and regulatory loopholes where timed reporting windows fail to reflect the real and lasting damage false reporting can cause, reputations and mental health.