

Sports reporters are now as politically biased as their news desk colleagues. Over 80% of sports journalists voted for Hillary in 2016.

According to a survey from The Big Lead, over 80% of sports journalists voted for Hillary Clinton in the 2016 election. Less than 4% voted for Donald Trump.

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Many high-profile sports reporters have increasingly used sports as an outlet to espouse their political opinions.

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ESPN's move left alienates much of its core audience and is one reason the network has seen a steady decline in subscribers, around 2 million per year since 2011.

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ESPN's politicizing of sports has cost them in ratings: the network's lost about 2 million subscribers per year since 2011.

Since 2011, ESPN has been losing about 2 million subscribers per year.

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Sports leagues have also been affected by the politicization of sports. The NFL has lost 10 percent of its viewership since 2017. It had already lost 8 percent the previous year.

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Disney, who owns ESPN, CEO Bob Iger has admitted: "the pendulum may have swung a little bit too far away from the field."

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“What should matter is talent and ratings, not diversity and inclusion,” writes sports journalist Clay Travis. “What matters at ESPN, at least under John Skipper, was cosmetic diversity instead of intellectual diversity.”

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Facing a shrinking market share, ESPN has turned sports into politics by another name, much of the sports media following its lead.

ESPN began as the first 24/7 network, and for years it focused on sports, not politics.

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With the advent of smartphones and social media, ESPN began to lose its monopoly over sports information.

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ESPN’s primary market is shrinking rapidly. It is estimated 33 million Americans will cancel cable in 2018.

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ESPN’s plan to turn their business around was to mix sports with politics, which is exactly what most sports fans are trying to escape. Much of the sports media has followed ESPN’s lead.

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Amid the divisive NFL kneeling controversy, sports media leader ESPN made clear it sided with those protesting America.

ESPN and most of the their sports media colleagues have promoted America-protesting former backup quarterback Colin Kaepernick and his radical message.

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Kaepernick has openly expressed his support for Fidel Castro, even comparing him positively to the U.S.

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Even after comparing police to slave catchers, Kaepernick still receives praise and support from the network.

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ESPN has insisted on focusing less on sports and more on identity politics, alienating viewers and promoting divisive messages.

After Tiger Woods made a comment about respecting the presidency, ESPN analysts Max Kellerman and Stephen A. Smith questioned Tiger Woods’ “blackness” and intelligence.

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ESPN gave left-wing analyst Jemele Hill, who accused President Trump of “racial pornography,” her own show.

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ESPN replaced an African-American conservative, Sage Steele, with Trump-bashing Michelle Beadle.

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The sports media’s increasing politicizing of sports alienates fans, which is bad for business.

The president of ESPN, Jimmy Pitaro, has admitted, “every time we lean too much into that politically charged commentary we are alienating our fans.”

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Due to sinking ratings, the NFL made its TV partners agree to not cover players protesting during the National Anthem.

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ESPN has particularly embraced politicizing sports and, according to insiders, has created a culture of intellectual conformity. An anonymous employee said, “If you’re a Republican or conservative, you feel the need to talk in whispers.”

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