

Strategic leadership and its relationship to the quality of performance in the Iraqi sports media.

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- **Abstract:** The purpose of this paper is to identify the relationship between strategic leadership and the quality of performance in the Iraqi sports media. The researcher used the descriptive approach by the survey method. The study sample was randomly selected from the employees of the sports satellite channels, the employees of the sports press, the faculty members in the sports administration departments, and the total number of the sample was 146 subjects divided into 23 for the exploratory study and 123 for the basic study, the researcher used the questionnaire as a tool for data collection, where the researcher designed (2) questionnaires, one of them is related to strategic leadership and the second is related to the quality of performance and in light of the objectives and procedures of the study, the researcher reached the clarity of the concept of strategic leadership In the field of sports media, there are shortcomings in the strategic leadership opportunities in the field of sports media. There are problems in managing strategic leadership in the field of sports media and the clarity of the concept of quality performance in the field of sports media.
- **Keywords:** Iraqi sports media, quality performance, strategic leadership