



COVERAGE ANALYSIS REPORT

How the ETS student-data breach was covered

A structural reading of 18 articles, by type of outlet.

PREPARED BY

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PREPARED FOR

Sample, built on public coverage

SAMPLE REPORT

October 25, 2026. This sample shows what a Coverage Analysis Report looks like. It describes how the articles are written, not who is right in the matter, and not whether any party or outlet is right or wrong.

At a glance

18 articles from 18 outlets, read by Frametra’s on-device engine across six structural signals.

83

average structural score,
range 68 to 93

13 of 18

articles with no charged
words at all

39–100

range in source attribution
scores across articles

13 of 18

articles with full claim
restraint

WHAT THE NUMBERS SHOW

- 1

The tone was measured. Neutral language averaged 98.3 out of 100, and every article scored 87 or above. 13 of the 18 articles used none of the engine’s charged words. The most charged was an education–press article with five.
- 2

Sourcing varied widely. Source attribution ran from 39 to 100, with 3 articles below 50 and 5 at 80 or above. The top was a 99–word news item at 100, then two pieces at 88. The lowest were a 194–word brief at 39, a lawsuit page at 43 and a 1,426–word analysis at 48.
- 3

Short did not mean well sourced. The 11 articles under 600 words averaged 70 on sourcing; the 7 at 600 words or more averaged 63. The gap is modest, and the two shortest pieces scored 100 and 39.
- 4

Outlet type told us little. Security and technology press averaged 69 on sourcing, education press and public bodies 67, and general interest and legal 64.
- 5

Most articles kept claims restrained. 13 of 18 articles had full claim restraint. The lowest scores were 45 for a page about the class action, then 68 and 74. The engine counts words such as “alleges” and “claims” against this signal, which is common when an article relays allegations or an organisation’s statements.

SOURCING AND LENGTH, BY TYPE OF OUTLET

Education press and public bodies	<div></div>	67 sourcing · 743 words
Security and technology press	<div></div>	69 sourcing · 585 words
General interest and legal	<div></div>	64 sourcing · 484 words

How to read these scores. They describe how an article is built: its sourcing, wording and evidence. They do not say whether an article is accurate, fair or well-intentioned, and they are not grades.

The six signals, across all 18 articles

Average score for each signal, out of 100. Weights show how much each signal counts toward the structural score.



BY TYPE OF OUTLET

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
Education press and public bodies	3	743	83	67	88	82	1.7
Security and technology press	10	585	83	69	96	73	0.3
General interest and legal	5	484	82	64	89	72	0.4

Education press and public bodies has three articles, too few to compare on its own with confidence.

BY ARTICLE LENGTH

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
Under 600 words	11	363	81	70	90	65	0.1
600 words or more	7	929	85	63	97	88	1.3

Sourcing = source attribution. Evidence = figures and direct quotations. Charged words = average count per article.

Outlet by outlet

All 18 articles, grouped by type of outlet. Scores out of 100; values below 50 are shown in amber.

OUTLET	HEADLINE	WORDS	SCORE	SRC	LANG	CLM	HDG	EVD	ACT
Education press and public bodies (3 articles)									
edweek.org	Hackers Steal Personal Data of Millions of California Students...	960	83	63	87	89	93	100	97
edsource.org	Personal information for 7M California students stolen followin...	848	84	61	100	100	80	74	99
newsroom.ocde.us	Statewide student data breach: What California families should...	422	83	77	100	74	73	71	96
Security and technology press (10 articles)									
databreaches.net	Hack exposes data on millions of California students	99	84	100	100	100	97	49	97
malwarebytes.com	Millions of California students' sensitive data stolen in breach	294	82	78	100	100	82	50	98
therecord.media	California warns all public school students of data stolen in c...	389	85	88	100	68	61	87	99
securityweek.com	One Compromised Login Exposed Millions of California Students'...	711	87	70	100	100	67	86	97
scworld.com	California student data breach impacts millions	194	70	39	100	100	74	53	95
sofx.com	Hacker Steals Data on Millions of California Students From Test...	526	83	57	100	100	66	81	98
itnerd.blog	Hackers steal personal data of millions of California students	969	85	62	97	90	94	88	98
dig.watch	A data breach at ETS exposed information about students.	801	91	83	97	100	93	71	99
rescana.com	ETS and Paradigm Breaches: Two California Government Contractor	1426	82	48	100	100	72	100	95
cybernews.com	Millions of California student records breached, some dating ba...	439	80	68	94	100	40	66	99
General interest and legal (5 articles)									
en.koreadaily.com	Student Data Hack — 7 Million California Public School Records...	295	81	82	100	100	69	47	98
thecollegeinvestor.com	Hackers Steal Names, Birth Dates, And Disability Status Of 7 Mi...	556	93	88	100	100	97	66	98
demokratis.co.id	ETS Data Breach Exposes Millions of California Student Records	785	83	54	94	100	72	100	97
zerohedge.com	Hacker Copied Records Of Millions Of California Students Throug...	439	83	55	100	100	84	76	97
openclassactions.com	ETS Data Breach Lawsuit Over California Student Records	344	68	43	100	45	76	71	95

Src source attribution · Lang neutral language · Clm claim restraint · Hdg calibrated hedging · Evd evidence signals · Act active voice

What a communications team can take from this

- **Where the tone held.** Neutral language was high in every group: 96 for education press and public bodies, 99 for security and technology press and 99 for general interest and legal.
- **Where the articles differed.** Sourcing, and not by length alone. Brief news items sat at both ends of the range, so a reader's first look at a short piece can show either a named source or none.
- **Where the language firmed up.** The lowest claim restraint scores came from a page about the lawsuit, a security-news piece and a public body's notice. That is common when an article relays allegations or an organisation's statements.
- **How a team can use this.** The sourcing column shows which pieces name where their facts came from and which do not, so a team knows where a statement or correction would matter most.

WHAT THIS SAMPLE DOES NOT COVER

This sample uses Frametra's free on-device engine, which reads each article's wording. It cannot say **who was quoted, how often sources were anonymous, whose voices were missing (the organisation involved, students and families, state officials), or whether a claim is supported.** A full Coverage Analysis Report adds a person-checked read of those questions, with the exact sentences behind each finding.

WHAT A FULL REPORT INCLUDES

- Up to 30 or 50 articles about your subject, by outlet, with a written comparison
- Source patterns, anonymity rates and missing voices, with the evidence behind each finding
- Editorial language trends over time
- A check by a person before delivery

METHOD AND LIMITS

Each article was read from the public web page by Frametra's free engine, on the reader's device, and scored on six signals: source attribution (28% of the score), neutral language (25%), claim restraint (20%), calibrated hedging (10%), evidence signals (10%) and active voice (7%). Articles under 300 words carry a small length adjustment. Source attribution reflects the variety of attribution wording and linked citations relative to article length, so longer articles need more to score the same. Claim restraint falls when an article uses words such as "claims", "alleges" or "reportedly". The charged-word list is built for news wording and can flag terms that are descriptive in some stories. Of 22 links, four did not return readable text and were left out, leaving 18. The sample is a selection of public articles collected on October 25, 2026, not every article published, and it mixes news reports, security-industry coverage, a public body's notice and a page about a lawsuit, which are built differently. Compare groups of articles rather than single pages.

Frametra reports are an analytical aid. They are not legal, journalistic, medical or professional advice.