Frametra

COVERAGE ANALYSIS REPORT

How the Jalen Hurts blood clot coverage was built

A structural reading of 24 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 how anyone handled the situation, and not whether any party or outlet is right or wrong.

At a glance

24 articles from 14 outlets, read by Frametra's on-device engine across six structural signals.

82
average structural score, range 74 to 95

23 of 24
articles with no charged words at all

34–100
range in source attribution scores across articles

17 of 24
articles with full claim restraint

WHAT THE NUMBERS SHOW

1. **The tone stayed measured.** Neutral language averaged 99.9 out of 100, and every article scored 97 or above. 23 of the 24 articles used none of the engine's charged words; the one that did was a commentary piece.
2. **Sourcing varied far more by article than by outlet.** Source attribution ran from 34 to 100, with 8 articles below 50 and 3 at 80 or above. News and broadcast averaged 60 and sports media 56, a gap of only 4 points.
3. **The best and worst sourced pieces were different kinds of article.** The three highest scores were a national news article (100, with 13 attribution phrases), a news report on the coach's comments (82) and a piece quoting Aaron Rodgers (82). The three lowest were a commentary piece (34), a short local-station page (35) and a short game-day update (36).
4. **The longest piece was not the best sourced.** The 1,283-word timeline from NBC Sports Philadelphia scored 46 on sourcing. Under 600 words, articles averaged 60; at 600 or more, 57.
5. **Claims were mostly stated with restraint.** 17 of 24 articles scored 100 on claim restraint. The three lowest were 63, 71 and 76: a report that used "reportedly", a piece built around Rodgers' reaction and a commentary piece. The engine counts words such as "claims" and "reportedly" against this signal, which is usually normal when an article relays what others said or reported.

SOURCING AND LENGTH, BY TYPE OF OUTLET

> **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 24 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
News and broadcast	8	520	**82**	60	97	89	0.0
Sports media	13	668	**81**	56	92	87	0.1
League site and independent commentary	3	574	**82**	66	96	75	0.0

League site and independent commentary has three articles (NFL.com, Defector, PhillyVoice), 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	14	463	**82**	60	97	83	0.0
600 words or more	10	808	**81**	57	89	90	0.1

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

Outlet by outlet

All 24 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
News and broadcast (8 articles)									
cbsnews.com	NFLPA calls for full investigation into how Philadelphia Eagles…	582	82	57	100	100	51	89	98
cbsnews.com	Eagles QB Jalen Hurts out for season after blood clots discover…	734	78	49	100	88	48	100	95
abcnews.com	NFL commissioner says protocols were 'incredibly good' and welc	636	76	45	100	85	60	89	98
abcnews.com	Eagles coach defends handling of Jalen Hurts' blood clots diagn…	428	90	82	100	100	54	92	99
nbcnews.com	Eagles quarterback Jalen Hurts likely out for season after bloo…	482	95	100	100	100	56	100	98
nbcnews.com	Eagles aren't being punished for handling of Jalen Hurts' blood…	417	79	61	100	100	40	68	96
wlox.com	Eagles QB Jalen Hurts expected to miss the rest of the season w…	550	82	54	100	100	48	100	97
wjla.com	Roger Goodell says NFL welcomes a review of how Eagles handlec	332	74	35	100	100	59	71	97
Sports media (13 articles)									
bleacherreport.com	Eagles Under Investigation over Jalen Hurts' Blood Clots, NFL a…	428	81	49	100	100	56	95	97
foxnews.com	NFL's top doctor defends Philadelphia Eagles handling of Jalen…	816	84	60	100	85	90	92	97
foxnews.com	Jalen Hurts to reportedly miss remainder of NFL season after bl…	527	82	75	100	63	73	91	98
foxnews.com	The Eagles owe it to Jalen Hurts to address these serious alleg…	772	76	49	97	76	79	86	98
espn.com	NFLPA calls for 'full investigation' into medical care provided…	681	86	71	100	100	51	89	96
espn.com	NFL chief medical officer: Eagles' approach to Hurts was 'appro…	439	79	58	100	100	40	71	97
espn.com	Goodell says NFL welcomes investigation into Eagles QB Hurts' m.	731	83	57	100	100	61	92	95
sports.yahoo.com	Nick Sirianni on Eagles allowing Jalen Hurts to play, fly home…	568	80	60	100	100	40	74	96
sports.yahoo.com	"Can't Say I'm Real Surprised": Aaron Rodgers Rips NFL's Handli…	783	84	82	100	71	69	83	99
nbcsports.com	NFL business partners aren't pulling punches as to the handling…	686	80	34	100	100	100	83	98
nbcsports.com	NFL confirms it had pregame communications with Eagles regard	497	83	51	100	100	92	80	98
nbcsportsphiladelphia.com	A complete timeline of the Jalen Hurts' blood clots situation	1283	80	46	100	100	51	100	97
nbcsportsphiladelphia.com	Jalen Hurts out for Sunday's game vs. Panthers with blood clot	474	78	36	100	100	72	91	96
League site and independent commentary (3 articles)									
nfl.com	Commissioner Roger Goodell says NFL welcomes review of how E	270	76	60	100	100	64	61	97
defector.com	Jalen Hurts Is Out For The Season, And The Eagles Have A Lot Of…	494	85	65	100	100	67	81	98
phillyvoice.com	The Eagles' culture is in the toilet	957	85	73	100	87	75	83	98

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 close to the maximum in every group: 100 for news and broadcast, 100 for sports media and 100 for the league site and independent commentary. The wording was not where the articles differed.
- **Where the articles differed.** Sourcing, and more between individual articles than between types of outlet.
- **Where the language firmed up.** The lowest claim restraint scores came from a report built on "reportedly", a reaction piece and a commentary piece. That is usually normal when an article relays what others said.
- **How a team can use this.** The sourcing column shows which pieces name a source for what they say and which leave the reader to take it on trust, 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 player, the team, the league, the union, medical experts), 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 a sports or medical story. Of 28 links, four did not return readable text and were left out, leaving 24. The sample is a selection of public articles collected on October 25, 2026, not every article published, and it mixes news reports, sports coverage and columns, 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.