Frametra

COVERAGE ANALYSIS REPORT

How the Kelly Clarkson and Art of Play feud was covered

A structural reading of 21 articles, by type of outlet.

PREPARED BY

Frametra Software Inc

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 dispute, and not whether any party or outlet is right or wrong.

At a glance

21 articles from 17 outlets, read by Frametra's on-device engine across six structural signals.

81
average structural score, range 61 to 95

6 of 21
articles with no charged words at all

39–100
range in source attribution scores across articles

12 of 21
articles with full claim restraint

WHAT THE NUMBERS SHOW

1. **The tone was mostly measured, with more charged wording than in our sports sample.** Neutral language averaged 95.2 out of 100, and every article scored 85 or above. 6 of the 21 articles used none of the engine's charged words, and the most charged was an explainer with six.
2. **Length mattered.** The 11 articles under 600 words averaged 76 on sourcing; the 10 at 600 words or more averaged 52. The two longest, at 1,433 and 1,398 words, scored 40 and 48.
3. **The best-sourced pieces were short and specific.** Source attribution ran from 39 to 100, with 5 articles below 50 and 5 at 80 or above. The two top scores of 100 were a 199-word local news item and a 338-word trade piece on how brands joined in.
4. **Outlet type told us little about sourcing.** News and broadcast and entertainment media both averaged 63. The two business and marketing trade pieces averaged 78, too few to compare with confidence.
5. **Claims were firmer in entertainment coverage.** News and broadcast averaged 93 on claim restraint and entertainment media 83. The lowest scores were 14 for a 178-word item, then 71, 76 and 77. The engine counts words such as "claims" and "reportedly" against this signal, which is common in a dispute where each side's account is relayed.

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 21 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	606	**82**	63	93	86	1.0
Entertainment and celebrity media	11	617	**79**	63	83	84	1.8
Business and marketing trade	2	630	**90**	78	100	100	0.5

Business and marketing trade has two articles (Fortune, Campaign), 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	365	**83**	76	85	78	0.7
600 words or more	10	888	**80**	52	92	95	2.1

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

Outlet by outlet

All 21 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)									
brooklynpaper.com	Brooklyn curiosity shop Art of Play clashes with Kelly Clarkson…	607	78	54	96	82	64	95	99
abc.net.au	The toy store, $15m bird and famous singer at the centre of an…	837	75	39	97	79	68	100	99
nbcnews.com	Brooklyn store in Kelly Clarkson feud says Molly the mechanical…	730	84	62	97	100	64	89	99
nbcnews.com	Kelly Clarkson says a Brooklyn store snubbed her. The shop says…	675	81	64	89	100	62	80	97
sbs.com.au	'Asymmetrical social warfare': Kelly Clarkson, a mechanical bir…	748	80	53	97	86	68	100	98
cbsnews.com	Kelly Clarkson gets into war of words with Brooklyn store over…	199	89	100	100	100	76	63	95
cbsnews.com	Kelly Clarkson's art store incident caught on video as debate r…	292	78	75	100	100	40	65	99
newsweek.com	Kelly Clarkson's Feud With Brooklyn Store Raises a $15,000 Ques…	758	88	60	97	100	100	100	100
Entertainment and celebrity media (11 articles)									
tmz.com	Kelly Clarkson Store Feud: Art of Play Singing Bird Now on Sale…	178	61	68	100	14	69	56	100
today.com	What's Going on With Kelly Clarkson, the Brooklyn Store and the…	1398	77	48	89	88	69	100	97
today.com	Store Responds After Kelly Clarkson Says Staff Treated Her Like…	770	76	44	90	100	48	98	99
yahoo.com	Artist of bird at center of Kelly Clarkson feud speaks out	422	89	87	100	77	71	100	98
variety.com	Kelly Clarkson vs. Art of Play: Footage Revealed of Singer's Vi…	504	83	58	95	100	90	74	96
rollingstone.com	Kelly Clarkson Responds to Brooklyn Store After They Refute Her…	523	75	44	86	100	65	77	98
rollingstone.com	More Details Emerge About Kelly Clarkson's Feud With Brooklyn S…	356	94	94	100	100	86	74	97
sheknows.com	Here's The $15,000 Bird Kelly Clarkson Is Arguing With A Brookl…	468	86	89	95	76	72	83	97
billboard.com	Brooklyn Store Responds After Kelly Clarkson Doubles Down on Fe…	334	75	54	85	71	97	83	98
mamamia.com.au	The Kelly Clarkson singing bird saga now has CCTV. It's four mi…	1433	75	40	95	87	66	92	98
jezebel.com	Paul Rudd Went to the Infamous Brooklyn Curiosity Shop and Didn…	398	83	67	94	100	57	86	99
Business and marketing trade (2 articles)									
fortune.com	Kelly Clarkson's $15,000 bird feud with a Brooklyn shop shows w…	921	86	56	97	100	89	100	100
campaignlive.com	Angry Birds, Duolingo 'chirp in' on Kelly Clarkson's bird saga	338	95	100	100	100	93	100	99

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: 97 for news and broadcast, 94 for entertainment media and 98 for business and marketing trade. The lowest were four articles at 85 to 89.
- **Where the articles differed.** Sourcing, and most clearly by length. The longer pieces, include explainers and analysis, named fewer sources per word than the short news items.
- **Where the language firmed up.** The lowest claim restraint scores came from short items and celebrity-media write-ups. That is common when an article relays what each side said.
- **How a team can use this.** The length and sourcing columns show which pieces a reader is likely to meet first and which give a named source for what they say, 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 singer, the store, its staff, the artist, customers), 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 celebrity or retail story. Of 25 links, four did not return readable text and were left out, leaving 21. The sample is a selection of public articles collected on October 25, 2026, not every article published, and it mixes news reports, entertainment coverage and trade commentary, 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.