

ABSTRACT

RESEARCH PAPER: Hugs for Huggins: A content analysis of Cincinnati print media

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This study is a content analysis of print media coverage of the University of Cincinnati men's basketball team designed to determine if progress has been made since newspapers and the Associated Press started to discourage "cheerleading" in reporting on local sports teams. It is the first phase of a longer-term study meant to further analyze the influences behind why sports reporter write the way they do about the teams they cover. The evidence suggests that reporters in this study acted more like traditional news reporters than boosters of the program. The majority of the paragraphs written about the team were without bias, either for or against the team. This lack of bias shows sports writers are following a code of ethics similar to news reporters and are focusing on just the facts.