



# BIAS ON ESPN NETWORK



FLORIDA MASCOTS ALBERT AND ALBERTA GATOR

## THE SOUTHEASTERN CONFERENCE

- Founded In 1933 (SEC)
- Designated to govern college athletics and foster healthy competition
- Revenue over \$1.1b dollars in 2025 (Schrotenboer)
- Ran by Commissioner Greg Sankey

## ESPN

- Cable network airing sports broadcasts and sports news
- Owners of flagship College football show College Gameday
- ESPN is also incredibly vital in the broadcast of "National Signing Day" in which tentative recruits announce what college they will be playing college football at. (Bell et al. 1)
- Purchased by Disney along with ABC in 1993 (ESPN)



ANNOUNCER AND COLLEGE GAMEDAY HOST KIRK HERBSTREIT



TEXAS A&M QUARTERBACK MARCEL REECE

## THE DEAL

ESPN and the SEC have an exclusive broadcasting deal reportedly worth over 300 million dollars, giving Disney the sole rights to broadcast SEC football on ESPN, ABC, and the ESPN owned "SEC Network." (Myerberg)

## THE BIAS

- The current broadcasting deal gives Disney, along with ESPN and ABC significant financial interest in the athletic success in the Southeastern conference
- A study was conducted of ESPN's "National Signing Day" broadcast to analyze bias in coverage.
- "Some of the findings could support the notion that, since the arrival of the ESPN-backed SEC Network In 2014, the network has devoted an Imbalanced amount of coverage to the conference, even during the off-season." (Bell Et Al. 61)

