

Table A : Characteristics of articles in sample

1. Topics covered (major focus of article)

a. Organ retention scandals	83	(68%)
Alder Hey	53	(43%)
Regulatory moves	26	(21%)
Thymus glands	9	(7%)
Other hospitals	5	(4%)
Body Worlds exhibition	4	(3%)
Bristol Royal Infirmary	3	(2%)
b. Other topics	39	(32%)
Designer babies	11	(9%)
Bone marrow donation	4	(3%)

2. Occurrence of keywords (at least one in an article)

'Alder Hey'	77	(63%)
'Bristol Royal Infirmary'	18	(15%)
'Redfern' inquiry report (2)	12	(10%)
'Kennedy' inquiry report (3)	4	(3%)

3. Type of paper

Broadsheet	86	(70%)
Tabloid	36	(30%)
TOTAL ARTICLES	122	(100%)

Table B. Distributions of character counts among tabloid and broadsheet articles reporting of harms and benefits

	Character count:		rank-sum test*: P value
	median (25 th , 75 th centiles)		
	Tabloid n=36	Broadsheet n=86	
Direct harm	258.5 (0, 762)	0 (0, 324.3)	0.0092
Benefit	116.0 (0, 627.5)	232.0 (0, 553.0)	0.47
System harm	0 (0, 331)	0 (0, 219.5)	0.92
Total	990.0 (429.8, 1606.8)	665.0 (298.3, 1268.0)	0.068

* two-sample Wilcoxon rank-sum (Mann-Whitney) test for difference in character count for between tabloid and broadsheet papers in each category.

Table C Benefits described by sources

	SOURCE				Total
	Medical	Lay	Government	Other	
Purely therapy	15	14	2	13	44
Purely research	9	2	2	4	17
Research to create therapies	10	0	0	5	15
Educational	5	1	0	0	6
Other	3	0	1	2	6
Total	42	17	5	24	88

WebExtra Figure A

Figure 2. UKCCSG Tumour Bank Registrations and Newspaper Coverage in the Previous Time Period

