Table S1. Publically available sources for CTV news clips\*.

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| **URL** |
| http://www.ctvnews.ca/video?clipId=232055 |
| http://www.ctvnews.ca/video?clipId=231843 |
| http://www.ctvnews.ca/video?clipId=231040 |
| http://www.ctvnews.ca/video?clipId=231039 |
| http://www.ctvnews.ca/video?clipId=231035 |
| http://www.ctvnews.ca/video?clipId=230040 |
| http://www.ctvnews.ca/video?clipId=230032 |
| http://www.ctvnews.ca/video?clipId=229270 |
| http://www.ctvnews.ca/video?clipId=229022 |
| http://www.ctvnews.ca/video?clipId=229017 |
| http://www.ctvnews.ca/video?clipId=228776 |
| http://www.ctvnews.ca/video?clipId=228557 |
| http://www.ctvnews.ca/video?clipId=228547 |
| http://www.ctvnews.ca/video?clipId=228306 |
| http://www.ctvnews.ca/video?clipId=182244 |
| http://www.ctvnews.ca/rush-for-vaccine-puts-high-risk-groups-at-risk-experts-1.448144 |
| http://www.ctv.ca/CTVNews/World/20091105/vaccine\_sideeffects\_091105/ |
| http://www.ctv.ca/CTVNews/TopStories/20091109/H1N1\_peak\_091109/ |
| http://www.ctv.ca/CTVNews/TopStories/20091105/spread\_091103/ |
| http://www.ctv.ca/CTVNews/Politics/20091029/vaccine\_debate\_091029/ |
| http://www.ctv.ca/CTVNews/Politics/20090510/EDM\_pigs\_090510/ |
| http://www.ctv.ca/CTVNews/MSNHome/20090430/alta\_flu\_090430/ |
| http://www.ctv.ca/CTVNews/Health/20091026/flu\_ads\_091026/ |
| http://www.ctv.ca/CTVNews/EdmontonHome/20091030/vaccine\_flow\_091030/ |
| http://www.ctv.ca/CTVNews/CanadaAM/20091101/h1n1\_confusion\_091101/ |
| http://www.ctv.ca/CTVNews/CanadaAM/20091026/swine\_rollout\_091027/ |

\*Some links are to pages with several videos embedded in a java player. All links were active on March 3, 2013.