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| Table S2. Codebook for audio content with codes and definitions. |
| **Audio Content Codes** | **Description** |
| Adjuvant or Non-adjuvant  | Discussion of the H1N1 vaccine as adjuvant or non-adjuvant and reference to adjuvant in vaccine safety for pregnant women |
| Clinics shut (early)  | The closure of clinics earlier in the day than planned  |
| Clinics shut (temporary)  | The closure of vaccination clinics in Alberta between October 31 and November 5, 2009  |
| Criticism of government  | Implicit and explicit criticism of the pandemic response, the organization of the vaccination clinics, the vaccination process, etc. |
| Doctors and pharmacists  | The role of doctors and pharmacists in administering the H1N1vaccine |
| Flu assessment clinic  | The flu assessment clinics, which opened October 29, 2009 to relieve burden on emergency rooms  |
| Flu impacts on businesses  | The flu or the flu clinics impacting business operations |
| Flu information  | Symptoms, transmission, self-care  |
| Frustration  | Expressions of frustration (e.g., “I’m frustrated with this line-up”) or frustrated tone identified during speech |
| Group-specific interests  | Identification of groups that were not priority groups but felt that they should have early access to vaccination |
| Group-specific interests : Calgary Flames  | Coverage of the Calgary Flames (ice hockey team) as a specific group who got access to the vaccine outside of the public vaccination clinics  |
| Queue jumpers  | Preferential treatment, jumping the queue or avoiding waiting in line-ups |
| Line-ups  | Line-ups or queues, waiting for the vaccine and similar.  |
| Name change  | Swine flu to H1N1 |
| New cases  | Identification of novel cases of H1N1 |
| Pandemic  | Characterization H1N1 as a widespread, global or national issue. Identifying when H1N1 is treated as greater-than-local phenomenon.  |
| Priority groups  | AHW\*-defined priority groups\*\* and groups identified in the media as priority groups even though they were not according to AHW  |
| Priority groups/Chronically ill  | All mentions of chronically ill |
| Priority groups/Chronically ill/Children under 10 with chronic health conditions | AHW priority group of children under 10 with chronic health conditions |
| Priority groups/Chronically ill/Seniors under 65 with chronic health conditions | AHW priority group of seniors under 65 with chronic health conditions |
| Priority groups/Chronically ill/unspecified | Mentions of chronically ill outside of above-given age ranges |
| Priority groups/Front line health workers  | AHW priority group of front line health care workers |
| Priority groups/Infants  | Equivalent to AHW priority group 6 months to 5 years.  |
| Priority Groups/Parents of babies under 6 months  | As caretakers of dependents who were priority group members |
| Priority Groups/People in remote communities  | AHW priority group of people living in remote communities |
| Priority Groups/People who care for high-risk individuals  | AHW priority group of caretakers of high-risk individuals |
| Priority Groups/Pregnant women  | Included references to pregnant women and foetus |
| Priority Groups/Seniors  | Age ranges not given in media. Not a high AHW priority group unless chronically ill |
| Priority Groups/Young children  | Age ranges not given in media. Not a high AHW priority group unless chronically ill |
| Reopening of clinics  | References to the reopening of clinics to priority group November 5, 2009 |
| Response from officials  | Responses by health or government officials to criticism or events previously identified in the newscast |
| Schools  | Schools being closed, schools as a place of high vaccination, school children or policy related to schools |
| To get the vaccine or not  | Vaccine safety, pros and cons of vaccination versus danger posed by H1N1 |
| Vaccination  | Vaccine, vaccination, vaccine clinic |
| Vaccine Shipments  | Future shipments of vaccine to Alberta, delays to shipments, expected dates of shipments of vaccine |
| Vaccine Shortage  | Shipments that are lower than expected, and shortages that led to vaccine clinic closures in Alberta |

\*Alberta Health and Wellness.

\*\* Alberta Health and Wellness [11].