Reviewer's report

Title: Coverage of celebrity cancer and cancer education

Version: 2 Date: 24 May 2010

Reviewer: Chiara de Waure

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Minor Essential Revisions

1) In methods Authors should specify the significance level which was set for the analysis.

2) Data about differences on themes of christening and awareness of cervical cancer (risen from Goody’s illness) between newspapers do not emerge clearly from table 2. Data seem to be missing.

3) At the end of discussion I would advise Authors not to talk about high risk groups for HPV diseases because the benefits coming from the mobilizing information could be appreciated in the whole population.

4) The punctuation should be still checked.

Discretionary Revisions

5) The selection process which led Authors to identify the final 527 articles could be described in the results section.

6) The reference to pages in the discussion could be eliminated.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests