Author's response to reviews

Title: The Growth in Newspaper Coverage of Tobacco Control in China, 2000-2010

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Author's response to reviews: see over
Dear Jimmar Dizon,

On behalf of my co-authors, I would like to thank you for arranging peer-review of our manuscript (The Growth in Newspaper Coverage of Tobacco Control in China, 2000-2010) and for your invitation to submit a revised version. We appreciate the effort of the associate editor, and thank her/him for her/his valuable suggestions. According the associate editor’s comments, we have revised our manuscript point by point as following:

Comment 1: The Abstract Conclusion should read: Chinese newspapers are giving increasing attention to tobacco control, but coverage remains lower than in the USA and Australia. On page 8 the relevant text should read: However, even in recent years, the level of tobacco related coverage in Chinese newspapers still falls well below that found in studies of newspaper coverage in some other nations. Likewise the main conclusion should read; Chinese newspapers are giving increasing attention to tobacco control, but coverage remains low in comparison to the USA and Australia.

Reply 1: we have changed the two sentences as the associate editor suggested.

The sentence “Chinese newspapers are giving increasing attention to tobacco control, but coverage remains lower than international level.” has been changed into “Chinese newspapers are giving increasing attention to tobacco control, but coverage remains lower than in the USA and
Australia.”

The sentence “However, even in recent years, the level of tobacco related coverage in Chinese newspapers still falls well below that found in studies of newspaper coverage in other nations” has also been changed into “Chinese newspapers are giving increasing attention to tobacco control, but coverage remains lower than in the USA and Australia.”

Comment 2: p.3 Methods first sentence should read: The Database of Chinese Important Newspapers (http://www.cnki.net) has indexed major Chinese newspapers since 2000.

Reply 2: we have changed “famous” into “major” as the associate editor suggested.

Comment 3: p.8 First sentence of third para should read; As has been reported in other studies, the impact of special days focused on tobacco control[11, 23, 24] can generate spikes in media attention to tobacco control.

Reply 3: we have changed the sentence “As has been reported in other studies of the impact of special days focused on tobacco control[11, 22, 23] can generate spikes in media attention to tobacco control.” into “As has been reported in other studies, the impact of special days focused on tobacco control[11, 23, 24] can generate spikes in media attention to tobacco control.”
Thank you and the associate editor again! If there is any further information required please feel free to contact us. We look forward to hearing from you.

Yours sincerely,

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On behalf of all authors

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