Reviewer's report

Title: Advocates, interest groups and Australian news coverage of alcohol advertising restrictions: content and framing analysis

Version: 1 Date: 24 July 2012

Reviewer: Anders Hansen

Reviewer's report:

This is a well written and well organised report of a study that makes a useful contribution to the field. The study is soundly anchored in relevant theory and policy frameworks, and it is soundly designed and executed. The following will, however, need addressing:

1) There is reference to the pre- and post-periods of coverage, and the tables report the findings broken down by these periods. There does not, however, seem to be any reference to or use of this distinction in the discussion or conclusion sections. Either do something with these distinctions, or, if they are not seen as relevant to the objectives of the study, leave them out altogether.

2) The conclusions drawn from the study are, it seems, unnecessarily low-key and bland. It is surprising, for example, that there is little or no attempt at linking 'frames' with 'actors/sources', and consequently little emerges with regard to how advocacy efforts during the period observed might have impinged on the relative prominence and 'success' of arguments. Overall, it would appear that the data/analysis is not used to its full capacity in relation to some of the more interesting conclusions that might/could be drawn from the study, and in this respect the manuscript would benefit from further elaboration.

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