Reviewer's report

Title: The reporting of theoretical health risks by the media: Canadian newspaper reporting of potential blood transmission of Creutzfeldt-Jakob disease

Version: 1 Date: 30 September 2003

Reviewer: Lennart Sjoberg

Reviewer's report:

General

Discretionary Revisions (which the author can choose to ignore)

Minor Compulsory Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

Major Compulsory Revisions (that the author must respond to before a decision on publication can be reached)

The paper argues that journalists should rely more on published research results, and less on experts. This is probably unrealistic because journalists seldom have enough time or the competence needed to read and understand original research articles. The paper needs to address this issue.

Advice on publication: Accept after minor compulsory revisions

Level of interest: A paper whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Declaration of competing interests:

None