Reviewer's report

Title: "Tired of watching customers walk out the door because of the smoke": A content analysis of media coverage of voluntarily smokefree restaurants and bars

Version: 1 Date: 18 May 2015

Reviewer: Kiyoung Lee

Reviewer's report:

I think this paper is worthy of publication. However, the data handling must be revised.

The paper counted number of news items from 1955 to 2011 and analyzed the news items.

However, the number of news items should be standardized, for example, by total number of new items or other measures.

Simply counting news items can mislead.

Unless the adjustment is made, it is not clear whether it can be accepted for publication.