

***Coding Instrument
Content Analysis for Prostate Cancer***

Section A. Characteristics of the Article

1. Date Published _____ / _____ / _____
 MO. DAY YEAR

2. Name of Publication (**choose one**):

Mass Market Newspapers

Atlanta Journal/Constitution	1
Baltimore Sun	2
Boston Globe	3
Boston Herald	4
Buffalo News	5
Charlotte Observer	6
Chicago Sun-Times	7
Chicago Tribune	8
Cleveland Plain Dealer	9
Columbus (OH) Dispatch	10
Dallas Morning News	11
Denver Post	12
Denver Rocky Mountain News	13
Detroit Free Press	14
Detroit News	15
Fort Lauderdale Sun-sentinel	16
Houston Chronicle	17
Indianapolis Star	18
Kansas City Star	19
Long Island Newsday	20
Los Angeles Times	21
Louisville Courier Journal	22
Miami Herald	23
Milwaukee Journal Sentinel	24
Minneapolis Star Tribune	25
New Orleans Times-Picayune	26
New York Daily News	27
New York Times	28
Omaha World-Herald	29
Orange County Register	30
Orlando Sentinel	31

Philadelphia Inquirer	32
Phoenix Arizona Republic	33
Pittsburgh Post-Gazette	34
Portland Oregonian	35
Sacramento Bee	36
San Antonio Express News	37
San Diego Union-Tribune	38
San Francisco Chronicle	39
San Jose Mercury News	40
St. Louis Post-Dispatch	41
St. Petersburg (FL) Times	42
Seattle Times	43
Tampa Tribune	44
USA Today	45
Wall St. Journal	46
Washington Post	47

African-American Newspapers

Atlanta Inquirer	48
Baltimore Afro-American	49
Call and Post	50
California Voice	51
Chicago Weekend	52
Columbus Times	53
Indianapolis Recorder	54
Jacksonville Free Press	55
Los Angeles Sentinel	56
Metro Reporter	57
Miami Times	58
Michigan Chronicle	59
Michigan Citizen	60
New Pittsburgh Courier	61
New York Amsterdam News	62
New York Beacon	63
New York Voice - Harlem	64
Oakland Post	65
Philadelphia Tribune	66
Portland Skanner	67
Richmond Afro-American	68
Sacramento Observer	69
Sun Reporter	70
The Voice	71
Washington Afro-American	72
Washington Informer	73

Mass Market Magazines

American Legion magazine	74
Better Homes & Garden	75
Business Week	76
Chicago	77
Christianity Today	78
Countryside & Small Stock journal	79
Discover	80
Esquire	81
FDA Consumer	82
Financial World	83
Forbes	84
Fortune	85
Good Housekeeping	86
Harvard Health Letter	87
Health	88
Industry Week	89
MacLeans	90
Men's Health	91
New Choices	92
New Leader, The	93
New Yorker, The	94
Newsweek	95
People	96
Prevention	97
Publisher's Weekly	98
Reader's Digest	99
Rolling Stone	100
Science News	101
Scientific American	102
Self	103
Technology Review	104
Tikkun	105
Time	106
US News & World Report	107
Vanity Fair	108
Weight Watcher's magazine	109

African-American Magazines

Black Enterprise	110
Ebony	111
Emerge	112
Essence	113
Jet	114

3. Section Placement (**choose one number only**):

- 1. Front page/Cover story of Publication 1
- 2. Non-front page news/feature 2
- 3. Editorial 3
- 4. Column 4
- 5. Health section 5
- 6. Unable to determine (e.g., wire story) 6

Section B. Predominant “News Hook” Employed by Story

(determined by headline and first three paragraphs only)

4. Predominant “News Hook” Employed by Story (**choose one only**):

- 1. Mention of scientific study findings 1
- 2. Mention of controversy around prostate cancer screening 2
- 3. Mention of controversy around prostate cancer treatment 3
- 4. Prostate Cancer as a public health problem 4
- 5. Other cancer discussion (non-prostate cancer) 5
- 6. Policy discussion 6
- 7. Conference or convention news 7
- 8. Seasonal tie-in (e.g., Father’s Day) 8
- 9. Celebrity/public figure news 9
- 10. Other news hook 10

Section C. Reason(s) for Prostate Cancer Mention(s) in Article

- | | Yes | No |
|---|------------|--------------|
| 5. Celebrity figure/public figure | 1 | 2 (go to Q6) |

A. Race/ethnicity of person(s) mentioned (**choose one**):

- 1. African American 1
- 2. Asian/Pacific Islander 2
- 3. Hispanic/Latino(a) 3
- 4. Caucasian 4
- 5. Native American 5
- 6. Multi-racial 6
- 7. Multiple races mentioned 7
- 8. Other 8
- 9. Not specified/unknown 9

B. Reason for mention (**choose one**):

- 1. Death from prostate cancer 1
- 2. Diagnosis and treatment for prostate cancer 2
- 3. Advocate/spokesperson for an organization/event 3
- 4. Other 4

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|---------------|--|------------|-----------|---|---|---------------|--|---|---|-----------------------------|------------|-----------|---|---|---|--|---|---|---------------------------|---|---|----------------|---|---|------------------------|---|---|---|--|--|--|------------|-----------|---|---|---|
| | Yes | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6. Scientific prostate cancer announcement or mention? | 1 | 2 (go to Q7) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Yes | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3. European studies | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. Other | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5. Not specified | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | Yes | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7. Seasonal/Event tie-in? | 1 | 2 (go to Q8) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="0"> <tr> <td colspan="3">A. Day/month/season recognized: (Choose one only)</td> </tr> <tr> <td>1. Sept: Prostate Cancer Awareness Week</td> <td style="text-align: right;">1</td> <td></td> </tr> <tr> <td>2. April: Minority Cancer Awareness week</td> <td style="text-align: right;">2</td> <td></td> </tr> <tr> <td>3. June: Father's Day</td> <td style="text-align: right;">3</td> <td></td> </tr> <tr> <td>4. Other month/week/day tie-in</td> <td style="text-align: right;">4</td> <td></td> </tr> <tr> <td>5. More than one tie-in mentioned</td> <td style="text-align: right;">5</td> <td></td> </tr> </table> | | | A. Day/month/season recognized: (Choose one only) | | | 1. Sept: Prostate Cancer Awareness Week | 1 | | 2. April: Minority Cancer Awareness week | 2 | | 3. June: Father's Day | 3 | | 4. Other month/week/day tie-in | 4 | | 5. More than one tie-in mentioned | 5 | | | | | | | | | | | | | | | | | | | |
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| 3. June: Father's Day | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4. Other month/week/day tie-in | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5. More than one tie-in mentioned | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Yes | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8. Policy/economic issues related to prostate cancer? | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Yes | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9. Individual (non-celebrity/non-public figure) experience with prostate cancer mentioned? | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Yes | No | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10. Other reason for prostate cancer mention | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Section D. General Prostate Cancer Information Included in Article

11. Does the article include definitions and/or descriptions for:

	Yes	No
A. Prostate, the organ/gland?	1	2
B. Prostate cancer screening procedures (e.g., PSA, DRE)?	1	2
C. Prostate cancer?	1	2
D. Other cancers?	1	2 (go to Q11E)
1. Breast	1	2
2. Lung	1	2
3. Other	1	2
E. Mention of phrase “informed consent”?	1	2
F. Mention of phrase “informed decision making”?	1	2

	Yes	No
12. Symptoms and signs of prostate cancer mentioned?	1	2 (go to Q13)

	Yes	No
A. Pain and/or frequency of urination	1	2
B. Blood in urine	1	2
C. Pain in lower back, pelvis, or upper thigh	1	2
D. Weight loss	1	2
E. Mention of the fact that prostate cancer is often asymptomatic in the early stages	1	2
F. Other	1	2

	Yes	No
13. Prostate cancer trends, statistics, and/or comparisons mentioned?	1	2 (go to Q14)

	Yes	No
A. Statistics/numbers mentioned?	1	2 (go to Q13B)

	Yes	No
1. Number of men affected by/diagnosed with prostate cancer (e.g., prevalence or incidence rates)	1	2
2. Amount of screening	1	2
3. Amount of treatment	1	2
4. Number of deaths/Death rate	1	2
5. Statistics on side effects of treatment	1	2

(Question 13. Prostate cancer trends, statistics, and/or comparisons - continued)

	Yes	No
B. Any comparisons mentioned?	1	2 (go to Q14)

	Yes	No
1. Comparisons of African-Americans and Caucasians	1	2 (go to Q13B2)
a. Amount of screening	1	2
b. Amount of treatment	1	2
c. Number of deaths	1	2
d. Number of cases	1	2
2. Comparisons of other races	1	2
3. Comparison of different age groups (e.g., old vs. young)	1	2
4. Comparison of prostate cancer to other cancers or diseases	1	2
5. Comparison of men and women regarding cancer screening/treatment/number of deaths/etc.	1	2

	Yes	No
14. Screening test or other methods of detection mentioned?	1	2 (go to Q15)

	Yes	No
A. Particular type of screening mentioned?	1	2 (go to Q14B)

	Yes	No
1. PSA (Prostate-specific antigen) test/PSA blood test	1	2 (go to Q14A2)
a. Description of PSA test	1	2
2. DRE (Digital rectal exam)/Rectal exam	1	2 (go to Q14A3)
a. Description of DRE test	1	2
3. TRUS (Transrectal ultrasound)	1	2 (go to Q14A4)
a. Description of TRUS	1	2
4. Other	1	2

(Q14 on screening continued)

Yes No
B. Recommendations for screening mentioned? 1 2 (go to Q14C)

- Yes No**
- 1. Annual screening for all men beginning at age 50 1 2
 - 2. No *routine* screening should be conducted . . 1 2
 - 3. High risk groups should be screened 1 2 (go to Q14B4)
 - a. African American men 1 2
 - b. Men with a family history of prostate cancer 1 2
 - c. Men under the age of 50 1 2
 - 4. Mention of controversy or conflicting recommendations 1 2
 - 5. Other 1 2

Yes No
C. Screening outcomes mentioned? 1 2 (go to Q14D)

- Yes No**
- 1. Discussion of interpretation of PSA test results(scores) 1 2
 - 2. Discussion of biopsy 1 2
 - 3. Treatment options linked to screening and its implications/results 1 2
 - 4. Other 1 2

Yes No
D. Benefits of screening mentioned? 1 2
..... (go to Q14E)

- Yes No**
- 1. Reduced mortality associated with screening 1 2
 - 2. Early detection of prostate cancer 1 2
 - 3. Other benefits associated with screening 1 2

Yes No
E. Barriers to screening mentioned? 1 2 (go to Q15)

- Yes No**
- 1. Financial costs of screening 1 2
 - 2. Psychological/emotional costs of screening . 1 2
 - 3. Possible need for follow-up testing 1 2
 - 4. Social norms (e.g., men shy re: prostate) 1 2
 - 5. Other barriers 1 2

15. Treatment mentioned?	Yes	No
	1	2 (go to Q16)
Yes No		
A. Radical prostatectomy/surgical removal of prostate mentioned?	1	2 (go to Q15B)
Yes No		
1. Description provided	1	2
2. Side effects mentioned	1	2
3. Benefits mentioned	1	2
Yes No		
B. Radiation therapy mentioned?	1	2 (go to Q15C)
Yes No		
1. Description provided	1	2
2. Side effects mentioned	1	2
3. Benefits mentioned	1	2
Yes No		
C. "Watchful waiting" mentioned?	1	2 (go to Q15D)
Yes No		
1. Description provided	1	2
2. Side effects mentioned	1	2
3. Benefits mentioned	1	2
Yes No		
D. Radioactive palladium or iodine seeds/ radioactive pellets or liquid mentioned?	1	2 (go to Q15E)
Yes No		
1. Description provided	1	2
2. Side effects mentioned	1	2
3. Benefits mentioned	1	2
Yes No		
E. Cryotherapy/Cryosurgery mentioned?	1	2 (go to Q15F)
Yes No		
1. Description provided	1	2
2. Side effects mentioned	1	2
3. Benefits mentioned	1	2

(Q15 on treatment continued)

	Yes	No
F. Hormone therapy mentioned?	1	2 (go to Q15G)

	Yes	No
1. Description provided	1	2
2. Side effects mentioned	1	2
3. Benefits mentioned	1	2

	Yes	No
G. Other treatments (e.g., “medication”)?	1	2 (go to Q15H)

	Yes	No
H. Mention of treatment controversies?	1	2 (go to Q15I)

	Yes	No
I. Benefits to treatment mentioned?	1	2 (go to Q15J)

	Yes	No
1. Reduced mortality	1	2
2. Other benefits associated with treatment	1	2

	Yes	No
J. Barriers to treatment mentioned?	1	2 (go to Q16)

	Yes	No
1. Financial costs of treatment	1	2
2. Psychological/emotional costs of treatment	1	2
3. Physiological side effects/increased morbidity (e.g., loss of bladder &/or sexual function)	1	2
4. Social norms (e.g., people may find out; myths such as treatment causes cancer)	1	2
5. Other barriers	1	2

(Q19 on sources continued)

	Yes	No
B. Voluntary organizations?	1	2 (go to Q19C)
	Yes	No
1. American Cancer Society (ACS)	1	2
2. Other	1	2
	Yes	No
C. Advocacy groups?	1	2 (go to Q19D)
	Yes	No
1. US Too International Inc.	1	2
2. National Prostate Cancer Coalition	1	2
3. Other	1	2
	Yes	No
D. Medical associations?	1	2 (go to Q19E)
	Yes	No
1. American Medical Association (AMA) ..	1	2
2. American Urological Association (AUA) .	1	2
3. Other	1	2
	Yes	No
E. Physicians/Doctors/Prostate Cancer Specialists?	1	2 (go to Q19F)
	Yes	No
1. Urologists	1	2
2. Surgeons	1	2
3. Oncologist/Cancer specialist	1	2
4. Prostate Cancer specialist		
a. Medical (e.g., MD, RN, PhD)	1	2
b. Non-medical (e.g., survivor, counselor, support group leader)	1	2
5. Other	1	2
	Yes	No
F. Academic Institutions (e.g., medical schools, universities, colleges)	1	2
	Yes	No
G. Scientific/Medical Publications (e.g., JAMA, JNCI, MMWR, NEJM)	1	2
	Yes	No
H. Pharmaceutical companies?	1	2
	Yes	No
I. Other sources used?	1	2

Section F. Characterization of Individuals at Risk of, Those Diagnosed with, and/or Spouses/partners of Those with Prostate Cancer

20. Emotions associated with prostate cancer mentioned? **Yes** 1 **No** 2 (go to Q21)

- | | Yes | No |
|--------------------------------|------------|-----------|
| A. Fear/Concern | 1 | 2 |
| B. Depression (“Why me”) | 1 | 2 |
| C. Anger | 1 | 2 |
| D. Embarrassment | 1 | 2 |
| E. Other | 1 | 2 |

21. Is an individual mentioned or featured in the article? **Yes** 1 **No** 2 (go to Q22)

	Yes	No
A. Concerns and/or fears mentioned directly by this individual(s) as part of their own personal experience? ..	1	2 (go to Q21B)

- | | Yes | No |
|---|------------|-----------|
| 1. Concern/fear of test results/diagnosis | 1 | 2 |
| 2. Concern/fear of others finding out (e.g., family, friends) | 1 | 2 |
| 3. Concern/fear of side effects of treatment ... | 1 | 2 |
| 4. Concern/fear of loss of manhood | 1 | 2 |
| 5. Concern/fear of loss of sexual function | 1 | 2 |
| 6. Concern/fear of being uninformed about the disease/options/etc... .. | 1 | 2 |

B. Does the individual featured in the article describe the consequences of treatment in their life? (i.e., emotional and/or physiological outcomes)	Yes	No (go to Q21C)
	1	2

1. Are the consequences... (**choose one only**)
- | | |
|--------------------|---|
| 1. Positive? | 1 |
| 2. Negative? | 2 |
| 3. Both? | 3 |

C. Does the article mention issues/concerns/involvement of a spouse/partner of the individual at risk of or diagnosed with prostate cancer	Yes	No (go to Q22)
	1	2

Section G. Main Theme/Focus of the Article

22. Choose the number of the item which most clearly identifies the **main theme** of the entire article (i.e., What is the “take-away” message?). **(Choose one number only):**

- 1. Overview/basic information about prostate cancer 1
- 2. Dilemma/controversy surrounding an aspect of prostate cancer 2
- 3. Testing/screening for prostate cancer 3
- 4. Informed decision making regarding options around diagnosis 4
- 5. Early detection of prostate cancer 5
- 6. Survival/decreased mortality associated with prostate cancer 6
- 7. Treatment for prostate cancer 7
- 8. Prevention (e.g., promoting lifestyle, diet) of prostate cancer 8
- 9. Individual experience with prostate cancer 9
- 10. Other (specify)_____

_____ 10

11. Not discernable 11