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DEATH ON THE MENU: COMPARATIVE CONTENT ANALYSIS OF IMAGE

RESTORATION STRATEGIES AND FRAMES DURING THE MENU FOODS RECALL

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Worapron Tina Worawongs

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The dissertation of Worapron Tina Worawongs was reviewed and approved* by the following:

Amit M. Schejter
Associate Professor of Mass Communications
Dissertation Co-Adviser
Co-Chair of Committee

Colleen Connolly-Ahern
Assistant Professor of Mass Communications
Dissertation Co-Adviser
Co-Chair of Committee

Bu Zhong
Assistant Professor of Mass Communications

Roxanne Parrott
Professor of Communications Arts & Sciences

John S. Nichols
Professor of Mass Communications
Associate Dean for Graduate Studies and Research

*Signatures are on file in the Graduate School

ABSTRACT

In 2007, Menu Foods Inc. issued a voluntary recall of more than 60 million cans and pouches of pet food, becoming the largest recall recorded in the United States. This unexpected recall would catapult an unknown company into the headlines of newspapers throughout the global community and soon spark a chain of recalls, specifically of products with the label 'Made-in-China.' This dissertation adopted a transnational framework and conducted an international comparative content analysis of press releases and news stories disseminated during the Menu Foods recall.

Analysis of the press releases disseminated during the pet food recall revealed organizations predominantly adopted excuses and defense of innocence strategies to protect their images. When it came to how organizations presented the situation to media outlets, practitioners highlighted the issue of responsibility. Furthermore, the press releases used the conflict frame by criticizing other organizations, and drawing attention to the economic aspects of the recall.

Comparison of the news sources in domestic, international and U.S. ethnic newspapers indicated experts and government officials dominated the coverage of the recall, ultimately leading to the disappearance of the corporate voices. Regarding the selection of frames by the various newspapers during the recall, the most frequently used frames were attribution of responsibility, conflict, and economic. The framing process suggest journalists shifted the focus from the actual events to the political issues that resulted from the distribution of tainted food products, specifically the issues surrounding U.S. and China relations and the effects of globalization. Based on the findings, it appears

the country's role in the crisis, geographical proximity, and the nature of the crisis may have influenced the selection of frames during the recall.

Overall, the findings demonstrated a strong relationship between the way organizations framed the unfolding crisis and frames selected by domestic international and ethnic newspapers, specifically when it comes to the way the situation was being framed for the readers. However, the findings indicated organizations were not effective in getting journalists to adopt their image restoration strategies.

This dissertation offers both theoretical and practical implications. Theoretically, this dissertation provides evidence that the agenda-building process does not only apply to political campaign coverage but can be extended to corporate crisis situations, specifically the way the crisis is being presented. Additionally, this dissertation extends the research scope of the current literature on ethnic media by providing insights into the similarities and differences Chinese ethnic newspaper share with American and Chinese newspapers.

The practical implications for public relations practitioners include taking into consideration the organization's perceived involvement in the crisis in order to select appropriate image restoration strategies. Additionally, organizations may benefit from taking a closer look at the media coverage during a crisis, domestically and internationally. From the journalists' perspective, the findings reaffirm that during a crisis situation, newspapers heavily rely on government officials and experts for information.

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Chapter 1

Introduction

In 2007, Menu Foods Inc. issued a voluntary recall of more than 60 million cans and pouches of pet food, "the largest recall of consumer products ever recorded in the United States" (Nestle, 2008, p. 1). This unexpected recall would catapult an unknown company into the headlines of newspapers throughout the global community and soon spark a chain of recalls, specifically of products with the label 'Made-in-China.' Early signs of a crisis for Menu Foods were evident in early February 2007, when the company started to receive numerous complaints from consumers about increasing kidney failures in cats among uses of their pet food. By March 16, 2007, in response to a surge of complaints, Menu Foods issued a voluntary recall of various products. The complex chain of events and investigations traced the source of contamination to manufacturing facilities in China. What initially started off as a domestic pet food recall soon became an international crisis that highlighted the weaknesses in the current food safety system (Nestle, 2008).

The Menu Foods recall was selected for this dissertation and serves as a good case study that allows the highlighting of significant issues in communication studies. As previously stated, although this specific pet food recall impacted only 1% of all manufactured pet food products, the recall is considered the largest recall in the United States (Nestle, 2008). Additionally, this recall directly impacted well-known and trusted American pet food brands. The involvement of many pet food companies offers the

opportunity to examine how various corporations addressed the same potential threat to their images and how they assigned responsibility for the unfolding crisis. Third, the Menu Foods recall represented the direct effects of globalization. Although the Menu Foods case is a unique situation in that it deals with pet foods, this has become a common case as more imported products are being pulled from the shelves due to safety issues. As a result, the Menu Foods case draws out important issues that are currently relevant in today's economic and political environment. This case study touches upon U.S. and China's relations, issues of export and import, and the weaknesses of the current food safety regulation.

Using Menu Foods as the case study provided the opportunity to examine two types of messages—press releases and news stories. The study used a comparative approach to analyze the image repair strategies employed during the Menu Foods' pet food recall. It contributes to our current understanding of image restoration discourse by comparing how Menu Foods and organizations directly and indirectly involved with the product recall responded to the crisis. Second, the study also examined the construction of news stories during the Menu Foods recall through the comparison of frames, source usage, and the agenda-building process in domestic and international newspapers.

In this dissertation, I conducted a comparative content of press releases and news stories disseminated during the Menu Foods pet food recall using a transnational framework. According to Hallin and Mancini (2004), the adoption of a comparative perspective will help identify unique characteristics that would have remained invisible in a study that primarily focuses on a single nation. Based on this argument, this study consisted of three main comparisons: 1) comparison of domestic and international news

coverage of the pet food recall, 2) comparison of press releases and newspaper coverage, and 3) comparison among organizations issuing press releases concerning the recall.

The first main comparison, an examination of the selection of frames and sources in domestic and international newspapers, offers insights into the influence of external factors on the coverage of the Menu Foods pet food recall. Researchers have provided concrete evidence suggesting that news frames continuously influenced by political, social, and ideological factors (Shoemaker & Reese, 1996; Yang, 2003). Researchers have identified a range of macro and micro influences that can directly and indirectly affect how journalists frame an issue or event and select sources for their stories, including the orientation of the journalists and the characteristics of the media system. This case study contributes to the field of crisis communication by using the Menu Foods' pet food recall to illustrate how external factors, such as the newspaper's national identity, can affect media relations.

The second comparison of press releases and press coverage addressed the relationship between public relations practice and journalists during the Menu Foods recall. Numerous studies have found evidence suggesting press releases are commonly incorporated into news content and play an integral component in the agenda-building process (Hale, 1978; Kaid, 1976; Ohl, Pincus, Rimmer, & Harrison, 1995; Sachsman, 1976). Lastly, this dissertation included a comparison of organizations issuing press releases during the Menu Foods' pet food recall. According to Gurau and Serban (2005), when a product is deemed as being defective and recalled from the market, a "crisis is imminent" (p. 326). Fearn-Banks (2007) defined a crisis as " a major occurrence with a potentially negative outcome affecting the organization, company, or industry, as well its

publics, products, services, or good name" (p. 8). For Benoit (1995, 1997), corporations are at risk of facing a crisis and experiencing damages to their image after an attack or complaint, specifically being held responsible for an offensive action. Scholars have accepted the fact that corporate crises are inevitable and have been transformed into a common component of the organizational landscape (Seeger, Sellnow, & Ulmer, 2003, p. 1). In response to the potential threat to their reputation and image, organizations may engage in strategic communication (Allen & Caillouet, 1994) and adopt various image restoration strategies to address the unfolding crisis situation.

An examination of press releases draws out the similarities and differences in the way organizations responded to the Menu Foods pet food recall and how they framed this situation for domestic and international media outlets. Furthermore, the comparison offers insight into how the organizations' role in the crisis can impact the selection of frames and image restoration strategies in press releases.

Significance of the Study

Although the selection of the Menu Foods crisis as the case study carries a level of importance, the significance of the dissertation lies in the contributions to the current literature in the field of communications. First, this study contributes to the scholarly literature on framing and agenda-setting by examining the selection of frames during a crisis situation and discovering which aspects of the crisis are being placed on the public's agenda. Where previous research has identified the dominant frames that apply to a specific event or issue (Darmon & Bronstein, 2008; Esrock, Hart, D'Silva, & Werking, 2002), this study examined the presence of the five most common frames in

news coverage (Semetko & Valkenburg, 2000) to determine whether journalists adopted these frames to depict the crisis. Furthermore, this study is not solely interested in how journalists frame a crisis but also looks at the framing process from the public relations perspective. This study contributes to the current framing literature by offering insight into how journalists and public relations practitioners present the same event.

The second significant contribution of this dissertation is that it investigates the agenda-building process during a crisis and identifies the various organizations that participate in the process as the situation unfolds. Most agenda-building research has concentrated on political actors and their influence on the information available to the public. For example, Kaid (1976) examined daily and weekly newspapers' use of press releases issued by political candidates during a campaign. Guided by past agenda-building research, Wanta and Kalyango (2007) investigated the influence of the President's agenda on the media coverage pertaining to the issue of terrorism in Africa. This dissertation provides contribution to the agenda-building literature by extending the process to corporate crisis situations, specifically product recalls, where the environment is more unpredictable than during an election. Examination of how press releases were integrated into the media coverage during the Menu Foods recall provides insight into whether the agenda-building process pertains to unfolding crisis situations.

In addition to extending the agenda-building process to a crisis situation, this dissertation adds an international component to the currently scholarly literature. Sinaga and Wu (2007) point out many agenda-building studies investigating the influence of press releases in shaping media content predominantly focus on the United States. Therefore, in response to the lack of international studies, this dissertation compared the

impact of press releases on newspapers published in the United States, including ethnic Chinese newspapers, Canada, and China. Examination of the content in international newspapers will help provide insight into whether the press releases can influence international newspapers or will geographical proximity become an influential factor.

The third contribution of this dissertation is it conducts a comparison of media coverage of crises involving entities from different countries. As previously stated, the study used a single case study to address how one even can be presented in different countries that were directly involved or affected by the situation. Comparison of the news content draws out similarities and differences characteristics of the coverage and illustrates the influence of the media system on the way the crisis is being framed, including the affects of political and social factors. Furthermore, with the involvement of different countries in this specific crisis, this study examined how nationalism can appear in the framing process and the selection of news sources.

Another significance of the dissertation is it offers contributions to the current scholarly body of literature dedicated to ethnic media. In mass communication research, scholars have predominantly focused their attention on constructing an understanding of how immigrant communities make use of ethnic mass media, particularly pertaining to the process of assimilation and integration (Viswanath & Arora, 2000; Zhou & Cai, 2002). In their examinations of various ethnic media, researchers briefly review the content disseminated by these media outlets. Due to the limited number of studies that have investigated the content of ethnic media, this study examined the articles published in Chinese ethnic newspapers during the recall, which could provide insight into

differences and similarities that exist among domestic, international, and ethnic newspapers.

In sum, the complexity of the Menu Foods pet food recall and the various international players involved in the crisis situation allowed me to address a range of questions, including the identification of similarities and differences in the content being disseminated by organizations involved in the crisis and the impact of the country's role in the crisis on domestic and international news coverage. Overall, the case study, quantitative content analysis, and comparative methodologies adopted in this study contribute to the current scholarly literature in agenda building by providing insight into how press releases directly impacted domestic and international news coverage. Additionally, this case study offers a contribution to the growing body of scholarly literature on ethnic media.

The Case: Menu Foods Pet Food Recall

Menu Foods

Menu Foods was originally founded by Donald B. Green in 1971, when he purchased a pet food factory in Mississauga, Ontario. In 1977, Menu Foods experienced a change in ownership as Robert Bras took his position as chairman of the company. Within a few years, Bras had negotiated a contract with Lowlaws supermarkets that would require Menu Foods to produce canned food using the chain's label. According to Nestle, the success of producing what is described as "no name" products resulted in the expansion of the private-label operations. By 2002, Menu Foods became a public company. However, similar to many other Canadian corporations, the company

restructured the organization as an income trust and changed its listed name on the

Toronto Stock exchange to Menu Foods Income Fund. This alteration in the company's

name would allow the company to not pay Canadian taxes but rather give the monetary

profit directly to the stakeholders (Nestle, 2008).

After the company's reorganization and public offering, Menu Foods purchased a

Procter & Gamble pet food factory in the United States, which it would later sell to Mars

Petcare after being faced with financial difficulties. In addition to the purchase of the

factory, the Canadian manufacturer received a long-term contract with P&G to produce

pet foods for Iams and Eukanuba (Nestle, 2008). In 2005, Menu Foods experienced

dramatic financial losses, but it gradually recovered and "appeared to be in reasonable

financial shape" by 2007 (Nestle, 2008, p. 48).

The Pet Food Recall: Chain of Events

"*We are angry. We thought we were doing a better thing for our cat, improving*

her food. You trust these companies that have these reputations, and you expect them not

to poison your animals with the food they sell." (Zezima, 2007).

This is just one example of the emotional response from horrified pet owners as

mounting evidence revealed pet food products manufactured by Menu Foods may

potentially be the actual cause for their pets' illnesses and deaths. Beginning in February

2007, Menu Foods started to receive numerous consumer complaints of cats experiencing

kidney failures after the consumption of the company's products. Within the same month,

the company initiated a routine palatability test that consisted of approximately 40 to 50

cats and dogs (Hansen, 2008; Nestle, 2008). Menu Foods was later notified by the

palatability testing company that several cats participating in the study died or were diagnosed with kidney failure. By March, the company encountered a surge in complaints from pet owners, involving pets sickened following the consumption of products manufactured by Menu Foods. The company immediately informed ChemNutra, a U.S based wheat gluten supplier, that their products may potentially be contaminated. However, it is important to note that ChemNutra imports its wheat gluten from Xuzhou Anying, a Chinese manufacturer (Nestle, 2008). On March 15, Menu Foods notified the U.S. Food and Drug Administration (FDA) of the illnesses and its intention to initiate a recall (Nestle, 2008). On March 16, 2007, Menu Foods issued a recall of more than 60 million cans and pouches of pet food. According to Hansen (2008), the initial recall consisted of "cuts and gravy" style canned pet food manufactured in the United States factory starting from December 3, 2006 until March 6, 2007. Clients directly impacted by the product recall, such as P&G Pet Care, Nestle Purina PetCare, and Hill's Nutrition, immediately initiated recalls of all their products manufactured by Menu Foods (Nestle, 2008).

Initially, the New York State Department of Agriculture identified the presence of aminopterin in the tainted pet foods but the FDA also conducted an investigation and confirmed the use of melamine in the tested food samples (Hansen, 2008). The FDA later discovered the wheat gluten imported from a Chinese manufacturer contained melamine. Scientists searching for the source of pet illnesses argued that the presence of melamine was not enough to actually cause kidney damage. Numerous testing later revealed the crystals forming in the pets' kidneys were a product of combining melamine and cyanuric acid. The United States banned all future imports from the Xuzhou Anying,

along with imposing required inspections of all wheat glutens from China. In response to the FDA's findings, the Chinese government immediately denied all responsibility for the increasing number of pet-related deaths.

On April 6, the FDA suggested the possibility that melamine may have been intentionally added to the wheat gluten. The contaminated pet food source resulted in the Senate holding a hearing to discuss pet food safety, specifically demanding the improvement of food regulations (Hansen, 2007; Nestle, 2008). On April 23, China granted the FDA permission to enter the country and investigate the manufacturers' alleged involvement in the pet food crisis. Additionally, China arrested the managers of the accused manufacturers, Binzhou Futian and Xuzhou Anying (Nestle, 2008).

In May, Menu Foods expanded the initial recall to include all products that could have potentially been cross-contaminated in the manufacturing plants. On May 8, China acknowledged that the two accused manufacturers sold tainted ingredients to U.S. suppliers and initiated numerous changes to improve its inspection system. By the end of May, as a means of restoring consumers' confidence in Chinese products, Zheng Xiaoyu, former director of China's State Food and Drug Administration, was indicted and convicted on corruption charges. Zheng was sentenced to death and executed on July 10 (Nestle, 2008). In August, P&G terminated all its contracts with Menu Foods. As a result of the pet food recall, Menu Foods faced financial losses that amounted to approximately 62 million Canadian dollars (Nestle, 2008). The Menu Foods crisis ended when the company agreed to settle all class-action suits that resulted due to the distribution of the tainted products.

To this day, the actual number of pet illnesses and deaths associated with the consumption of the tainted pet food products has not been determined. During the time of the pet food recall, the United States lacked a system that compiled information received by private veterinary hospitals pertaining to pet illnesses and potential health issues (Nestle, 2008). Therefore, in order to monitor the negative effects of the recall, Pet Connection, an online-community composed of various pet care-experts, took on the role of providing information to pet owners. Pet Connection started documenting the reported illnesses and deaths on its official website. Unofficially, Pet Connection reported 14,228 illnesses and deaths potentially caused by the consumption of the recalled products. Officially, the FDA reported 17,000 complaints from concerned pet owners but due to the overwhelming number of calls, only 8,000 calls were actually logged into the system (Nestle, 2008). From the large number of reported pet deaths, the FDA only confirmed 17 or 18 deaths that can actually be attributed to the tainted pet foods.

Melamine and China's Involvement

The presence of melamine in samples of pet food was a surprising finding for pet owners, pet food manufacturers, scientists, and the FDA. Melamine is used for industrial purposes, as a binding agent, and is also a common ingredient in plastic utensils and plates (www.fda.gov). It is important to note that according to the FDA, the use of melamine and related compounds in animal or human food is not approved by the United States (www. fda.gov). Although melamine is not an approved ingredient, it has been commonly added to animal feed as means of creating the appearance of large levels of

protein content in the food. Furthermore, in comparison with wheat gluten, melamine is an inexpensive ingredient (Nestle, 2008).

After investigators identified the contaminants in the pet food products, they traced the source for these two chemicals to China (Nestle, 2008). Unlike the United States, banned the use of melamine in product feed, Chinese manufacturers stated the use of melamine was a common practice in the country. Chinese producers revealed the lack of regulations against the use of melamine and the financial benefits associated with mixing this chemical into the animal feed. Furthermore, it is difficult to detect the presence of melamine content in the final product.

Understanding the Menu Foods recall

In order to construct an understanding of how corporations responded to the unfolding crisis and the news stories published in domestic, international, and ethnic newspapers, Chapter 2 reviews past literature on image restoration strategies, comparing media systems, ethnic media in the United States, news discourse, framing, and the agenda-building process. Chapter 3 discusses the data collection process for this dissertation, specifically the sample, construction of the coding measures, coding process, and calculating intercoder reliability. Chapter 4 describes the statistical analyses used to answer the research questions and the results of the content analysis. Chapter 5 discusses the theoretical and practical implications of the findings, the study's limitations, and future studies.

Chapter 2

Literature Review

Comparative Studies and Necessary Consideration

In the field of communication research, there has been a continuous call for scholars to extend beyond the context and restriction imposed by studies of a single nation (Chang, Wang, & Chen, 1998; Dardis, 2006, p. 424; Lester-massman, 1991). During a time of globalization, geographic boundaries disappear, allowing media products to reach diverse countries and audiences. The examination of the media institutions in one country restricted researchers to making claims for that specific country, eliminating the possibility for generalizations. Interestingly, the increasing effects of globalization have enhanced the significance for researchers to adopt the comparative methodology and address the transnational dimensions of communications (Livingstone, 2003).

In this study, I conducted a comparative study of press releases and news stories disseminated during the Menu Foods pet food recall using a transnational framework. Comparative studies are extremely valuable in that they force researchers to take notice of characteristics that would have remained invisible when the focus was originally on a single nation and media system (Hallin & Mancini, 2004). Although this type of study is insightful, in comparison with other research areas in the field of mass communication, comparative research is plagued with an increasing number of challenges and constraints (Chang, et al., 2001; Gurevitch, 1989; Hallin & Mancini, 2004; Livingstone, 2003). The

problems imposed on comparative studies are commonly rooted in the scholar's preferred choices and unavoidable constraints, such as the availability of empirical data and required resources (Gurevitch, 1989). Therefore, in order to prevent and address future challenges and constraints that may arise, researchers must incorporate several considerations when conducting a comparative study.

Chang et al. (2001) stressed the importance of researchers to conduct studies in an appropriate manner. International comparisons should be grounded in a theoretical framework, consist of comparable social units, and offer a sound justification for the comparison. Przeworski and Teune (1981) proposed a researcher should clearly identify a theory that will define what is to be expected and the reasons for this outcome. The absence of a theoretical perspective will restrict researchers to only identifying "what occurred" in each country rather than "why they occurred" (Chang et al., 2001, p. 422). Unable to address the question of how and why, studies cannot take into consideration the structural factors that can potentially influence the comparative findings. Interestingly, researchers can only summarize the similarities and differences between the countries without providing reasonable explanations. To address the need for a theoretical framework, I used the framing and agenda-building theory to guide the comparison of the news stories in domestic and international newspapers and the press releases issued during the pet food recall.

The second important consideration when conducting a comparative study is providing an adequate rationale for the selection of specific social units. Chang et al., (2001) warned researchers against selecting social units because of their availability or due to matters of convenience. Given the importance surrounding the selection of

appropriate social units, Smelser (1976) pointed out the need for researchers to ensure the social units are comparable, specifically in different sociocultural contexts. Besides emerging from the theoretical framework, the rationale for selecting a unit of analysis should reflect the investigated theoretical problem, the phenomena, availability of the data, and the replication of the procedures (Smelser, 1976). According to Chang et al. (2001), "the question of comparable units is of primary importance because the interpretation of results often hinges upon them" (p. 423). Based upon the theoretical framework that guides the comparison and the proposed research questions, the selected social units are the selection of image restoration strategies, frames, and sources during the Menu Foods pet food recall.

The "problem of comparability," as discussed by Smelser (1973), arises from the question—"Are the social units comparable with one another?" (p. 166). In situations where comparative studies extend beyond geographical boundaries, the researcher must become aware of the units of comparison and clearly state the justification for this selection. For this study, news stories published in American, Canadian, and Chinese newspapers were included in the sample. The justification for this selection was the country's direct involvement in the Menu Foods pet food recall and the roles the media played in each of these systems were highlighted and taken into account in the analysis.

Corporations and Crises

According to Seeger, Sellnow, and Ulmer (2003), "crises are common parts of the social, psychological, political, and economic, and organizational landscape of modern life" (p. 3). Consequently, a crisis can have a profound impact on the general public,

resulting in possible physical harm and human loss. From an organizational perspective, crises can lead to extensive financial damages and pose as a threat to the corporation's internal stability and reputation (Seeger, et al., 2003, p. 57). Therefore, when faced with a crisis situation, organizations are launched into a state of uncertainty and vulnerability stemming from the lack of information regarding the cause and effects of the unfolding situation (Pearson & Clair, 1998).

Fearn-Banks (2007) defined a crisis as "a major occurrence with a potentially negative outcome affecting the organization, company, or industry, as well as its publics, products, services, or good name" (p. 8). Although Pearson and Clair (1998) contended there is an array of organizational crises, past studies generally organized crises into two distinct categories—economic and industrial (Grewal & Tansuhaj, 2001; Shrivastava, Mitroff, Miller, & Miglani, 1988). An economic crisis, commonly related to the business cycles, stem from external economic conditions and can lead to a decrease in the organization's output (Grewal & Tansujah, 2001). In contrast, an industrial crisis is perceived to be a situation that arises from the internal activities and failures of an organization, inflicting damages to the social environment and human life (Shrivastava, et al., 1988). For the purpose of this case study, I solely focused on industrial crises, specifically the Menu Foods pet food recall.

Shrivastava et al. (1988) defined an industrial crisis as an "organizational and inter-organizational phenomena" that is the product of "human, communication, and technological failures within and among organizations" (p. 287-288). An industrial crisis can transform into a large-scale crisis when internal organizational failures combine with

an unstable infrastructure, malfunctions in the regulatory system, and the lack of public

preparedness (Shrivastava, 1988).

The negative consequences of an industrial crisis, unlike a natural disaster, can

often extend beyond the geographical and temporal boundaries. The damage caused by

natural disasters, such as earthquakes and floods, is restricted to specific locations and the

initial time period. Although the damage inflicted by an industrial crisis may resemble a

natural disaster, generally the consequences of an industrial crisis materialize after the

time of occurrence of the crisis (Shrivastava et al., 1988). Therefore, the sudden and

extensive damages inflicted by an industrial crisis can pose as a threat to an

organization's well-being, contributing to the need to examine and understand the

potential effects of an industrial crisis.

To understand and adequately respond to an unfolding industrial crisis,

Shrivastava et al., (1988) identified the following defining characteristics that allow

practitioners and researchers to distinguish an industrial crisis: triggering event and

causes of a crisis, large-scale damage to human life and environment, large economic

costs, large social costs, multiple stakeholder involvement and conflict, responses to

crises, and crisis resolution and crises extension.

Triggering events and causes

Although corporations generally acknowledge that there is a low chance of

occurrence, triggering events are warning signs for the organization and become a

reference point for identifying the primary cause of the crisis situation (Shrivastava et al.,

1988). Triggering events can appear in numerous forms, however, Shrivastava et al. (1988) suggested these events are categorized into two types—production and consumption. From the production aspect, triggering events can emerge in the production system and environment. While from the consumption side, crisis triggering events can include the misuse of safe products along with product sabotage and defects (Shrivastava et al., 1988).

Commonly, industrial crises are the result of human, organization, and technological activities and failures. According to Shrivastava et al., (1988), the interaction among internal factors and the organizational environment contributes to the rapid escalation of the triggering events, which can result in a large-scale crisis.

The triggering events for the Menu Foods pet food recall emerged in February 2007 when the corporation began receiving complaints of pets becoming severely ill after consuming its products (Nestle, 2008). Within a month, the number of complaints increased, leading to a voluntary recall of the manufactured products. The complaints resulted in the company to conduct an investigation of what was causing these illnesses in pets, which was identified as contaminated wheat gluten from China (Nestle, 2008).

Consequences of industrial crises

The consequences of an industrial crisis consist of negative but different effects on multiple groups, beginning with the organization and extending to the general public. The large-scale damage can range from physical injuries, death, to environmental destruction (Shrivastava et al., 1988). From an economic and social perspective,

industrial crises entail high financial expenses not only for the organization but also for the affected society. During the aftermath of an industrial crisis, organizations are held liable for the damages inflicted upon the victims and facilities. Additionally, the damages caused by a crisis can have a prolonged effect, making it extremely difficult for an organization to identify an approximation of the financial costs (Shrivastava et al., 1988). In respects to the social consequences, industrial crises can result in the potential disruption or permanent breakdown of established social and political relationships (Pearson & Clair, 1998; Shrivastava et al., 1988). Common consequences generally associated with industrial crises range from large-scale evacuations at the local level to the complete reorganization of the social order (Kreps, 1984). As a result, due to the uncertainty surrounding the consequences of the disruptive event, political leaders and government officials may be faced with increased scrutiny and pressures (Shrivastava et al., 1988).

In the case of Menu Foods, the industrial crisis had a negative impact on a wide range of groups. For the company, the product recall created an immense financial burden, composed of mounting lawsuits, decreasing sales, and the cancellation of several high-profile contracts (Nestle, 2008). For the general public, the negative consequences consisted of thousands of cats and dogs becoming sick along with several fatalities. Furthermore, pet owners were also faced with financial expenses associated with veterinarian bills. Besides Menu Foods and the general public, the recall also had a direct negative impact on the U.S. government. The presence of melamine in the pet food products brought light on a possibly flawed food safety program. As a result of the Menu

Foods crisis, the government faced numerous criticisms pertaining to its ability to protect

the food supply (Nestle, 2008).

The negative repercussions also extended to China, as responsibility for the

unfolding crisis was attributed to both the Chinese government and manufacturers. The

pet food recalls drew attention to the problems that plague the food safety system in

China. Specifically, the recall revealed the lack of food regulations, inspection system,

and the prominence of corruption in China (Nestle, 2008). In response to these

revelations, American consumers' trust and confidence in products manufactured in

China dramatically diminished.

Response and crisis resolution

An industrial crisis generally evokes a response from internal stakeholders in an

attempt to reduce the negative consequences and prevent the occurrence of similar crises

(Shrivastava et al., 1988). According to Bouillette and Quarantelli (1971), organizations

adopt short-run changes when faced with stressful situations that can potentially threaten

the organization's structure. These decisions are commonly made under specific time

constraints and during a state of uncertainty caused by insufficient or conflicting

information surrounding the situation. After the initial chain of events, organizations will

transition to long term responses focused on identifying the causes and consequences,

compensating the victims, and improving the damaged organization structure

(Shrivastava et al., 1988).

Menu Foods' immediate response to consumers' complaints consisted of

initiating several voluntary recalls of the contaminated products. Additionally, upon

receiving notification that pets were becoming ill after consumption of the products, the company sent tissue and urine sample to be tested. Immediately after initiating the first round of product recalls, Menu Foods established a hotline to respond effectively to concerned consumers and provide updated information to pet owners (Nestle, 2008). As for the long-term responses, Menu Foods reduced the number of employees while corporate officials lowered their current salaries. These actions were intended to help balance the costs associated with the recall (Nestle, 2008).

Involvement and conflict of multiple stakeholders

One of the defining characteristics of an industrial crisis is the involvement and potential impact on multiple groups. According to Shrivastava et al., (1988), "multiple stakeholders are inevitably involved in causing, communicating, and mitigating the effects of industrial crises" (p. 291). As a result, the involvement of multiple stakeholders can lead to a number of extensive conflicts as the different agencies struggle over the assignment of responsibility and liability.

As an industrial crisis unfolds, private and public key stakeholders are generally held liable for the damages resulting from the disruptive events. Primary stakeholders, as described by Shrivastava et al., (1988), either own or manage the organization that is the cause of the crisis. In addition, when faced with an industrial crisis, an organization's material supplier and manufacturer can be categorized as a key stakeholder and held responsible for the crisis. Extending beyond the organization, state agencies and government officials are perceived as influential stakeholders due to their role in mitigating the negative effects of a crisis and implementing preventative regulations

(Shrivastava et al., 1988). However, the group of stakeholders greatly affected by the crisis would ultimately be the victims and consumers. Victims are individuals that incurred physical or physiological injuries from the disruptive event, which can range from the general public to individuals employed by the organization (Pearson & Clair, 1998; Shrivastava et al., 1988).

In the case of Menu Foods, internal stakeholders that were directly involved with the product recall consisted of ChemNutra, various pet food companies, and Chinese manufacturers. ChemNutra, the company's wheat gluten supplier, was identified as the source of the problem once Menu Foods immediately contacted the supplier after receiving complaints from pet owners of possible contaminated products. The supplier later shifted responsibility to a Chinese manufacturer, after revealing it did not actually manufacture the ingredients being sold to Menu Foods. The Menu Foods' recall also directly affected the several well-known pet food companies, such as Procter & Gamble and Hill's Pet Nutrition. In response to the Menu Foods' recall, each pet food company initiated its own voluntary recall along with shifting the blame to Menu Foods (Nestle, 2008).

The external stakeholders that were pulled into the Menu Foods recall included the FDA and pet owners. Throughout the unfolding crisis, blame was attributed to the FDA and its lack of power to remove contaminated products from the shelves (Nestle, 2008). Confronted with increasing criticisms, the agency initiated investigations of the manufacturers potentially supplying tainted products. Another group of external stakeholders directly impacted by the crisis were the concerned pet owners. The pets that fell ill after consumption of the tainted food products were perceived as the victims.

Corporate Reputation

From a corporation's perspective, a crisis does not only affect the financial success of an organization but can pose as a reputational threat (Coombs, 2007). The inflicted damages to a corporation's reputation can alter the perception of various stakeholder groups, resulting in lasting consequences for the corporation facing the crisis. According to Ruth and York (2004), reputation is a crucial component for a corporation due to its direct impact on the level of profitability by drawing in employees, investors, and consumers to its advertised services and products. Corporations not only compete for the customers' attention but also struggle to achieve high reputational status. Through established reputations and rankings, organizations possess a competitive advantage or disadvantage within the market, influencing the behavior of potential consumers and purchasing decisions (Fombrun & Shanley, 1990).

The strong relationship between a corporation's success and its reputation has attracted the attention of scholars from a wide array of fields, including business, marketing and communications (Fombrun & Shanley, 1990; Fortunato, 2008). According to Mahon and Wartick (2003), corporate reputation has rapidly transformed into a vibrant area of study, drawing in the interests of not only academic scholars but also practitioners. Although corporate reputation is a growing field of study, the academic literature lacks a simple definition that clearly outlines the constituents and boundaries of the concept (Tucker & Melewar, 2005). An examination of the literature immediately reveals current definitions of corporate reputations are broad or highly specific and only applicable to the field of business (Eisenegger & Imhof, 2008).

In the simplest terms, corporate reputation represents the stakeholders' perception of the organization, specifically whether they are regarded as being good or bad (Tucker & Melewar, 2005). Although this simplified definition prevents the chance of misinterpretation, according to Tucker and Melewar (2005), the growing importance of corporate reputation has caused scholars to construct a more concise definition. Fombrun (1996) defined corporate reputation as "a perpetual representation of a company's past actions and future prospects that describes the firm's overall appeal to its key constituents when compared to other leading rivals'" (p. 72). Widely accepted by scholars and practitioners, Fombrun's definition recognizes that corporate reputation is continuously evolving but can provide organizations with a competitive advantage in the market (Tucker & Melewar, 2005). Coombs (2000) conceptualized reputation as being equivalent to the corporation's relational history. From this perspective, reputation is a construction of the continuous interaction between the organization and its multiple stakeholders. Reputations are produced and reproduced through the stakeholders' evaluation of the organization's activities (Coombs, 2007). As a reflection of the interaction between the organization and the stakeholders, reputations are perceived as being dynamic. Driven by the past and present activities of the organization, reputations will shift over time (Mahon & Wartick, 2003).

According to Lyon and Cameron (2004), the creation and destruction of corporate reputation lies in the hands of the general public, not the corporation. Although a reputation "is owned by the publics," it is also very crucial for a corporation to effectively manage its internal and external activities (Lyon & Cameron, 2004, p. 215). Therefore, when faced with accusations of wrongdoing that can potentially damage its reputation,

corporations may adopt image restoration strategies to address these accusations (Brinson & Benoit, 1999). The corporation's response and actions after a crisis can alleviate the negative outcomes that stem from a crisis and protect its reputation (Coombs & Holladay, 1996; Coombs & Holladay, 2008).

Image restoration strategies

When faced with accusations of wrongdoing, corporations will generally adopt image restoration strategies to restore its damaged image and reputation (Benoit, 1995; Benoit & Hanczor, 1994; Rowland & Jerome, 2004). According to Benoit (1995), an accusation or threat to one's image and reputation consist of two elements: the occurrence of an offensive act and responsibility being assigned to the accused organization. Firstly, in order for a reputation to be threatened, the corporation must commit an action that is deemed offensive not just by the public but also by the corporation. Benoit argued a reputation will not be damaged if the corporation does not believe salient audiences will perceive the action as being reprehensible (Benoit, 1995). Secondly, a corporation's reputation is only damaged if the corporation is assigned responsibility for the offensive act. It is important to note that responsibility is not determined by whether the corporation was actually the source of damage but rather if the audience believes the corporation engaged in the offensive action (Benoit, 1995). Once there is a threat to one's reputation, Benoit (1995) argued a corporation is immediately provoked to restore its image and motivated to provide "explanations, defenses, justifications, rationalizations, apologies, or excuses" for the alleged behavior (Benoit & Hanczor, 1994, p. 418).

There is a growing body of literature that predominantly focused on image restoration discourse. Drawing from the literature on accounts, apologia, and impression management, researchers developed various approaches to explain how organizations respond to accusations of wrongdoing and identify which strategies were adopted to effectively diminish reputational damages. Ware and Linkugel (1973) proposed the theory of apologia and discussed four strategies that can be used to address accusations. A first strategy involves denying any involvement or participation in the alleged offensive action. A second strategy, bolstering, refers to the accused corporation trying to highlight the positive attributes. Identification with favorable actions and positive characteristics by the audience may help resolve the conflict. A third strategy, differentiation, minimizes the negative effects by distinguishing the offensive actions from similar behavior that was less criticized (Ware & Linkugel, 1973). The last strategy, transcendence, alters the audiences' evaluation and meaning associated with the accused wrongdoing. According to Ware and Linkugel, this strategy removes the public's attention away from the offensive action and introduces an abstract perspective to evaluate the action.

Scott and Lyman's (1968) theory of accounts has become an influential approach in image restoration studies (Benoit, 1995). According to Scott and Lyman (1968), accounts are used in situations where actions are subject to evaluation. Accounts are defined as "a statement made by social actor to explain unanticipated or untoward behavior" (Scott & Lyman, 1968, p. 46). These statements can generally be utilized to address either the actor's actions or those of others. Additionally, regardless of whether the evaluated actions were actually caused by the actor or another party, the actor can still

employ accounts to prevent negative consequences. The theory of accounts identified two broad types: excuses and justification. Excuses refer to when the actor acknowledges the action was wrong but does not accept responsibility. In contrast, justification accepts responsibility for the offensive action but rejects all the negative characteristics associated with the behavior (Scott & Lyman, 1968).

In addition to the two types of accounts, Scott and Lyman identified four forms of excuses and justifications. The various forms of excuses consist of accidents, defeasibility, biological drives, and scapegoating. When using accidents as an excuse, the actor highlights unexpected factors that could have impacted the consequences. Scott and Lyman argued this type of excuse is generally acceptable due to the few occurrences of accidents. Defeasibility as a form of excuse involves an individual denying responsibility due to the lack of pertinent information that could have potentially altered his/her actions. When accused of wrongdoing, individuals can employ biological drives as another form of excuse. The last type of excuse, scapegoating, refers to when individuals claim the offensive action is a response to another group's actions (Scott & Lyman, 1986).

Justification accounts are also divided into four types: denial of injury, denial of victim, condemnation of the condemners, and appeal to loyalties (Scott & Lyman, 1986). When using the denial of injury, the individual asserts the offensive action is acceptable due to the lack of injuries. As for denial of the victim, this type of justification claims the questionable behavior is deemed acceptable because the affected individuals deserved the injuries. The third type of justification, condemnation of the condemners, involves the individual accepting responsibility for the act but highlights the fact that others perform

similar acts but have not been punished. Lastly, appeal to loyalties, justifies the actions because the individual is serving the interest of another party (Scott & Lyman, 1968).

Based on the earlier works of image restoration, including Ware and Linkugel (1973), Benoit (1995) developed the theory of image restoration and synthesized the list of strategies provided by past scholars. The theory of image restoration assumes the communication process is solely directed at rebuilding a reputation and protecting it from possible threats. Based upon these key assumptions, Benoit (1995) prescribed five broad image restoration strategies: denial, evasion of responsibility, reducing offensiveness of event, corrective action, and mortification.

The first strategic approach, denial, states the organization was not involved with the undesirable act. Originally accused of committing an offense, the organization may also contend that the act never took place or it did not inflict harm on the general public (Benoit, 1995). As the organization adopts the denial response to deal with the crisis, the question of who is actually responsible arises within the public sphere. As a result, the corporation has the ability to shift the blame, leading the public to believe that another organization is responsible for the crisis (Benoit, 1995; Benoit, 1997).

According to Benoit (1995), corporations unable to completely deny their involvement with the offensive act can attempt to evade responsibility. In the first version of this image repair strategy, the corporation contends the offensive act was a response to another wrongful act committed by another organization. The second version, also known as defeasibility, attributes the cause of the crisis to a lack of information or control over the situation. Benoit (1995) argued if the public accepts this response, the perceived level of responsibility associated with the ongoing crisis will diminish. Another

strategy to evade responsibility would be to suggest the crisis was an accident, allowing corporations to be held less accountable and protect their image from criticisms. In the fourth version, the image repair strategy stresses the corporation's good intentions. Despite the negative consequences, the corporation was motivated to perform a good deed and did not intend to cause the public harm (Benoit, 1995).

Corporations accused of an offensive act can also try to lessen the negative feelings associated with the crisis. This image repair strategy is divided into six versions: bolstering, minimization, differentiation, transcendence, attack accuser, and compensation (Benoit, 1995). In order to diminish the negative effects of an event, corporations may employ bolstering strategies to reinforce a positive attitude. This strategy involves highlighting past positive acts to offset the effects of the offensive act, potentially improving the corporation's current reputation. For the second strategy, corporations focus their attention on minimizing the negative feelings related to the crisis. Minimization is achieved by persuading the public the offensive act, in reality, was not as bad as originally expected. The third strategy, differentiation, distinguishes the crisis from similar offensive actions. Through a comparison, corporations imply the current crisis is less offensive and can potentially diminish the public's negative attitude toward the corporation (Benoit, 1995).

A fourth strategy that helps corporations restore their images is transcendence. Benoit (1995) described this method as defining the crisis in a favorable context, offering the public a different perspective to evaluate the situation. Rather than redefining the contextual framework of the crisis, corporations may adopt the method of attacking the accusers. By employing this strategy, corporations can redirect the public's attention

away from the current crisis and bring into question the accusers' credibility (Benoit, 1995). The final strategy utilized to reduce offensiveness involves compensating the victims to improve the corporation's damaged reputation. The corporation acknowledges the damaging consequences by offering monetary reimbursements for the victims of the crisis (Benoit, 1995).

Following the acceptance of responsibility, corporations may restore their damaged reputation through assurance the problem will be corrected. Generally, corrective actions entail reinstating the corporation's state of affairs prior to the crisis and/or guaranteeing changes to the system to prevent similar offensive actions (Benoit, 1995).

The final strategy, mortification, involves accepting fully responsibility for the crisis and seeking the public's forgiveness (Benoit, 1995). If the public perceives the apology as being sincere, the corporation may be forgiven. However, Benoit (1997) argued this strategy may lead to potential lawsuits from the victims of the crisis.

Adapting Scott and Lyman's theory of accounts, Schlenker (1980) proposed a list of image restoration strategies used to resolve or diminish the consequences of a predicament. According to Schlenker (1980), predicaments refer to "situations in which events have undesirable implications for the identity-relevant images actors have claimed or desire to claim in front of real or imagined audiences" (p. 137). When faced with a predicament, individuals or organizations may try to conceal the predicament or strive to remedy the unfolding situation. In an attempt to address the predicament, Schlenker (1980) identified the following three broad strategies: defenses of innocence, excuses, and justifications.

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Defenses of innocence strive to evade involvement or eliminate any possible linkages that can potentially associate the organization with the fictitious crisis (Schlenker, 1980). Under this broad category, Schlenker identified two strategies: nonoccurrence and noncausation. Nonoccurence involves the organization stating the proposed crisis did not take place. Noncausation stems from the organization clearly stating they were not involved with this undesirable act or the cause of the predicament (Schlenker, 1980).

In an attempt to diminish the organization's level of responsibility for the crisis, Schlenker (1980) states organizations may adopt certain types of excuses. Organizations may use the excuse of unforeseen consequences. This excuse emphasizes the uncertainty of the crisis along with the inability to predict the negative consequences. Another type of excuse may place the responsibility for the event on extenuating circumstance. According to Schlenker (1980), two variations of these extenuating circumstances include scapegoating and diffusion of responsibility. Through the use of scapegoating, organizations are suggesting that another group is responsible for the crisis. On a similar note, diffusion of responsibility transfers the blame to numerous groups.

When corporations employ a justification strategy, they are striving to mitigate the negative aspects of the event. The first type of justification involves direct minimization of the consequences associated with the situation. Another form of justification is through comparison with other organizations not held responsible for the event or associated with worse behaviors. The third justification minimizes the impact of the event through emphasizing the organization's higher goals (Schlenker, 1980).

During the crisis stages and the generated aftermath of the situation, corporations strive to select appropriate strategies that will ensure the protection of their images (Coombs, 1995). According to Sturges (1994), the key objective for corporations is to increase or maintain positive opinions held by the different constituent groups affected by the corporation's actions. To effectively protect the corporation's reputation from suffering negative consequences, Coombs (1995) suggest the selection of strategies that alter the public's assignment of responsibility for the crisis or positively influence the audience's perception of the actual corporation.

Due to the lack of an accepted approach, researchers have a tendency of adopting different image repair typologies. Benoit and Drew (1997) pointed out research on image repair strategies may use the general typology or focus attention on selected strategies. This study adopts Schlenker's (1980) typology because the three broad categories are concise and useful to quantify the different responses used to address the crisis.

Reputation and the mass media

Numerous studies have acknowledged the importance of the mass media in the evaluation and management of corporate reputations, including when faced with a crisis situation (Carroll & McCombs, 2003; Coombs, 2007; Deephouse, 2000; Eisenegger & Imhof, 2008). As previously stated, a corporation's reputation is determined by the public, specifically internal and external stakeholders (Lyon & Cameron, 2004). Evaluations of a reputation are based upon information describing corporate activities and behaviors. Commonly, stakeholders can obtain this information through direct communication with the corporation, media outlets, or secondary sources (Coombs,

2007; Fombrun & Shanley, 1990). Regardless of the different sources available for stakeholders, scholars have suggested that stakeholders are most reliant on the news media for information related to corporations (Carroll & McCombs, 2003; Coombs, 2007). According to Eisenegger and Imhof (2008), the media is the primary gateway to society by offering the public access to organizations and corporations.

From a management perspective, the intended role of mass media organizations is to provide information of the corporation and contribute to the public's knowledge while simultaneously shaping their opinions toward the corporations (Deephouse, 2000). According to Fombrun and Shanley (1990), "the media themselves act not only as vehicles for advertising and mirrors of reality reflecting firms' actions, but also as active agents shaping information through editorials and feature articles" (p. 240). The media's ability to influence public opinion, attitudes, and behaviors arise from journalists' selection and presentation of news (Carroll & McCombs, 2003; Deephouse, 2000). However, journalistic practices and norms are in many ways influenced by different elements of their media systems. To enhance our understanding of the media coverage dedicated to the Menu Foods recall, it is important to identify the characteristics that define each media system. The following section presents the elements of media systems and applies these characteristics to the United States, Canada, and China.

Comparing media systems

News media studies have provided evidence indicating news stories cannot be objective due to the influences of political, social, and ideological factors (Gans, 1979;

Shoemaker & Reese, 1996; Yang, 2003). The process of gathering and reporting news,

including the selection of frames, are a reflection of macro and micro factors (Shoemaker

& Reese, 1996; Yang, 2003). Shoemaker and Reese (1996) noted macro influences stem

from the media system while micro factors include characteristics of journalists.

Therefore, to compare and understand how journalists frame an issue or event, it is

important to take into consideration the influential factors embedded in the media

systems.

According to McKenzie (2006), mass media system is a collection of multiple

elements that mutually influence one another. Furthermore, the system employs various

resources to produce and disseminate the content to audiences. McKenzie also noted

media systems continuously experience changes in different areas, such as regulations

and media ownership. Based on the argument that comparative analysis is valuable in

drawing out similarities and differences in a system, scholars developed different

frameworks for comparing media systems (Hallin & Mancini,2004; Nerone, 1995; Ostini

& Fung, 2002; Siebert, Peterson & Schramm, 1956).

Beginning with the Four Theories of the Press, Siebert, Peterson, and Schramm

(1956) pointed out the need to take into consideration the relationship that exists between

the press and its social system. The authors suggested the press is a reflection of "the

social and political structures within which it operates" (Siebert, Peterson, & Schramm,

1956, p. 1). Siebert et al. categorized media systems into four theories of the press--

Libertarian, Soviet Communist, Social Responsibility, and Authoritarian. The

authoritarian theory assumes the press operates and functions under the control of the

government. From this perspective, it is believed that individuals are not able to attain

their full potential without the guidance of government officials. To effectively reach the public, the government utilizes the press to disseminate information that promotes the interest of individuals in power. Therefore, by functioning as a mouthpiece, the press eliminates its ability to check on the government (Siebert et al., 1956).

In contrast to the authoritarian model, the libertarian theory is grounded in the belief that individuals are no longer reliant on the government for discovering the truth. Libertarian theory argues individuals possess the ability to discern the truth from false information without the guidance of the government officials. Due to the reversal of the relationship between individuals and the government, the press no longer operates as a mouthpiece for the government and is free from their control (Siebert et al., 1956). Rather, the principal function of the press is "to help discover the truth, to assist in the process of solving political and social problems by presenting all manner of evidence and opinion as the basis for decisions" (Siebert et al., 1956, p. 51).

The soviet communist theory perceives the press as predominantly serving the interest of the state (Siebert et al., 1956; Ostini & Fung, 2002). Based on Marxist beliefs and the need to maintain governmental power, the press solely operates as an instrument to the state. The social responsibility theory, a modification of the libertarian model, believes the press possesses a moral obligation towards society. The press must be socially responsible and provide the public with sufficient information to make informed decisions (Siebert et al., 1956).

The comparative framework proposed in The Four Theories of the Press has been continuously influential as researchers utilize this approach to guide their comparative analysis of different media systems (Hallin & Mancini, 2004; Nerone, 1995; Ostini &

Fung, 2002). The influential power of this approach is duyeahhe to the imposed belief that media systems can be easily categorized through the use of a simple model (Hallin & Mancini, 2004). Although studies examining international media systems are grounded in the four theories of the press, scholars have recently acknowledged this approach possess numerous limitations and lack the ability to adequately analyze modern media systems (Hallin & Mancini, 2004; Nerone, 1995; Ostini & Fung, 2002). In his critique of the Four Theories, Nerone contends a fundamental problem of the framework is the dichotomous approach that guides the analysis. The presentation of the four theories essentially suggests media systems can only be classified into two dominant theories-- libertarian or authoritarian. As for the last two theories, they are perceived as modifications and extreme versions of the main theories (Nerone, 1995).

Another deficiency of the approach is failure to acknowledge the economic aspects of the media system (Akhavan-Majid & Wolf, 1991; Nerone, 1995). Siebert et al. evaluated the freedom of the press based on the media's ability to freely discuss political issues without state regulations. From this perspective, the media system is merely perceived as a tool that exists within the political structure of a country. However, Nerone contended to determine freedom of the press, one must consider the influence of the economic market. Economic factors, such as media ownership, may directly impact the level of press freedom within a capitalist society (Akhavan-Majid & Wolf, 1991; Nerone, 1995).

Lastly, Hallin and Mancini (2004) argued the Four Theories did not examine the relationship between the media and its social system. Although the intended purpose of this approach is "to see the social systems in their true relationship to the press", Siebert

et al. only examined the philosophies or ideologies that guide the media systems (1956, p.

2). By only focusing on the media systems' philosophy, Nerone argued the Four Theories

"disregards the material existence of the media" (p. 23).

Dimensions of media systems

Moving away from the Four Theories of the Press, Hallin and Mancini proposed

four dimensions for comparative analysis of media systems: 1) development of media

markets; 2) political parallelism; 3) journalistic professionalism; and 4) level of state

intervention. Each dimension will be used to help describe the dynamic relationship

between the media and the social systems (Hallin & Mancini, 2004).

Development of media markets

The first dimension that can be used to highlight similarities and differences in

media systems is the development of media markets, specifically the press system.

According to Hallin and Mancini, mass circulation newspapers are generally introduced

during different time frames in each country, resulting in varying rates of newspaper

circulation. In addition to the differences in quantity, the development of the press can

also lead to a "distinction in the nature of the newspaper, its relation to its audience and

its role in the wider process of social and political communication" (Hallin & Mancini,

2004, p. 22). In their examination of the structure of media markets, Hallin and Mancini

also incorporated into the analysis the type readership, region, and language.

Political parallelism

The second dimension, political parallelism, is related to the media's distinct level of political orientation (Hallin & Mancini, 2004). According to Hallin and Mancini, a prominent difference among media systems lies in the relationship between the media and political actors and the presence of balance between advocacy and the presentation of neutral information. Contradicting the notion of objectivity, Hallin and Mancini contended newspapers reveal their political values through the information gathering process, selection of news sources, and also the recruitment of journalists. The authors define "political parallelism" as "the extent to which the different media reflects distinct political orientations in their news and current affairs reporting, and sometimes also their entertainment content" (Hallin & Mancini, 2004, p. 28). Contradicting the notion of objectivity, the level of political parallelism is revealed through the information gathering process and the selection of news sources.

To determine the strength of political parallelism in a media system, Hallin and Mancini proposed an examination of the following components: 1) media content; 2) organizational connections; 3) media personnel's political affiliation; 4) media audiences partisanship; and 5) journalistic role and practices (2004, p. 28).

The first component, media content, refers to the amount of news coverage that conveys the journalists' political orientation. Political parallelism can also be defined through the different organizational connections that may exist between media outlets and political parties. Although many of these connections no longer exist in numerous countries, Hallin and Mancini argue these connections continue to influence the media outlets. The fourth component of political parallelism discusses the impact of political

affiliations on journalists. In some cases, journalists may become part of a media organization due to his/her political stance. Journalists may be hired because their political affiliations coincide with the organization or due to the increasing need to establish a balance of different political perspectives (Hallin & Mancini, 2004).

Another way to determine the level of political parallelism is through the partisanship of the audiences. This component refers to when audience members with different political affiliations select specific media channels based on the disseminated information. Lastly, an examination of journalists' role and practices can help assess the media system's political parallelism. Depending on the level of political parallelism, journalists may either adopt the role of only disseminating neutral information or also providing analysis of the issue (Hallin & Mancini, 2004).

Journalistic professionalism

The third dimension, professionalization, focuses predominantly on the way a journalist's role is defined as an occupation along with their practices and norms. To compare the level of journalistic professionalism in various media systems, Hallin and Mancini proposed assessing the following components of professionalization: 1) Autonomy; 2) Professional norms; 3) Public service orientation (2004, pp. 34-36).

Autonomy, a key component of professionalism, refers to the level of control a journalist possesses over his/her work process. It is important to note, unlike other professions, journalists engage in mass production and are a part of larger organizations. Therefore, in the case of journalists, autonomy refers to having the ability to exercise authority of the work process within the media organization (Hallin & Mancini, 2004).

The second component, professional norms, refers to the existence of a set of norms, routines, or practices that becomes a guide for individuals in a specific profession. In the case of journalists, examples of professional norms range from the protection of confidential sources to establishing a set standard for identifying newsworthy stories (Hallin & Mancini, 2004). The maintenance of professional norms for journalists is also related to the level of autonomy. These norms may not exist if journalists are faced with control by external organizations (Hallin & Mancini, 2004). As for the third component, public service orientation focuses on a journalist's obligation and responsibility towards the public. The journalist's role in society revolves around serving the public's interest (Hallin & Mancini, 2004).

Level of state intervention

The final dimension, the level of state intervention, focuses on the relationship between the state and the media system. According to Hallin and Mancini, stated intervention may appear in different forms and the level of control will vary from country to county. The most important type of state intervention and ownership of the media takes on the form of public broadcasting. However, the state may also intervene in a media system through ownership of news agencies, newspapers, and other media outlets (Hallin & Mancini, 2004). Furthermore, state intervention also includes imposing laws that regulate broadcasting, access to government information, and media ownership.

To compare the media systems in the United States, Canada, and China, this study adopted the framework proposed in the Four Theories and integrated the dimensions outlined by Hallin and Mancini. Comparative analysis of the media systems will offer

insight into the various components that can have a direct and indirect impact on the construction of international news stories.

Media system philosophies

As previously stated by Siebert et al., to identify and fully grasp the similarities and differences between press systems, one must examine the press' function within the social system. Philosophies for media systems can be utilized as a tool to understand the values and assumptions that serve as a foundation for the development of a media system (Lambeth, 1995). According to McKenzie (2006), philosophies incorporate the cultural characteristics of a country to explain the intended purpose of the media system.

When it comes to the United States media system, scholars will generally argue the prevailing philosophy that guides this system would be libertarianism (McKenzie, 2006; Siebert et al., 1963). As stated above, the libertarian philosophy places the responsibility for uncovering the truth in the hands of the individual while the press becomes a source of information and guidance (Siebert et al., 1963). However, under the libertarian model, the government will not interfere or impose control on the press. McKenzie argues the mass media in the United States can be labeled as libertarian due to the lack of governmental interference. Overall, guided by libertarian principles, the U.S. government promotes a marketplace of ideas while allowing individuals to freely search for the truth without restraints (McKenzie, 2006; Siebert et al., 1963).

Sharing many similarities with the United States, the mass media system in Canada can best be categorized as being libertarian. Heavily influenced by Western traditions, Canada promotes freedom and openness in society and for the press (Black,

1968). As a result, the Canadian media system is not controlled by the government and is expected to perform the role of an educator and informer for society (Black, 1968). Accompanying the influences of libertarian principles, the Canadian media system also incorporates the ideology of the social responsibility model. According to Black (1968), the media's intended purpose is to monitor and evaluate the government's performance. Furthermore, the privileges bestowed upon the media are also accompanied with an obligation to society. The media are expected to be socially responsible by promoting the need for discussion and urging the public to search for the truth (Black, 1968).

On the other side of the spectrum, the mass media in China can be categorized as communist (McKenzie, 2006). Unlike libertarianism, the communist philosophy holds the government responsible for the welfare of society while individuals' needs are replaced with the interests of the state. Therefore, individuals are urged to work together to fulfill the state's objective of an "egalitarian society in which there are no wealthy classes and no poverty classes" (McKenzie, 2006). Drawing from a communist philosophy, the media are utilized as a tool to inform and disseminate the communist doctrine to the public. In China, the Communist party possesses ownership and authority over large news organizations and agencies, such as People's Daily and the Xinhua News Agency (McKenzie, 2006). Illustrating the influences of the communist philosophy, the Party exercises control over the daily operations and disseminated content of the news outlets to ensure the media advocates the Party's propaganda objective (Zhao, 1998).

Development of media markets

To identify common and different features of the media systems in the three

countries, one must take into consideration the development of the media markets.

Furthermore, an examination of the context will help one to understand the influential

role of the media in each country. As described by Hallin and Mancini, commercial

newspapers in the United States appeared in the form of the penny press during the 1830s

and developed with very little state involvement. The history of the press in the United

States is characterized by strict protection, specifically the First Amendment, which

guarantees the press freedom from governmental regulations (Weir, 2003). By the 1870s,

due to commercialization, newspapers became profitable businesses that were no longer

dependent on politicians and the state for financial support. It is important to note,

commercialization of the newspapers in the United States did not erase all political ties

but rather allowed the press to become independent political players (Hallin & Mancini,

2004).

As for the newspaper circulation in the United States, due to the introduction of

television, newspapers experienced a decline and stagnation in the number of sales

(Hallin & Mancini, 2004; Weir, 2003). The circulation rates in the United States are

approximately 264 newspapers sold per thousand of the population (Weir, 2003). In

addition to low circulation, the number of newspapers in the United States has rapidly

diminished due to the effects of consolidation (Weir, 2003) and advertisers' push for a

single monopoly newspaper (Hallin & Mancini, 2004).

The development of the commercial press in Canada shares numerous

commonalities with the United States. According to Hallin and Mancini, the emergence

of newspapers closely resembling the American penny press started in the 1830s but some scholars argue the commercial press actually appeared during the 1880s. As seen in the United States, the press in Canada also experienced changes in control due to commercialization as media power was transferred to individuals possessing financial interests (Hallin & Mancini, 2004). When it comes to newspaper circulation in Canada, the rate is lower than the United States, approximately 206 newspapers sold per thousand population (Spencer, 2003).

Commercial newspapers in China were not introduced until the 1890s' but the Party press emerged during the late 1910s (Ni, 2003; Zhao, 1998). The development of newspapers in China reflects the Party's growing control over the country. Initially, the Party did not posses monopolistic control over journalism in China as a few commercial newspapers were allowed to continue their operation. Eventually due to the lack of financial support and the inability to gain access to news sources, commercial newspapers were later incorporated into a media system dominated by the Party (Zhao, 1998).

The Communist Party exercised strict control over the media, ranging from the establishment of specific guidelines for the news reporting process to instilling various forms of censorship (Zhao, 1998). However, after facing economic reforms during the 1970s, the Party began losing control over the press. According to Zhao (1998), "the media were still viewed as instruments of the Party, but the objective was different in the new era of economic reform and openness" (p. 34). The media's role was to now promote consumerism and increase financial profit.

In China, the circulation rate of newspapers is approximately 148 newspapers sold per thousand population (Ni, 2003). It is important to note the circulation rate is only an estimation, due to the fact that newspapers in China rarely provide the real numbers. Furthermore, Ni (2003) points out the circulation rates should not be used as indicator of newspapers' popularity or influence. This argument is based on the fact that some areas are required to subscribe to specific newspapers while other locations may have a large population (Ni, 2003).

Political Parallelism

The second dimension used to compare different media is the level of political parallelism. In respects to the American media system, Hallin and Mancini characterized the United States as possessing a low level of political parallelism. The concept of political parallelism in relation to the American media system is a characteristic that distinguishes it from other media systems. Journalists for American newspapers generally adopt informational reporting styles that did not incorporate commentaries on the issue. Additionally, American journalists maintain the notion of political neutrality through creating a balance in the amount of coverage dedicated to the political parties (Hallin & Mancini, 2004).

Abiding by the concept of neutrality, Canadian newspapers are also categorized as possessing a low level of political parallelism (Hallin & Mancini, 2004). Commercial newspapers in Canada are orientated towards disseminating only information that is predominantly clear of specific political orientations. The Chinese press, on the other hand, can be characterized as possessing a high level of political parallelism. Controlled

by the Communist party, the press is directly affiliated with the government and is required to accept and advocate the Party's principles and press policies (Zhao, 1998). Consequently, the journalistic role in China is to serve as a mouthpiece of the Party.

Journalistic professionalism

The third dimension that one must take into consideration is the media system's journalistic professionalism. The professionalization of journalism, according to Hallin and Mancini, is a distinct characteristic of the country's media history that is greatly rooted in the shift towards "politically neutral monopoly newspapers" (p. 219). The newspapers' increasing emphasis on advertisers along with the decline in partisan politics resulted in the need for neutral expertise. Consequently, the objective norm became the central idea for professional practice and the primary goal for all American journalists. Hallin and Mancini defined "objectivity" as "the idea that news could and should be separated from opinion, including both the opinions of journalists and those of owners" (p. 219). However, over time, acknowledgment that objectivity is almost impossible, the American media system replaced this notion with the "concepts of fairness, accuracy, and lack of bias"(Martin & Chaudhary, 1983, p. 8). In the United States, journalists experience a moderate level of autonomy due to constraints imposed by editorial hierarchies (Hallin & Mancini, 2004).

In Canada, journalistic professionalism is quite similar to the American system. According to Hallin and Mancini, Canadian journalists possess a strong level of professionalization. News organizations are guided by a clear set of values and practices and exercise a significant level of autonomy (Hallin & Mancini, 2004). In China,

journalism practices and norms are governed by the Party and rooted in the idea that the media operates as an instrument for the Party (Pan, 2000; Zhao, 1998). Journalists possess very little autonomy over their work process due to the fact the party manages various aspects of the media, including selecting news topics and censoring media content (Pan, 2000).

State intervention

In an examination of media systems, it is important to take into consideration the relation between the state and the media (Hallin & Mancini, 2004). The role of the state in the United States and Canada, according to Hallin and Mancini, is limited while the market has a relatively large influence on the media industries. An important characteristic of the United States, which clearly distinguishes this media system, is the adoption of the First Amendment. The basis for the First Amendment is to protect newspapers and other media outlets from government interferences. Furthermore, the amendment guarantees the media protection from any forms of censorship (Weir, 2003).

Similar to the United States, the media system in Canada is driven by market forces but is not completely free from governmental influences. Spencer (2003) argues there has never been a point in Canadian history where the media and state were completely separate. Rather, the relationship between the state and the media are directed by the government's growing concern over the influence of the United States media industry (Hallin & Mancini, 2004; Spencer, 2003). The country's proximity to the United States contributed to the belief that the media system would be inevitably dominated by content disseminated through the United States (Hallin & Mancini, 2004). As a result,

Canada adopted a philosophy that consisted of only two possible options-- "either the state or the United States" (Hallin & Mancini, 2004, p. 232). Guided by this philosophy, Canada passed a legislation that allowed "advertising expenses tax deductible only when placed in Canadian-owned publications" in an effort to protect the domestic press (Hallin & Mancini, 2004, p. 232).

In contrast to the United States and Canada where the state has limited involvement in the media, the Communist party exercises extensive control over the media in China (Ni, 2003; Zhao, 1998). As previously stated, the Party controlled and used the media as an instrument to disseminate the Party's policies to the public. Strict measures of press control instilled by the Party restricted the media from questioning the Party's leadership and ideology (Zhao, 1998). However, regardless of the continuous reinforcement of the Party principles, commercialization and economic reforms have made it increasingly difficult for the Party to preserve control of the media. In an effort to address economic concerns, the state made the decision to open the media market to advertisers (Zhao, 2004). Officially, the state still owns and controls the mass media but commercialization allows private businesses to have indirect ownership in this media system (Winfield & Peng, 2005).

Ethnic Chinese media in the United States

In addition to conducting a comparative study that investigates the content produced in different mainstream press, this study incorporated the content of Chinese ethnic newspapers. Given the journalistic constraints imposed by the government in

China's media system, it was fitting to also examine the Chinese newspapers that are published and distributed in the United States. According to Adoni, Caspi, and Cohen (2006), research on ethnic mass media tend to focus on representation and consumption, and there are fewer studies concentrating on the production aspect. Given the limited number of studies on media production, this study concentrates on the construction of news products in ethnic Chinese newspapers.

In pluralistic societies, such as the United States, communication is utilized as a social mechanism during the process of integration (Adoni et al, 2006). Besides primary and secondary forms of communication, Adoni et al. (2006) suggested the mass media can be useful in that it "provides a general reference system for both majority and minority communities" (p. 20). Studies on ethnic press argue the media generally serve a variety of functions, which include preserving the cultural identity of ethnic minorities; constructing a minority news agenda; and disseminating information regarding the local ethnic community (Johnson, 2000). According to Adoni et al., the intended purpose of ethnic media is to address the needs of minority groups, specifically in providing information and surveillance. The media allows new migrants to remain connected to their home country and also contribute to establishing roots in their new environment. Consequently, ethnic media help groups form an identity within the new community while also maintaining their cultural identity (Adoni et al., 2006).

To examine the content published in ethnic Chinese newspapers, it is important to take into consideration the background and intended purpose of the media within the Chinese diaspora. The emergence of Chinese language media in the United States is described as a reflection of "the linguistic, cultural, and socioeconomic diversity of the

Chinese immigrant community, its vibrant ethnic enclave economy, and its multifaceted life" (Zhou & Cai, 2002, p. 420). Sun (2006) suggests Chinese ethnic media provide the Chinese community a tool to effectively communicate their perspectives and opinions to mainstream society. Composed of television networks, radio stations, Chinese websites, and predominantly publications, Chinese language media have developed into an influential force within the Chinese community (Zhou & Cai, 2002). For the purpose of this study, this section will only concentrate on the publications and its content.

The Chinese ethnic media is dominated by three major newspapers that have high circulation numbers not only in the United States but also in Canada. The first largest newspaper, *Chinese Daily News* (also known as *World Journal*), is based in Taiwan and is recognized as being the most influential Chinese newspaper in the North American market. The second largest newspaper, *Sing Tao Daily*, is based in Hong Kong and part of the Global China Group (Hua, 2004). The newspaper has established branch offices in major cities throughout the United States, including San Francisco, Los Angeles and New York (Hua, 2004; Zhou & Cai, 2002). Lastly, the *China Press*, is an independent paper that established its main office in New York in 1990 (Zhou & Cai, 2002).

All the Chinese language publications in the United States are controlled by ethnic business owners and operated by Chinese immigrants (Zhou & Cai, 2002). The content disseminated in these publications is a combination of information directly imported from the homeland media along with various stories translated from American newspapers, depending on the needs of the Chinese readers (Zhou & Cai, 2002). It is important to note, the selection of issues and events being covered in the publications not only reflect the needs of the readers but also conveys the ideological framework of

newspaper owners, editors, and even producers. Additionally, Zhou and Cai argued the selected content and editorial topics are determined based upon the publication's place of origin and political stance. When it comes to the three influential publications, the Chinese Daily News supports Taiwan and criticizes the communist ideology while the China Press adopts a stance that is pro-China (Zhou & Cai, 2002). As for the Sing Tao Daily, the publication's political affiliation remains unclear (Hua, 2004).

Despite the differences in political affiliation and ideology, Chinese language publications push to increase their level of credibility and professionalism among the immigrant community. As a result, the editors and reporters of these publications strive to remain honest and impartial in their coverage of events (Zhou & Cai, 2002). Overall, Chinese ethnic media fulfills the role of providing information to the Chinese immigrant community and ensuring they remain "well informed of their two social worlds" (Zhou & Cai, 2002, p. 432).

News Discourse

Structure and headlines

Since the late 1970s, researchers have focused increased attention on the construction and organization of news content (van Dijk, 1985). Turk and Franklin (1987) contended the events and issues that receive coverage constructs the media's agenda along with suggesting what the public should take into consideration. The media's agenda is a construction of reality as journalists carefully decide what information should be incorporated in media content and the story is presented to the

public (Turk & Franklin, 1987). Furthermore, journalists convey relevance through the structure of news discourse. The news, according to van Dijk (1985), possess a 'relevance structure' that communicates to the readers which information should be deemed as being salient (p. 70). It is important to note the news structure and associated meanings derived from news text are not randomly selected by journalists but rather carefully constructed (Schudson, 1989).

According to Kiousis (1994), attention is a significant dimension used to measure media salience. Past studies have determined the level of attention focused on an event or issue by the number of stories printed in newspapers or broadcasted on television (Carroll & McCombs, 2003; Golan & Wanta, 2001; Pritchard, 1986). In addition to the number of stories, researchers can also gauge the media salience of a story by examining the length of a story, which consist of the total number of paragraphs and words (Benton & Frazier, 1976; Pritchard, 1986). In sum, Carroll and McCombs (2003) concluded that "for all the news media, repeated attention to an object day after day is the most powerful message of all about its salience" (p. 37). Based on the body of evidence that suggests a relationship between number of stories and media salience, this study will examine the characteristics of the media coverage during the pet food recall.

In addition to the length of news stories, news discourse studies pointed out the importance of headlines in conveying salience (Carroll & McCombs, 2003; Fang, 2001; Teo, 2000; van Dijik, 1985). Van Dijik (1985) suggested newspaper headlines play a significant role in the 'relevance structure' due to its clear position in the news item and its ability to clearly communicate the most important information. When organizing information in news stories, journalists adopt the 'inverted pyramid' approach in which

relevant details are placed at the beginning of the article (Teo, 2000). Based upon this approach, the headline is not just recognized as a short version of the text but "the crux of the news event" (Teo, 2000, p. 13). Journalists may use headlines to summarize (Fang, 2001) or generalize information from a news article (van Dijk, 1985).

Due to the limited space in newspapers, headlines commonly consist of few words but convey a large amount of information. Each word is carefully selected and reflects the newspaper's ideology and attitude towards the issue or event (Teo, 2000). Cognitively, newspaper headlines provide a specific framework that guides readers as they interpret and evaluate the story (Fang, 2001; Teo, 2000).

Agenda-building and sources

In past mass communication research, scholars have observed the mass media's agenda can directly influence the public's agenda. According to the agenda-setting theory, "the degree of emphasis placed on issues in the mass media influences the priority accorded these issues by the public" (McCombs & Ghanem, 2001, p. 67). As previously stated, to identify and construct a list of important public issues, individuals refer to the amount of media coverage and the degree of importance assigned to these issues (Ader, 1995; Iyengar & Simon, 1993; McCombs & Shaw, 1972). Cues from the media, such as the number of stories, the length of the article, and even the headline, can convey a level of salience to the public (Carroll & McCombs, 2003). As a result, over time, the public's agenda begins to reflect the agenda constructed by the media outlets (Carroll & McCombs, 2003).

The agenda-setting theory has been applied to a variety of settings, focusing on different public issues, time periods, and geographical locations (Carroll & McCombs, 2003; McCombs & Ghanem, 2003). The most influential study in the agenda-setting literature, conducted by McCombs and Shaw (1972), compared the agendas of voters to the actual media coverage during the 1968 presidential election. The findings confirmed what was identified as important issues by the voters were quite similar to the agenda presented by the mass media. Iyengar and Simon (1993) found that during the Persian Gulf crisis, the increasing amount of news coverage dedicated to the events are related the number of respondents that perceives the Gulf crisis as the most important problem.

In the agenda-setting literature, there are an overwhelming number of studies that explored the influences of the mass media on the public's agenda. However, McCombs and Ghanem (2001) noted the lack of studies that pay attention to the potential influences on the media's agenda, specifically the agenda-building process. Expanding the agenda-setting theory and addressing the indirect impact of external sources on the construction of the media's agenda, researchers proposed the theory of agenda-building (Cobb & Elder, 1972; Lang & Lang, 1983; Weaver & Elliot, 1985). Agenda-building refers to the media's interaction with other institutions during the creation of issues adopted for the public's agenda (Weaver & Elliot, 1985). For Ohl et al. (1995), the agenda-building process perceives the sources' relationship with gatekeepers as "a give-and-take process in which sources seek to get their information published and the press seeks to get that information from independent sources" (p. 91). In contrast to the agenda-setting theory, which explore the media-audience relationship, agenda-building focuses on how the media construct issues and the agenda (Weaver & Elliot, 1985).

In their examination of the media's role in constructing the agenda during the news coverage of Watergate events, Lang and Lang (1983) proposed the agenda-building process consists of the following four-steps. Firstly, the media attracts the public's attention by highlighting certain issues or events, causing them to stand out from other issues. Secondly, the media must frame the issue or event, establishing a connection to a problem or creating meaning for the issue. The third step in the agenda-building process consists of the media constructing a linkage between the event and secondary symbols. Lastly, the introduction of a well-known individual or spokesperson to the situation attracts the media's attention and speeds up the agenda-building process (Denham, 2004; Lang & Lang, 1983). Agenda-building, according to Lang and Lang, is a circular process that involves numerous feedback loops, such as the information provided by the press along with the public responses (Lang & Lang, 1983).

Researchers investigating the agenda-building process have identified numerous sources that can potentially influence the mass media's creation of the public agenda (Berkowitz, 1987; Curtin & Rhodenbaugh, 2001; Tanner, 2004). Commonly, news sources offer raw material for the media, which can include opinions, observations, and statements regarding the issue or event (Walter & Hornig, 1993). Journalists rely extensively on accessible and available sources as a means of diminishing financial expenses and saving time associated with personally gathering the news (Walters & Hornig, 1993). As a result, Gandy (1982) suggested sources that can provide immediate but inexpensive material for the media increases the chances of journalists incorporating the information in the media story. In presenting information for journalists, sources may initiate contact and present possible story ideas to media outlets (Turk, 1986).

Public Relations Practitioners as News Source

An important source that can potentially shape the media's agenda are public relations practitioners representing institutions and organizations, which include public information officers, governmental and organizational spokespersons (Gandy, 1982; Turk, 1986). Public relations practitioners function as a source with the intended purpose of influencing the media's agenda along with the public's opinion. The media, from the perspective of public relations practitioners, serves as a way to directly communicate with external stakeholders that can potentially impact the organization's survival (Turk, 1986).

According to past studies, public relations practitioners responded to the media's request for information through press releases and news conferences, which can indirectly influence the construction of the public's agenda (Gandy, 1982; Hale, 1978; Turk, 1986). Sigal's (1973) examination of front-page stories published in the *New York Times* and *Washington Post* revealed journalists gathered news story ideas these routine channels supplied by public relations practitioners, such as press releases. Additionally, Turk (1986) acknowledged that journalists do actually incorporate the information supplied by public relations practitioners. However, it is also important to note that researchers have not clearly identified the level of influence press releases have over the media content, including material that is actually published or broadcasted (Hale, 1978).

During political campaigns, Kaid (1976) found the press releases distributed by state senate candidate may influence the news content and may be published, but 31% of the press releases are generally excluded from the coverage. Sachsman (1976) discovered

that 40% of the material in environmental reporting was from public relations practitioners. Hale (1978) compared the length of organizational press releases with the length of newspaper articles. The findings revealed a positive correlation between the length of the press releases and news stories. However, Hale also found news stories incorporated only 20% of the disseminated press releases. Although there is lack of consensus among the findings, these studies illustrate how material disseminated by public relations practitioners can influence the media's agenda-building process (Ohl, Pincus, Rimmer, & Harrison, 1995).

Besides public relations practitioners, government officials and experts are often cited as sources for journalists (Berkowitz, 1987; Lasorsa & Reese, 1990). The heavy reliance on public officials as news sources is attributed to journalists' belief that news represents the socio-political system. Therefore, journalists perceive government officials as being legitimate sources for information (Brown, Bybee, Wearden & Straughan, 1987; Sigal, 1973; Soloski, 1989). Sigal (1973) found a majority of news stories from the *New York Times* and the *Washington Post* used officials from the government as a news source. Brown et al. (1973) replicated Sigal's study and the findings indicated the front-page stories depended on government officials as news sources.

According to Bishop (2001), journalists' incorporation of information and quotes from sources is a way to add legitimacy to the news story. Teo (2000) argued the use of direct and indirect quotes creates a sense of authenticity and makes the story factual. For Tuchman (1978), quotations are employed by journalists to separate themselves from the story. On the other hand, Teo (2000) perceived the use of quotations as a form of gate-keeping. Journalists will only select quotations from reliable and authoritative sources,

excluding opinions and perspectives from powerless individuals (Bishop, 2001; Teo, 2000). Based on the influential role of sources in the construction of the media's agenda and public opinion, this current study identified which sources were incorporated in the coverage and whether there were significant differences among the various newspapers.

The relationship between journalists and sources is often described as a dance where the sources often take the lead (Gans, 1979). Sources will engage in this "dance" with the intentions of receiving coverage while journalists utilize this relationship to search for new story ideas. Because news sources are affiliated with different organizations and have different underlying agendas, Lasorsa and Reese (1990) contended these sources will highlight different aspects of the event or issue. Their examination of the news coverage of the stock market crash in 1987 revealed the different news stories used in the coverage created diverse viewpoints. For example, government sources attributed the cause of the crisis to increasing national debt while business officials directed attention to the lasting effects of the crash (Lasorsa & Reese, 1990).

Framing

Framing and Sources

In addition to the construction of the media's agenda, journalists and news sources can directly impact how individuals evaluate an event or issue through selecting and emphasizing specific attributes and excluding specific details from the story (Kiousis, Popescu, & Mitrook, 2007; Van Gorp, 2007). Representing different organizations,

sources will engage in framing the situation that benefits the organization and reinforces their perspective of the story (Hallahan, 1999). From these proposed frames, journalists select specific frames and construct the news messages. According to Carragee and Roefs (2004), news stories become "a forum for framing contests" (p.216). During the construction of news stories, journalists and the public contest the selection of frames, resulting in the appearance and disappearance of specific frames (Van Gorp, 2007).

Broadly, the concept of framing refers to the process of organizing, presenting, and defining an issue (Reese, 2001). According to Hallahan (1999), "framing is conceptually connected to the underlying psychological processes that people use to examine information, to make judgments, and to draw inferences about the world around them" (p. 206). Therefore, the selection and exclusion of specific details can shape an individual's construction of social reality (Hallahan, 1999).

In recent years, the framing concept has become increasingly popular in the field of communication, resulting in an overwhelming increase in the number of scholarly studies using framing (Reese, 2001, Gorp, 2007; Weaver, 2007). In the context of media studies, scholars widely adopted the concept of framing to comprehend the construction of media content and the formation of public opinion (Reese, 2001). Based on his review of studies that examined the framing process, Weaver (2007) suggested the increased popularity of framing is attributed to the ambiguity or the comprehensive framework of this concept.

The vagueness and lack of a concrete definition of framing has created a vast amount of inconsistency in the scholarly literature (Reese, 2001; Gorp, 2007). As a result, to refine the framing concept and provide a clear theoretical framework, researchers have

continued to contribute their input, resulting in different definitions of the framing process (Reese, 2001). From a cultural perspective, Hertog and McLeod (2001) defined frames as "cultural structures with central ideas and more peripheral concepts—and a set of relations that vary in strength and kind among them" (p. 141). Being more a content-based definition, frames provides a structure for understanding a phenomena through defining the specific roles of the individuals, groups, and organizations involved in the observed situation (Hertog & McLeod, 2001). Reese's (2001) working definition perceived frames as "organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world" (p. 11). Cognitively, frames "are devices used in information encoding, interpreting, and retrieving" (Pan & Kosicki, 1993, p. 57). From the social construction perspective, frames create patterns through the process of "selection, emphasis, interpretation, and exclusion" (Carragee & Roefs, 2004).

Due to the inconsistency in the academic literature, Hallahan (1999) noted the selected definition of framing is dependent on the circumstances of the study, specifically the proposed research questions and the unit of analysis. Therefore, based upon the focus of this study, this paper will adopt Entman's conceptualization of the framing concept. According to Entman (1993), the framing process is defined as "to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular definition, casual interpretation, moral evaluation, and/or treatment recommendation" (p. 52). Based on the proposed definition, frames perform four specific functions during the communication process-- define problems, diagnose causes, make moral judgments, and suggest remedies (Entman, 1993). Firstly, frames

identify the casual agent's actions along with the potential benefits and costs. Secondly, the frames will also help identify the factors that contribute to this problem. Thirdly, frames provide an evaluation of the agents and the consequences that emerge as a result of the problem. Finally, frames will propose possible resolutions for the problem along with the likely effects (Entman, 1993).

During the communication process, framing functions by highlighting specific aspects of the text. As a result, framing increases the level of salience by making the information noticeable and memorable for the audience (Entman, 1993). Increased salience can be accomplished through specific placement and constant repetition. Entman (1993) also pointed out that framing does not only involve the act of selecting and highlighting specific pieces of information but also consists of omitting particular details. Consequently, frames have the ability to alter the audience's perception of the situation through the omission of critical information, such as an explanation, evaluation and possible recommendation for the problem (Entman, 1993).

Framing and public opinion

According to a vast majority of framing studies, frames have tremendous influence on our understanding of the social world (Hertog & McLeod, 2001) and the formation of public opinion towards an event or issue (Entman, 1993). Hertog and McLeod (2001) suggested frames outline and guide our conceptualization of social phenomena through different ways. The first way frames identify which content is relevant to the topic of discussion and categorizes the different concepts and ideas. The selection and categorization of these concepts creates different meanings, depending on

the frames. Pan and Kosicki (2001) described the frames as establishing the boundaries for the discourse pertaining to the specific issue or phenomenon. Second, frames assign the roles of different individuals and groups involved with the phenomenon. For example, Hertog and McLeod (2001) argued the use of a specific frame can present a particular group as being the solution to the problem while another frame depicts the same group as the cause of the unfolding issue. In the third way, frames construct and emphasize specific relationships between different beliefs and actions, assigning value and relevance to the issue. Fourth, frames can influence the selection of words and symbolic representation used to depict the issue. Lastly, the selected frames will provide an outline of the internal values and goals relevant to the presented issue (Hertog & McLeod, 2001).

According to Entman (1993), frames can exist in numerous locations and are a central component of a culture. Due to the fact that frames are part of culture, Gorp (2007) noted the importance of distinguishing the frames from the media content. Certain frames that emerge in a news story only become connected to a cultural phenomenon because of the audiences' familiarity with these devices. Consequently, the selected frames urge audiences to read a news story a specific way along and suggest certain meanings that should be associated with the issue or event (Gorp, 2007). As part of the cultural phenomena, frames usage appears to normal, making the social construction process remain unnoticed (Gorp, 2007).

In sum, frames present a context for understanding social phenomena and provide a guide for interpreting associated issues and topics (Hertog & McLeod, 2001). Shen (2004) argued framing mechanisms, such as selecting and highlighting specific information, can strongly influence the public's interpretation and judgmental process of

an issue or event. Past studies examining framing effects indicate the increased salience and accessibility to certain information will likely be incorporated in the public's evaluation of the issue (Shah, Domke, & Wackman, 2001; Shen, 2004). From this perspective, the framing process can be critical for a corporation when threatened with a crisis situation, specifically when it comes to protecting the corporate reputation.

Since framing is perceived as a critical component in the construction of public opinion, Mahon and Wartick (2003) argued the framing process can also influence the stakeholders' conceptualization of an issue and resolution. From an organizational perspective, "framing is important in directing stakeholders to a problem, in potential stakeholder choice to or not to get involved in an issue, in the process by which the issue will be resolved, and in the very definition of the issue or problem to be dealt with" (Mahon & Wartick, 2003, p. 31). As Hertog and McLeod noted, organizational frames are intended to promote the organizations goals while also ensuring the survival and financial growth of the corporation. Furthermore, an organization's ability to frame an issue or control the public's attention will have a direct impact on their reputation and credibility.

To illustrate the effects of framing on stakeholders and corporate reputation, Mahon and Wartick (2003) discussed the frames used by McNeil Labs when threatened by the Tylenol poisonings that occurred in September 1982. As the primary manufacturer of the recalled products, McNeil adopted the victim frame to help protect their corporate reputation. According to Mahon and Wartick, McNeil was successful in reframing the issue and directing the public's attention away from the firm but towards the entire industry. Consequently, the firm escaped accepting responsibility for the poisonings and

was presented as being a victim. Due to the powerful effects of framing on the formation of public opinion, it is critical for organizations to carefully consider the multiple ways an issue can be framed. Developing an understanding of the frames will help organizations be prepared and effectively respond to conflicting frames, potentially diminishing the negative effects on its credibility and reputation (Mahon & Wartick, 2003).

Journalists and framing

During the news construction process, journalists select specific frames with the intended purpose of producing media content that can influence the perception of audiences (Johnson-Cartee, 2005). Hallahan (1999) described the framing process as a crucial activity that "helps shape the perspectives through which people see the world" (p. 207). Selected media frames, which consist of thematic and stylistic devices, reflect how journalists interpret and construct news stories for audiences (Esrock et al, 2002). From a journalistic perspective, frames provide a reference point in the news story, the underlying theme, or even a specific news angle (McQuail, 2005).

Although there are many possible media frames that can be used to present a news story, the framing literature have attempted to identify frames that commonly appear in the news when covering specific events (Entman, 2004; Esrock et al., 2002; Semetko & Valkenburg, 2000). Entman (2004) examined the different frames used by the U.S. media outlets when covering the KAL and Iran Air incidents. The content analysis revealed the news employed moral evaluation frames and implied that the Soviet government was the guilty party in this specific incident. Contrastingly, the news framed the KAL incident as being a tragic accident that resulted from technological problems.

Semetko and Valkenburg (2000) investigated the prominence of five frames during the news coverage of the "Eurotop" meetings held in Amsterdam. The results suggest journalists commonly used attribution of responsibility and conflict frames to describe the government. Based on the frames identified by Semetko and Valkenburg, this study focused on the five most common frames that are employed in news coverage: conflict, human interest, economic consequences, morality frames, and attribution of responsibility frames.

Conflict frame. The conflict frame highlights the disagreements that arise between individuals and groups as a way to gain and maintain the audiences' attention (Esrock et al., 2002; Semetko & Valkenburg, 2000). Past studies have acknowledged stories describing political debates will simplify the story by emphasizing the conflict aspect of the discussion (Semetko & Valkenburg, 2000).

Human Interest frame. This frame presents the issue or event by drawing attention to a specific individual. The selected individual is intended to represent the overall picture or be used to highlight the emotional component of the situation (Esrock et al., 2002; Semetko & Valkenburg, 2000). Similar to conflict frames, Semetko and Valkenburg suggested human interest frames are employed by journalists with the intent of attracting the interest of the public. Furthermore, through the use of a human face in the story, journalists can personalize and dramatize the issue or event (Semetko & Valkenburg, 2000).

Economic Consequences frame. Semetko and Valkenburg (2000) described this frame as presenting "an event, problem, or issue in terms of the consequences it will have economically on an individual, group, institution, region, or country" (p. 96). When using

this frame, news stories will generally address the financial gains and losses when describing the specific event or issue.

Morality frame. The usage of morality frames in a news story focuses on the religious tenets or moral issues. In order to remain objective in their coverage of the issue or event, journalists may incorporate quotations that may address questions of morality (Semetko & Valkenburg, 2000).

Attribution of responsibility frame. This frame, as defined by Semetko and Valkenburg (2000), "presents an issue or problem in such a way as to attribute responsibility for its cause or solution to either the government or to an individual or group" (p. 96). From a political perspective, Iyengar (1991) stated individuals have a tendency of narrowing issues down to questions pertaining to responsibility. Consequently, the answers to these questions influenced the direction of public opinion. According to Iyengar (1991), the concept of responsibility can be divided into two separate definitions—causal and treatment responsibility. Causal responsibility concentrates on the source of the problem or issue and treatment responsibility focuses on the individual or group that posses the power to alleviate or fix the issue (Iyengar, 1991). In addition, causal responsibility looks to the past while treatment responsibility addresses the future and how to prevent the repetition of similar outcomes (Iyengar, 1990). It is important to note that the way journalists frame attribution of responsibility for an issue or problem may not be a true reflection of the situation. Rather, journalists possess the capability of distorting the actual cause of the situation through the way the story is presented to the public (Hallahan, 1999).

Public relations practitioners and framing

In past scholarly studies, the concept of framing has played an important role in the examination of media content. Researchers consider framing as a powerful tool that plays an integral role in a journalist's construction of social reality. However, Hallahan (1999) suggested the framing process can also be applicable to the practice of public relations. According to Cutlip, Center, and Broom (2000), public relations are defined as "the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends" (p. 6). To construct and manage effective relations, public relations practitioners must establish a common frame of reference for the topic or issue being discussed. Described as frame strategists, public relations practitioners "determine how situations, attributes choices, actions, issues, and responsibility should be posed to achieve favorable outcomes for clients" (Hallahan, 1999, p. 224). The manner in which an issue or event is framed provides the public with a guide on how to evaluate the presented information, make decisions, and select appropriate actions. As a result, framing decisions are recognized as a critical strategic decision in public relations activities (Hallahan, 1999). Esrock et al., (2002) argued "decisions about how a story is to be framed are among the most important strategic choices made by public relations practitioners" (Esrock et al., 2002, p. 210).

To establish effective relationships with the public, Seitel (2004) emphasizes the increasing value for public relations practitioners to gain positive coverage in the media outlets. Although scholars acknowledge journalists make the final decisions in what information is included in the media coverage (Darmon, Fitzpatrick, & Bronstein, 2008;

Fortunato, 2008; Jones & Chase, 1979), Fortunato (2008) claimed the framing of an issue

can be affected by other sources, including public relations practitioners. According to

Turow (1989), public relations have the capability of influencing the media coverage of

an issue because they are the primary sources of information for journalists. Shoemaker

and Reese (1996) noted journalists receive information from sources through press

releases, press conferences, interviews, speeches, and corporate reports. A majority of the

news content is derived from materials generated by public relations practitioners,

specifically press releases (Cameron, Sallot, & Curtin, 1997; Wilcox, Ault, Agee, &

Cameron, 2000). Consequently, as a dominant provider of content for the news media,

Hallahan (1999) asserted public relations practitioners are actively engaged in the

framing of news.

To attract the attention of media outlets and journalists, Hallahan (1999) observed

that public relations practitioners commonly take part in two related yet different

processes. Firstly, practitioners must get the journalists interested in the proposed story,

topic or issue. Secondly, they must make sure the final media content is framed in a

manner that is consistent and reflects the way the clients want to be portrayed, also

referred to as preferred framing (Hallahan, 1999). According to Vasquez (1996), public

relations practitioners construct and promote frames that "define, provide meaning, and

conceptualize the organization for publics, either internal or external, and can represent

the organization's interpretation of a specific issue" (p. 71). The dissemination of

information through public relations materials represents the organization's continuous

effort to expose the public to the organizational frames (Vasquez, 1996).

Throughout the process of constructing news content, journalists and sources are actively exchanging relevant information and engaging in what is essentially regarded as frame negotiations (Hallahan, 1999). Vasquez (1996) characterized public relations activities as a form of negotiation within the communication process, specifically when it comes to the promotion of information and the maintenance of relationships. As a negotiation process, Vasquez asserted practitioners alter and transform the frames by "shifting or transforming frames through a process of naming and renaming, blaming and re-blaming, and claiming and reclaiming" as a means of combining the concerns of the organization and key publics (p. 71). Furthermore, public relations activities, specifically the construction of organizational frames, are perceived as means of negotiating organization-public relationships (Vasquez, 1996).

Researchers have acknowledged the existence of a struggle for power between the media outlets and sources when it comes to the framing of an issue (Darmon, et al., 2008). Within this power struggle, Darmon et al. (2008) noted there is a mutual dependence between the journalists that rely on sources for information, and the sources that require the news media to disseminate the information that they supply. Given this reciprocal relationship, public relations practitioners play a critical in shaping news frames and the salience of attributes (Darmon, et al., 2008; Kiousis, Mitrook, Wu, & Seltzer, 2006).

During a time of crisis, it is no longer necessary for public relations practitioners to gain the media's and public attentions. Rather, practitioners are faced with the need to produce media coverage that effectively communicates the corporation's perspective of the unfolding crisis (Sweetser & Brown, 2008). In a crisis situation, Sweetser and Brown

(2008) stated practitioners are no longer restricted to simple agenda-setting but now must become involved in the framing process. When a corporation is threatened with a crisis, Hallahan (1999) argued public relations practitioners define the situation through the use of situational framing. Practitioners may also engage in attribute framing, in which certain attributes of the crisis are highlighted or excluded in the press materials. Additionally, responsibility and action framing will discuss explanation of possible causes for the crisis along with the corporation's actions for addressing the affected public (Hallahan, 1999).

Research questions

Based on the image restoration literature and the importance of protecting corporate reputation during a crisis, the study proposed the following research questions:

RQ1: What image restoration strategies were used during the Menu Foods pet food recall?

RQ1a: What image restoration strategies did Menu Foods employ in the corporate press releases to manage the Menu Foods pet food recall?

RQ1b: What image restoration strategies did organizations affected by the crisis employ in press releases to manage the Menu Foods pet food recall?

RQ1c: What is the relationship between the organization's role in the crisis and the selected image restoration strategy used to manage the Menu Foods pet food recall?

There is a large body of evidence that suggests a relationship between the characteristics of the media coverage and salience. This literature leads to the following research questions:

RQ2a: What are the characteristics of the media coverage dedicated to the Menu Foods pet food recall?

RQ2b: Which countries or organization were mentioned in the headlines for news stories discussing the Menu Foods pet food recall?

RQ2c: What was the tone of the headlines for news stories discussing the Menu Foods pet food recall?

RQ2d: Was there a significant difference in the tone of headlines that appeared in American, Canadian, Chinese, and ethnic Chinese newspapers during the Menu Foods pet food recall?

Based on the influential role of sources in the construction of the media's agenda and public opinion, the literature leads to the construction of the following research questions:

RQ3a: What sources did the newspapers quote during the Menu Foods' pet food recall?

RQ3b: Was there a significant difference in sources used in the American, Canadian, Chinese and ethnic newspapers during the Menu Foods' pet food recall?

RQ3c: To which party or parties did the news sources assign responsibility or blame for the Menu Foods' pet food recall?

RQ3d: What topics did news sources focus on during the Menu Foods' pet

food recall?

The framing literature and the importance of assigning responsibility during a

crisis situation lead to the construction of the following research questions:

RQ4: What frames appeared in the press releases and news coverage during the

Menu Foods pet food recall?

RQ4a: What frames appeared in the press releases disseminated by

organizations involved or affected by the Menu Foods pet food recall?

RQ4b: Was there a significant differences in the frames used in press

releases disseminated by organizations involved or affected by the Menu

Foods pet food recall?

RQ4c: What frames appeared in newspaper articles during the Menu

Foods pet food recall?

RQ4d: Was there a significant difference in the frames used in the

American, Canadian, Chinese, and ethnic Chinese newspapers during the

Menu Foods pet food recall?

RQ4e: What was the valence of the frames used to describe the Menu

Foods pet food recall in newspaper articles?

RQ4f: Was there a significant difference in the valence of the frames used

to describe the Menu Foods pet food recall in newspaper articles?

RQ4g: To which party or parties did the various newspapers assign

responsibility or blame for the Menu Foods pet food recall?

RQ4h: Was there a significant difference in the way American, Canadian, Chinese, and ethnic Chinese newspapers assign responsibility or blame for the Menu Foods pet food recall?

RQ4i: To which party or parties did the press releases assign responsibility or blame for the Menu Foods pet food recall?

RQ4j: Was there a significant difference in the way the organizations assign responsibility or blame for the Menu Foods pet food recall?

Based on the agenda-building literature, which indicates that journalists take cues from many sources when creating news content, this study proposed the following research question:

RQ5: To what extent did newspapers incorporate interested organizations' frames and image restoration strategies in the press coverage of the Menu Foods pet food recall?

Chapter 3

Methodology

In this dissertation, I conducted a case study that involved a comparative quantitative content analysis of press releases and print media coverage of the Menu Foods pet food recall. According to Stake (1995), the purpose of a case study is not to construct a general understanding of other cases or the investigated phenomena, but rather to learn every detail of the case and the complexity of the situation. To understand the unique and complex characteristics of the Menu Foods pet food recall case, I conducted a comparison of the press releases disseminated by organizations involved with or impacted by the crisis. Furthermore, the study included a comparison of the news stories in domestic and international newspapers to understand how this crisis was being depicted to audience members. Using the information collected from the two comparisons, I also examined the influences of press releases on the resulting news coverage of the crisis. The following sections describe the sample, coding categories, coding process, and the statistical analyses used in the study.

Sample

The sample for this study consisted of two types of documents-- press releases and news stories published during the Menu Foods product recall. First, press releases issued by organizations involved or affected by the product recall were analyzed to identify image restoration strategies and news frames. The selected time frame for the

selection of press releases started on March 16, 2007, when the corporation first issued

the voluntary recall of the tainted products to November 16, 2007, the time period when

China approved a food safety law and the United States issued a Food Protection Plan to

address import safety issues (Nestle, 2008). To gather a comprehensive sample of press

releases issued throughout the Menu Foods recall, I searched the *PR Newswire* and

Businesswire databases using the LexisNexis Academic Source list. *PR Newswire* and

Businesswire are both primary newswire services for corporations and organizations to

distribute press releases to their audiences, consumers, and media outlets. Rather than

retrieving press releases from each organization's official website, which can create

inconsistencies in the sampling process, the newswire services were used to establish

consistency and ensure that a wide range of organizations were included in the study. To

identify the press releases that discussed the Menu Foods recall, I searched the databases

using the key terms 'pet', 'food', and 'recall' during the above referenced time period. In

total, this combination of search terms yielded 134 press releases.

Second, new stories discussing the crisis were also examined to determine

whether the selected strategies and frames were incorporated into the news coverage. The

news stories were selected from one flagship American newspaper (*The New York

Times*), one flagship Canadian newspaper (*Toronto Star*), one Chinese newspaper (*China

Daily*) and one ethnic Chinese newspaper (*World Journal* formerly known as the *Chinese

Daily News* in Los Angeles).

Stories from the *New York Times* ($N = 66$) and the *Toronto Star* ($N = 55$) were

retrieved from the LexisNexis Academic source list using the key terms 'pet', 'food', and

'recall.' Only news stories published between March 16, 2007 and November 16, 2007

were included in the sample. The stories from the *Chinese Daily News* ($N = 7$) were located by searching the newspaper on Microfiche. Using the same time frame, a graduate student fluent in Chinese reviewed each article and selected news stories that mentioned or discussed the Menu Foods pet food recall. Lastly, the news stories published in the *World Journal* ($N = 22$) and *China Daily* ($N = 26$) were retrieved from the newspaper's website. News stories were filtered utilizing the same time frame and the key terms 'pet', 'food', and 'recall.' In total, the sample included 173 news stories.

Description of selected newspapers

  The *New York Times* is regarded as the "paper of record" in the United States. The newspaper has established a standard of quality for all journalists and has the ability to affect political issues (Weir, 2003). The *New York Times* has a circulation of 1.1 million (Weir, 2003, p. 1023) and serves the needs of readers interested in cultural events and international issues (George & Waldfogel, 2006).

  The *Toronto Star* was launched in 1982 and has become the largest daily newspaper in Canada. Described as the "paper for the people" the *Toronto Star* has a circulation of around 419,070 and the paper's target audiences are well-educated and affluent readers. This newspaper was selected because it is regarded as the most widely read paper in the country (NadBank, 2008).

  Being the first English-language newspaper in China, the *China Daily* was created in 1980 with the intended purpose of addressing the needs of foreigners residing in the country (Ni, 2003). The *China Daily* was included in the study because it is the first and only official English mouthpiece for the Chinese Communist Party that can disseminate

information to international audiences (Ni, 2003). The newspaper's circulation is

approximately 300,000 and in addition to foreigners, the target audiences consist of

government officials and think tanks (*China Daily*, 2009).

The ethnic language newspaper, referred to as the *Chinese Daily News* in Los

Angeles and the *World Journal* in New York, was included in the sample because it was

deemed as being the largest and most influential Chinese newspaper published in the

United States (Zhou & Cai, 2002). Established in 1976, the newspaper is affiliated with

Taiwan's United Daily News Group but functions as an independent daily with

headquarters located in New York, Los Angeles, and San Francisco (Zhou & Cai, 2002).

The *World Journal,* also known as the *Chinese Daily News,* has a U.S. circulation of

298,500 and the paper's target is the Chinese immigrant community that resides in large

cities. Generally, the newspaper content adopts a pro-Taiwan and anti-communist

position, and pays extensive attention the political and economic situation in Taiwan.

However, to increase circulation numbers and attract readers from mainland China, the

newspaper has increased the number of stories dedicated to Mainland coverage (Zhou &

Cai, 2002).

Construction of coding measures

In this study, two separate codesheets were created to address specific aspects of

each proposed research question. For the press release codesheet, each measure was

designed to provide descriptive details of the press releases and to determine which

images restoration strategies and frames were frequently utilized throughout the crisis

(Refer to Appendix A and B). The purpose of the news story codesheet was to provide

descriptive information of the news stories published about the Menu Foods pet food

recall (Appendix C and D). Additionally, specific questions were incorporated into the

codesheet to measure the newspapers' use of image restoration strategies, frames, sources

and the agenda-building relationship between press releases and news stories. The unit of

analysis was the news article or press release. The second unit of analysis was each

paragraph of the press releases. To measure the presence of news frames in stories and

press releases, at least one item for each frame had to be coded as yes (1). For the

agenda-building research question, the unit of analysis was the frequency of frames and

image restoration strategies within the press releases and newspapers.

Characteristics of press releases

Each press release was coded for the organization that published the release along

with the national identity of each organization. The national identity measure was

composed of four categories: 1) Canadian, 2) American, 3) Chinese, and 4) Not

applicable. For descriptive purposes, the date and headline of the press releases were also

recorded.

Image restoration strategies

To identify the image restoration strategies used in each press release, I adopted

the strategies proposed by Schlenker (1980). In this study, I coded for the presence of

three dominant strategies (defense of innocence, excuses, and justifications) and sub-

categories for each proposed strategy. In addition to coding the presence of the strategy, I

determined how often organizations incorporated the strategy in the press releases. This was determined by coding each paragraph of the press release.

The first strategy, defense of innocence, refers to an organization's lack of involvement in the crisis situation. This strategy can take the form of nonoccurrence, in which a company claims that the event did not take place, or through noncausation, in which the organization claims it was not responsible for the crisis. For example, a press release issued by Nutro Products assuring their customers the consumption of Nutro Pet products remains safe despite the recall was coded as defense of innocence. Press releases that clearly stated Menu Foods announcement of the recall or described Chinese manufacturing companies' involvement in the unfolding situation also exemplifies corporations' use of defense of innocence.

The second strategy, excuses, refers to organizations that try to reduce their level of responsibility for the crisis. Schlenker (1980) argues excuses can be broken down into four types—unforeseen consequences, extenuating circumstances, scapegoating, and diffusion of responsibility. Examples of an organization's use of excuses include press releases disseminated by Menu Foods declaring a voluntary recall of their products as a response to ChemNutra's tainted products. Additionally, use of excuses also included manufacturers and suppliers informing consumers some of their products "were part of a nationwide recall of pet food manufactured by Menu Foods" (Meijer, 2007) and merely a "precautionary action" (Hills Pet Nutrition, Inc, 2007).

The third strategy, justification, is employed by organizations that are striving to mitigate the circumstances surrounding the situation. This strategy is composed of three different responses, including direct minimization, comparison, and higher goals. For

example, Menu Foods discussed the enhancement of the corporation's call center to

effectively respond to consumers as a result of the voluntary recall (Menu Foods, 2007b).

Another illustrative example of justification as an image restoration strategy is when

manufacturers, such as P&G Pet Care, emphasized only a small number of pets

demonstrated signs of kidney failure as a means of minimizing the negative consequences

of the unfolding pet food recall (P&G Pet Care, 2007a).

Frames

To investigate how organizations framed the Menu Foods pet food recall, I

adapted the frames and multiple-item scales proposed by Semetko and Valkenburg

(2000). I focused on identifying the prevalence of five possible news frames in the press

releases, which include the responsibility frame, economic frame, human interest frame,

conflict frame, and mortality frame. The responsibility frame depicts the event or issue by

attributing the responsibility of the situation to the government, group, or specific

individual. I analyzed responsibility frames for Menu Foods, Chinese manufacturers,

U.S. government, and Chinese government. Responsibility frames were coded as present

if press releases identified the cause of the recall, for example the tainted wheat gluten

was exported from China or the recalled products were manufactured by Menu Foods.

The economic frame highlights the financial consequences of the event or issue, which

includes the decrease in pet food product sales and the lawsuits that emerged as a result

of the recall issued by Menu Foods.

The human interest frame presents the event or issue through an emotional angle

by introducing a human face to the story. Press releases that referenced the pets by name

were coded as using human interest frames. For example, a pet food company ensuring consumers of their products' safety discussed how they are willing to feed these products to their pet dog, Dudley (ADI Pet, 2007). The conflict frame presents the story by stressing the disagreement between different players involved in the issue or event. For example, press releases that criticize corporations for not properly handling the recall would be coded as using a conflict frame. Lastly, the morality frame presents the event or issue by stressing religious and moral beliefs. Examples of moral frames include press releases that highlight the corporations' legal responsibility to ensure the safety of all their products and consumers. To determine the presence or absence of each frame, Semetko and Valkenberg (2000) constructed a set of questions that are each answered with 'yes' (1) or 'no' (0) (Appendix A).

Valence

To examine the valence of each news frame, each press release was coded as to whether the frame depicted the organization's response or the consequences of the unfolding recall in a positive or negative manner. A 5-point scale was used to identify the valence of each news frame, ranging from strongly negative (-2) to strongly positive (2). If a frame did not portray the involved or affected organizations in a positive or negative light, it was coded as being neutral (0).

Characteristics of news stories

News stories that discussed the Menu Foods pet food recall were coded to identify selected frames, image restoration strategies, and sources used to depict the crisis. For

each news story, the title of the newspaper, national identity of the publication, and article type were coded. Additionally, the date, length of each article (word count), and headline of each news story were recorded. Each story's headline was also coded for whether the article mentioned Menu Foods or a specific country. To determine the tone of the story's headline, a 3-point scale was used, ranging from negative (-1) to positive (1). If the headline described Menu Foods or a country in a neutral manner, it was coded as (0).

Frames

Using the same measures to code the press releases, I adapted the proposed frames by Semetko and Valkenburg (2000). Each news story was coded to determine the presence of attribution of responsibility frames, economic frames, human interest frames, conflict frames, and morality frames.

Valence

In addition to identifying the presence of specific frames, I coded for the valence of each frame. Adopting the same 5-point scale used to identify the valence of the frames in press releases, news frames portraying organization's reaction in a negative manner or highlighting the negative consequences of the recall were coded as strongly negative (-2). On the other hand, frames presenting organizations' response or the consequences of the recall in a positive light were coded as strongly positive (2). News stories lacking portrayals in a positive or negative manner were coded as being neutral (0).

Image restoration strategies

To assess how newspapers incorporated the image restoration strategies employed by organizations involved in the pet food recall, each story was coded for the presence or absence of strategies proposed by Schlenker (1980). As previously stated, the three dominant strategies include defenses of innocence, excuses, and justification. Specific questions were developed to determine whether news stories incorporated strategies employed by Menu Foods, Chinese manufacturers, U.S. government, and the Chinese government.

Sources

To identify which sources newspapers relied on for information, the total number of quotes and words from each source were counted. The first paragraph in which the source first appeared was documented. In addition to the descriptive measures, the main topic of the quotes and the assignment of responsibility to a specific list of organizations were coded.

Coding process and intercoder reliability

The coding of all the news stories and press releases were completed by trained graduate students. Since the *Chinese Daily News* and *World Journal (East)* are both published in Chinese, articles from these newspapers were all coded by a graduate student fluent in both Chinese and English. To ensure the categories for the news story codesheet were properly translated, the Chinese codebook was back translated back into English (Dimitrova & Connolly-Ahern, 2007).

To calculate intercoder reliability, 10 percent of the English-language newspaper and press release sample were randomly selected and separately coded by two coders. Due to the fact that there was only one coder that was fluent in Chinese, intercoder reliability was determined by having the bilingual English and Chinese coder code 10% of the English-language newspaper sample (Dimitrova & Connolly-Ahern, 2007). Rate of coder agreement for both newspapers and press releases were determined by using Holsti's *R* and Krippendorff's alpha. Using Holsti's formula to calculate percent agreement, the intercoder reliability coefficients for newspapers and press releases were both .99. Krippendorff's alpha was also used to determine reliability because, according to Hayes and Krippendorff (2007), alpha calculates coder disagreements, which makes it a "standard reliability statistic for content analysis" (p. 81). Furthermore, Potter and Levine-Donnerstein (1999), note that alpha formula can be used to calculate reliability when there are multiple coders and different levels of data, such as nominal, ordinal, interval, and ratio. Based on Krippendorff's alpha formula, intercoder agreement for the newspaper sample averaged 0.95. Intercoder agreement for press releases averaged 0.94.

Chapter 4

Results

Statistical analyses

To address research questions that focused on determining the characteristics of press releases and news stories about the pet food recall, frequencies and descriptive statistics were calculated. ANOVA tests were used to examine the valence of news frames and assignment of responsibility. Additionally, Chi-square tests were conducted to investigate potential differences among various newspapers in their use of frames, sources, and assignment of responsibility. Spearmann's rho correlations were conducted to examine agenda-building effects of the organizations' press releases on the press coverage.

Coding measures

Guided by the methods proposed in Semetko and Valkenburg's (2000) study of frames, a principal component analysis with varimax rotation was conducted on the framing questions to construct the coding measures for news stories and press releases. In Semetko and Valkenburg's study (2000), the factor loadings of the framing questions revealed five distinct factors—attribution of responsibility, human interest, conflict, morality, and economic consequences. To confirm Semetko and Valkenburg's factor loadings and the construction of the five frames, I specified the number of factors in the factor analysis. Items were considered significant and incorporated into the scale if the factor loading value was greater than 0.50 (Semetko & Valkenburg, 2000). Factor

loadings, which range from -1.00 to 1.00, show how each framing questions contributed to the construction of the factor (Kachigan, 1991). Generally, variables highly correlated with one another will have high loadings and form a distinct factor while uncorrelated variables will produce low scores and load on different factors (Kachigan, 1991). As expected, most of the items highly loaded on their intended factor. For example, the variable discussing financial losses and gains scored high on the economic factor. Appendix E and F illustrates the factor solution for the framing questions.

Press releases and image restoration strategies

The first research question that guides this study asked what image restorations were used during the Menu Foods pet food recall. The findings revealed image restoration strategies proposed by Schlenker were each used by different organizations to manage the unfolding crisis.

In a total of 134 press releases, 43 percent adopted image restoration strategies while 57 percent did not include a strategy when discussing the recall. Overall, the most frequently used strategy during the pet food recall was excuses, accounting for 24 percent of the sample. The second most commonly used strategy that appeared in press releases was the defense of innocence strategy (19%). Lastly, the justification strategy was used in 12 percent of the total press releases (see Table 1).

Research question 1a focused on Menu Foods' selection of image restoration strategies to address the pet food recall. As the crisis unfolded, Menu Foods issued a total of six press releases. The strategy most commonly adopted by Menu Foods was the excuses strategy, accounting for 50 percent of the total press releases. Specifically, within

this strategy, Menu Foods employed scapegoating (100%) in their press releases. In addition, the company also incorporated justification in 33 percent of the press releases; the company did not use the defense of innocence strategy.

Table 1. Frequencies of Image Restoration Strategies in Press Releases

Image Restoration Strategies	Frequency	Percentage
Defense of Innocence	25	19%
Nonoccurence	5	4%
Noncausation	20	15%
Excuses	32	24%
Unforeseen consequences	0	0%
Extenuating circumstances	2	2%
Scapegoating	30	22%
Diffusion of responsibility	0	0%
Justifications	16	12%
Direct minimization	15	11%
Comparison	0	0%
Higher goals	1	1%

Note. N = 134. Press releases can include more than one image restoration strategy.

Research question 1b asked how organizations, besides Menu Foods, used image restoration strategies during this specific crisis. Pet food retailers mostly used excuses (19%) in the press releases, followed by defense of innocence strategies (16%). The findings revealed retailers tend to state that they were not the cause of the crisis, while using both scapegoating (50%) and extenuating circumstances (17%). Pet food manufacturers incorporated all three strategies but a closer examination of the strategies revealed manufacturers actually employed different types of strategies. When it comes to defense of innocence, noncausation accounted for 100 percent of this strategy and non-occurrence was used only 65 percent of the time. As for excuses, scapegoating accounted for 60 percent and extenuating circumstances accounted for 50 percent. Lastly, direct minimization was the only type of justification used by pet food manufacturers.

Nonprofit organizations commenting on the pet food recall used both excuses (3%),

specifically scapegoating, and justification strategies (19%), specifically direct

minimization. Table 2 shows these findings.

Table 2. Comparison of Organization's selected image restoration strategies in press releases

Organization	Defense of Innocence Frequency *(%)*	Excuses Frequency *(%)*	Justification Frequency *(%)*
Menu Foods	0 (0%)	3 (9%)	2 (13%)
US Government	1 (4%)	0 (0%)	2 (12%)
Pet Food Retailer	4 (16%)	6 (19%)	0 (0%)
Pet Food Manufacturer	18 (72%)	19 (60%)	7 (44%)
Nonprofit Organization	0 (0%)	1 (3%)	3 (19%)
AVMA	0 (0%)	0 (0%)	0 (0%)
Veterinary Pet Insurance	0 (0%)	0 (0%)	0 (0%)
Law Firm	0 (0%)	0 (0%)	0 (0%)
Veterinary	0 (0%)	1 (3%)	1 (6%)
Public Relations Company	0 (0%)	0 (0%)	0 (0%)
Other	2 (8%)	2 (6%)	1 (6%)
Total Press Releases	25 (19%)	32 (24%)	16 (12%)
χ2 (df=10)	21.03	21.82	11.75
P	0.021*	0.016*	0.302

Notes. * Indicates difference between press releases is significant at *p* <.05.
Press Releases can include more than one frame.

Research question 1c focused on the relationship between the organization's role in

the crisis and the selected image restoration strategy. To answer this question, the types

of organization were cross-tabulated with the image restoration strategies (see Table 2).

The Chi-square test revealed that defense of innocence strategies were dependent on

organization, χ^2 (10, $N = 134$) = 21.03, $p = .021$). Use of excuses was also dependent on organization, χ^2 (10, $N = 134$) = 21.81, $p = .016$). A Chi-square test indicated use of justification was independent of organizations, χ^2 (10, $N = 134$) = 11.75, $p = .302$). In other words, specific organizations frequently employed defense of innocence and excuses while the results also revealed the use of justification was not restricted to a specific organization.

Characteristics of the media coverage

Research question 2a asked about the characteristics of the media coverage dedicated to the Menu Foods pet food recall. There were a total of 173 news stories that discussed the pet food recall, with 66 stories (38%) published in the *New York Times*, 52 stories (30%) published in the *Toronto Star*, 29 stories (17%) published in Chinese language newspapers (*Chinese Daily News* and *World Journal East*), and 26 stories (15 %) published in the *China Daily*. News stories had an average of 587 words. The *Toronto Star* averaged 397 words, the *New York Times* averaged 772 words, the *China Daily* averaged 543 words, while Chinese language newspapers averaged 525 words.

As for the type of item published during the recall, 95 items (55%) were news, 59 items (34%) were business articles, 1 item (.6%) was classified as a health feature, 5 items (3%) were editorials, and 6 items (4%) were letters to the editors. Overall, the majority of items were categorized as either news or business. A closer examination revealed ethnic newspapers (97%), *China Daily* (72%) and the *Toronto Star* (52%) published more news stories while the *New York Times* published more business stories (58%).

Research question 2b focused on identifying which countries or organizations were mentioned in the headlines for news stories discussing the Menu Foods pet food recall. The results revealed newspapers mostly referenced China in the story headlines (35%) and USA appeared in the headlines 14 percent of the time. Menu Foods (7%) and Canada (3%) were referenced the least in headlines.

Table 3. ANOVA Tests of Differences Among Headlines Tones During the Recall

Country or Organization	TS Mean (sd)	NYT Mean (sd)	CD Mean (sd)	EN Mean (sd)	df	Mean Square	F Value
Menu Food	1.14 (.378)			1.80 (.515)	1,10	1.26	7.601*
Canada	2.50 (.577)			1	1,3	1.8	5.4
United States	2.14 (.378)	2.13 (.835)	1.80 (.447)	2.00 (.000)	3,21	0.143	0.459
China	1.73 (.786)	2.00 (.966)	2.83 (.408)	1.58 (.793)	3,56	2.306	3.080*

Notes. * $p < .05$
TS = *Toronto Star*; NYT = *New York Times*; CD = *China Daily*; EN = Ethnic Newspapers (*World Journal (East)* and *Chinese Daily News*).

Research question 2c examined the tone of the news story headlines discussing the Menu Foods pet food recall. Story headlines that mentioned Menu Foods had a negative tone towards the company ($M = 1.42$, $SD = 0.52$) and headlines that referenced China incorporated both negative and neutral tones ($M = 1.95$, $SD = 0.91$). Contrastingly, headlines that mentioned Canada ($M = 2.20$, $SD = 0.84$) and the United States ($M = 2.04$, $SD = 0.54$) both adopted neutral tones. ANOVA test revealed there is a significant difference among the various newspapers and the headline's tone when referencing Menu Foods, $F (1, 10) = 7.60$, $p < .05$. ANOVA test also revealed there is a significant

difference among the various newspapers and the headline's tone when referencing

China, F (3, 56) = 3.08, p < .05. Bonferroni post-hoc comparisons demonstrated that

headlines mentioning China in the *China Daily* (M = 2.83, SD = .41) were significantly

more positive than the headlines in Chinese language newspapers (M = 1.58, SD = .79)

(see Table 3).

Use of sources and assignment of responsibility

Research question 3a asked what sources newspapers quoted during the Menu

Foods' pet food recall. The results revealed the most commonly used sources in news

stories discussing the recall included experts (25%), Chinese government officials (23%),

U.S. government officials (21%), and Menu Foods officials (11%). Sources that were

most often quoted in newspapers included experts with 125 quotes (72%), Chinese

government officials with 96 quotes (55%), and U.S. government officials with 85 quotes

(49%) (see Table 4). The differences in selection of sources among newspapers will be

highlighted in the following chapter.

Research question 3b focused on the use of sources, specifically the differences

among the newspapers and their selection of sources for news stories that discuss the pet

food recall. To determine the differences, newspapers was cross-tabulated with the

selection of sources. The Chi-square test revealed significant associations between the

newspapers and their use of the following news sources: Menu Food officials χ^2 (3, N =

173) = 11.60, p = .009), Chinese manufacturer officials χ^2 (3, N = 173) = 11.06, p =

.011), U.S. government officials χ^2 (3, N = 173) = 11.74, p = .008), Chinese government

officials χ^2 (3, N = 173) = 16.73, p = .001), and experts χ^2 (3, N = 173) = 12.31, p =

.006) (refer to Table 4).

Table 4. Summary of sources used during the Menu Foods Recall

Source	TS Freq. (%)	NYT Freq. (%)	CD Freq. (%)	EN Freq. (%)	Total Freq. (%)	χ^2 (df= 3)	P
Menu Food	12 (23%)	5 (8%)	1 (4%)	1 (3%)	19 (11%)	11.6	.009*
Chinese Manufacturers	0 (0%)	7 (11%)	4 (15%)	0 (0%)	11 (6%)	11.06	.011*
US Gov.	4 (8%)	21 (32%)	7 (27%)	4 (14%)	36 (21%)	11.74	.008*
Chinese Gov.	5 (10%)	17 (26%)	13 (50%)	5 (17%)	40 (23%)	16.73	.001*
NGO	5 (10%)	9 (14%)	1 (4%)	0 (0%)	15 (9%)	5.63	0.131
Media	1 (2%)	2 (3%)	2 (8%)	1 (3%)	6 (4%)	1.79	0.616
Experts	8 (15%)	26 (39%)	5 (19%)	4 (14%)	43 (25%)	12.31	.006*
Pet Owners	5 (10%)	4 (6%)	1 (4%)	0 (0%)	10 (6%)	3.37	0.338
US Retailer	0 (0%)	2 (3%)	1 (4%)	0 (0%)	3 (2%)	2.76	0.43
US Supplier	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)		
US Manu	0 (0%)	0 (0%)	0 (0%)	1 (3%)	1 (1%)	4.99	0.172
Law Firms	1 (2%)	1 (2%)	0 (0%)	0 (0%)	2 (1%)	0.99	0.805
Pet Insurers	1 (2%)	0 (0%)	0 (0%)	0 (0%)	1 (1%)	2.34	0.505
Veterinarian	4 (8%)	2 (3%)	2 (8%)	0 (0%)	8 (5%)	3.45	0.327
Other	10 (19%)	13 (20%)	5 (19%)	0 (0%)	28 (16%)	6.74	0.081

Notes. * Indicates difference between newspapers is significant at *p* <.05. News stories can use more than one source at a time. TS = *Toronto Star*; NYT = *New York Times*; CD = *China Daily*; EN = Ethnic Newspapers (*World Journal (East)* and *Chinese Daily News*).

In addition to the selection of sources, research question 3c focused on determining which party or parties news sources assigned responsibility or blame for the recall. The results indicated selected news sources mostly assigned responsibility to Chinese manufacturers (28%) and Chinese government officials (26%). Further examination of the different newspapers revealed the *Toronto Star* used sources that mostly assigned responsibility for the recall to Menu Foods (13%). The *New York Times* was the only newspaper that frequently incorporated sources that assigned responsibility to U.S. government officials (17%). News sources used in the stories published in the *China Daily* generally assigned responsibility to Chinese manufacturers (33%) and Chinese government officials (33%). Similar to the *China Daily,* the ethnic newspapers also included sources that attributed responsibility to Chinese manufacturers (45%) and Chinese government officials (27%). Table 5 illustrates the findings.

Table 5. Assignment of responsibility by news sources during the Menu Foods recall

Organization	TS No. (%)	NYT No. (%)	CD No. (%)	EN No. (%)	Total No. (%)
Menu Foods	11 (35%)	5 (7%)	1 (4%)	1 (9%)	18 (13%)
Chinese Manufacturer	3 (10%)	23 (32%)	9 (33%)	5 (45%)	40 (28%)
US Government	1 (3%)	12 (17%)	2 (7%)	1 (9%)	16 (11%)
Chinese Government	3 (10%)	21 (29%)	9 (33%)	3 (27%)	36 (26%)
Canadian Government	4 (13%)	0 (0%)	0 (0%)	0 (0%)	4 (3%)
Other	9 (29%)	11 (15%)	6 (22%)	1 (9%)	27 (19%)

Notes. News stories can use more than one source at a time.

TS = *The Toronto Star;* NYT = *The New York Times;* CD = *The China Daily;* EN = Ethnic Newspapers (*World Journal (East)* and *Chinese Daily News*).

Table 6. Summary of news story topics during the Menu Foods Recall

Topics	TS No. (%)	NYT No. (%)	CD No. (%)	EN No. (%)	Total No. (%)
General comments	17 (33%)	36 (33%)	13 (35%)	6 (38%)	72 (34%)
Plans and predictions	9 (18%)	18 (17%)	5 (14%)	3 (19%)	35 (16%)
Food safety regulation	10 (20%)	30 (28%)	11 (30%)	4 (25%)	55 (26%)
Export/import	4 (8%)	13 (12%)	3 (8%)	2 (12%)	22 (10%)
Scientific finding	4 (8%)	8 (7%)	2 (5%)	0 (0%)	14 (7%)
Instruction for pet owners	3 (5%)	1 (1%)	2 (5%)	0 (0%)	6 (3%)
Discussion of past recalls	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Deaths and injuries	4 (8%)	2 (2%)	1 (3%)	1 (6%)	9 (4%)

Notes. TS = *The Toronto Star;* NYT = *The New York Times;* CD = *The China Daily;* EN = Ethnic Newspapers (*World Journal (East)* and *Chinese Daily News.*

Research question 3d asked what topics did new sources focus on during the Menu Foods' pet food recall. The results showed selected news sources mostly provided general comments pertaining to the pet food recall (34%), discussed food safety regulations (26%), and provided information about current plans and predictions (16%). Further examination of news source topics and newspapers revealed the *China Daily* (35%), the *Toronto Star* (33 %) and the *New York Times* (33%) frequently selected sources that provided general comments. Similarly, the *New York Times* (28 %) and the *China Daily* (30%) both used sources that heavily focused on discussing food safety

regulations. Lastly, the sources used in the ethnic newspapers (19%), *New York Times* (17%), and the *Toronto Star* (18%) frequently discussed future plans and predictions for the pet food recall (refer to Table 6).

Use of frames during the Menu Foods recall

The second broad research question that guides this study focused on identifying which frames appeared in the press releases and news coverage during the Menu Foods pet food recall. Research question 4a asked what frames appeared in the press releases disseminated by organizations involved or affected by the Menu Foods pet food recall. The findings revealed, in a total of 134 press releases, the frames most used in the releases during the recall were attribution of responsibility frames (90%), conflict frames (30%), and economic frames (19%). Table 7 illustrates the findings.

Research question 4b focuses on identifying differences in the frames used in press releases disseminated by the Menu Foods pet food recall. To determine whether organizations framed the pet food differently, organization press releases were cross-tabulated with the frames. The Chi-square revealed a significant relationship between the press releases and the their use of both conflict χ^2 (10, $N = 134$) = 33.43, $p = .000$) and morality frames χ^2 (10, $N = 134$) = 28.68, $p = .001$). Press releases issued by Menu Foods, non-profit organizations, and law firms frequently used the conflict frames to describe the pet food recall. Additionally, during the recall, pet food retailers and non-profit organizations adopted morality frames to describe the crisis (see Table 7).

To examine the selection of frames used in the news coverage dedicated to the Menu Foods pet food recall, research question 4c asked what frames appeared in

newspaper articles. The findings revealed, in a total of 173 news articles, the most

frequently used news frame during the pet food recall was the attribution of responsibility

frame (98%). The second most commonly used frame that appeared in news articles was

conflict frames (52%). Lastly, the economic frame was used in 46 percent of the total

news articles. Table 8 shows the findings.

Table 7. Frequency of frames in press releases

Organization	Resp Freq.	Econ Freq.	Human Freq.	Conflict Freq.	Morality Freq.
Menu Foods	6	0	0	3	0
US Government	5	0	0	0	0
Pet Food Retailer	12	4	0	3	3
Pet Food Manufacturer	44	12	5	12	3
Nonprofit Organization	20	2	3	14	9
AVMA	2	0	0	0	0
Veterinary Pet Insurance	1	0	0	0	0
Law Firm	4	3	1	4	1
Veterinary	4	0	0	0	0
Public Relations Company	1	0	0	0	0
Other	22	5	0	4	0
Total Press Releases	121	26	9	40	16
$\chi 2$ (df=10)	4.49	15.11	9.01	33.43	28.69
P	0.923	0.128	0.531	<.001*	.001*

Notes. * Indicates difference between press releases is significant at *p* <.01.
Press Releases can include more than one frame.

Furthermore, to trace the changes in the selection of frames as the Menu Foods

recall progressed, the news stories were categorized into specific weeks to determine the

time period when the frames were prominent. The findings suggest that attribution of

responsibility frames were mostly adopted at the beginning of the recall and dramatically

decreased after the first two months. However, this frame completely disappeared from

the news coverage by August. Both economic and conflict frames appeared the most at

the beginning of the news coverage and continued to appear in the news stories as the

situation unfolds. Contrastingly, human interest frame peaked during the first week and

only reappeared sporadically in the newspaper coverage. Morality frames were used

sporadically but appeared to peak during the second and fourth months of the coverage

(see Figure 1).

Figure 1. Frame usage during the coverage of the Menu Foods recall
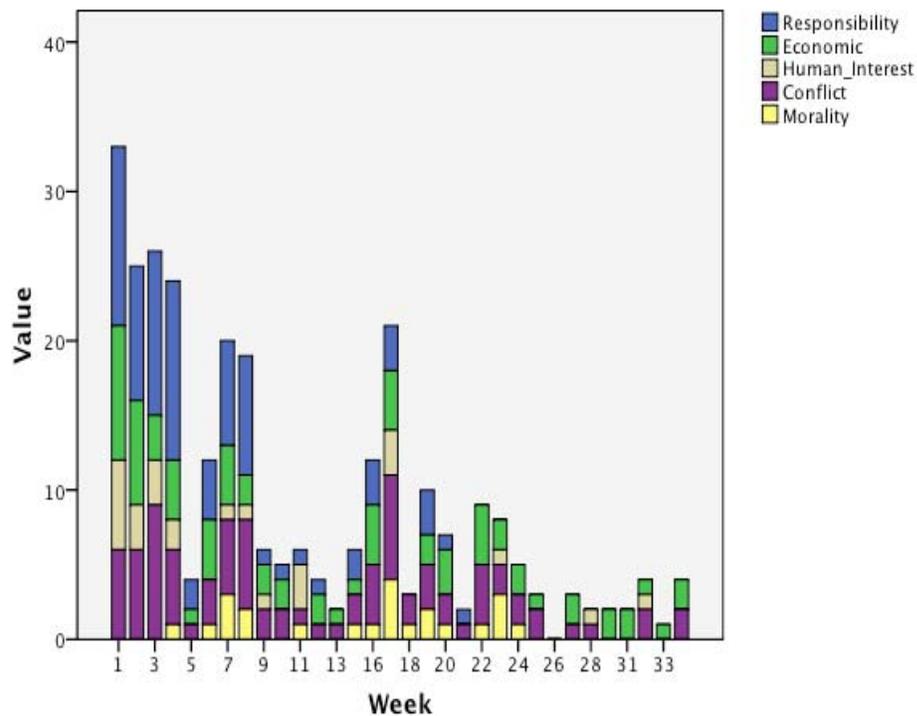
Research question 4d focused on determining whether there were any differences

in the selection of frames among different newspapers. The Chi-square revealed a

significant association between the newspapers and their use of the following news frames: economic χ^2 (3, N = 173) = 8.72, p = .033), conflict χ^2 (3, N = 173) = 15.63, p = .001), and morality frames χ^2 (3, N = 173) = 7.75, p = .052) (refer to Table 8). During the pet food recall, the *New York Times* used more conflict and morality frames. Both the *New York Times* and the *Toronto Star* frequently used economic frames. *China Daily* was less likely than others to use the economic frame.

Table 8. Frequency of Frames in Newspapers

News Frame	TS Freq. (%)	NYT Freq. (%)	CD Freq. (%)	EN Freq. (%)	Total Freq. (%)	χ^2 (df= 3)	p
Responsibility	51 (98%)	66 (100%)	26 (100%)	27 (93%)	170 (98%)	6.17	.104
Economic	27 (52%)	33 (50%)	5 (19%)	14 (48%)	79 (46%)	8.72	.033*
Human Interest	7 (14%)	12 (18%)	2 (8%)	6 (21%)	27 (16%)	2.32	0.509
Conflict	16 (31%)	44 (67%)	13 (50%)	17 (19%)	90 (52%)	15.63	.001*
Morality	2 (4%)	14 (21%)	3 (12%)	5 (17%)	24 (14%)	7.75	0.052

Notes. * Indicates difference between newspapers is significant at *p* <.05.
News stories can include more than one frame at a time.
TS = *Toronto Star;* NYT = *New York Times;* CD = *China Daily;* EN = Ethnic Newspapers (*World Journal (East)* and *Chinese Daily News).*

Related to selected news frames, research question 4e examined the valence of the frames used to describe the pet food recall in newspaper articles. It must be noted, to determine the valence of the attribution of responsibility frame, this category was divided into the following sub-categories: attribution of responsibility to Menu Foods, Chinese

manufacturers, U.S. government officials, Chinese government officials and Other. Only the attribution of responsibility to Menu Food frames had a negative valence (M = -.79, SD = 0.85), while other groups were neutral. Additionally, human interest frames (M = -1.04, SD = 0.94), conflict frames (M = -1.09, SD = 0.71), and morality frames (M = -1.29, SD = 0.91) carried a negative valence in the newspapers. Of all the frames, only the economic frames (M = 0.51, SD = 11.19) carried a positive valence when discussing the Menu Foods pet food recall (see Table 9).

To further examine the data, ANOVA was used to determine if there were significant differences in the valence of frames among the different newspapers. ANOVA test revealed significant differences among various newspapers and the valence of attribution of responsibility to Menu Foods, F (3, 58) = 4.05, p < .05 and to Chinese government officials, F (3.81) = 14.21, p < .05. ANOVA test also indicated significant differences among the newspapers and the valence of economic frames, F (3, 76) = 4.99, p < .05 and the valence of morality frames, F (3, 20) = 4.60, p < .05.

Bonferroni post-hoc comparisons revealed the valence of attribution to responsibility to Chinese government officials in the *China Daily* (M = 1.68, SD = .70) were significantly more positive than the frames used in other newspapers. The valence of economic frames in the *China Daily* (M = -.25, SD = 1.30) were significantly less negative than economic frames that appeared in the other newspapers. The Bonferroni post-hoc comparison also revealed the *China Daily* (M = 0.00, SD = 1.00) used morality frames that were neutral while frames in the *New York Times* (M = -1.36, SD = .84) and ethnic newspapers (M = -2.00, SD = 0.00) were negative (see Table 9).

Table 9. ANOVA Tests of Frame Valence in Newspapers

Frames	TS Mean (sd)	NYT Mean (sd)	CD Mean (sd)	EN Mean (sd)	df	Mean Square	F Value
Menu Food	-.58 (.765)	-1.13 (.806)	-.29 (.488)	-1.38 (1.06)	3,58	2.56	4.05*
Chinese Manu	3.21 (20.41)	-1.05 (.911)	-.15 (.875)	-1.50 (.894)	3,93	107.78	1.04
U.S. Gov	.00 (.707)	-.43 (.870)	-.33 (1.528)	.00 (1.604)	3,37	0.584	0.517
Chinese Gov	-.19 (1.047)	-.46 (1.097)	1.69 (.704)	-.36 (1.692)	3,81	18.74	14.21***
Other	-.16 (.800)	-.44 (.705)	-.25 (.622)	-.50 (1.414)	3,59	0.405	0.568
Economic	-.89 (.934)	-.52 (.972)	-.20 (1.304)	-1.14 (.949)	3,75	2	2.098
Human Interest	-.71 (.951)	-1.00 (.953)	-.50 (.707)	-1.67 (.816)	3,23	1.23	1.47
Conflict	-1.31 (.479)	-1.05 (.680)	-.85 (.689)	-1.18 (.951)	3,86	0.593	1.17
Morality	-1.00 (.000)	.00 (.842)	.00 (1.000)	-2.00 (.000)	3,20	2.58	4.60*

*Notes. * p <.05; *** p < .001.*
TS = *Toronto Star*; NYT = *New York Times*; CD = *China Daily*; EN = Ethnic
Newspapers (*World Journal (East)* and *Chinese Daily News*).

Assignment of responsibility for the pet food recall

In addition to the examination of frames used during the recall, the following
research questions focused on the assignment of responsibility in news stories and press
releases. Research question 4g asked which party or parties did newspapers assign
responsibility or blame for the pet food recall. Newspapers mostly assigned responsibility

to Chinese manufacturers (56%) and Chinese government officials (49%) (see Table 10).

Menu Foods and other organizations were also described as being responsible for the

recall in 36 percent of news articles. Contrastingly, the U.S. government was rarely

deemed as being responsible for the recall, appearing in only 24 percent of the published

news stories.

Table 10. Comparison of Newspapers' Assignment of Responsibility

Responsibility	TS No. (%)	NYT No. (%)	CD No. (%)	EN No. (%)	Total No. (%)	χ^2 (df= 3)	p
Menu Foods	31 (60%)	16 (24%)	7 (27%)	8 (28%)	62 (36%)	18.4	.000*
Chinese Manufacturer	23 (44%)	37 (56%)	20 (77%)	16 (55%)	96 (56%)	7.52	0.057
US Government	9 (17%)	21 (32%)	3 (12%)	8 (28%)	41 (24%)	5.95	0.114
Chinese Government	15 (29%)	38 (58%)	17 (65%)	14 (48%)	84 (49%)	13.19	.004*
Other	25 (48%)	18 (27%)	12 (46%)	8 (28%)	63 (36%)	7.48	0.058

Notes. * Indicates difference between newspapers is significant at *p* <.01.
News stories can assign responsibility to more than one party.
TS = *Toronto Star;* NYT = *New York Times;* CD = *China Daily;* EN = Ethnic
Newspapers (*World Journal (East)* and *Chinese Daily News).*

Research question 4h asked whether there is a significant difference in the way

American, Canadian, Chinese, and ethnic Chinese newspapers assign responsibility or

blame for the recall. In order to identify possible differences, newspapers were cross-

tabulated with the assignment of responsibility variable. The chi-square test indicate

significant differences in newspapers' assignment of responsibility to Menu Foods χ^2 (3,

N = 173) = 18.40, p = .000) and Chinese government officials χ^2 (3, N = 173) = 13.19, p = .004) (refer to Table 10). The *Toronto Star* was the only newspaper that consistently assigned responsibility or blame to Menu Foods when discussing the pet food recall. On the other hand, the *New York Times* and the *China Daily* would frequently place Chinese government officials as being responsible for the recall of tainted pet food products.

Shifting the focus to press releases disseminated during the recall, research question 4i asked which party or parties were assigned responsibility for the crisis. In the press releases, organizations generally assign responsibility to Menu Foods (37%) and surprisingly to themselves (33%). Responsibility was also attributed to other various organizations (25%), Chinese manufacturers (16%), and the U.S. government (16%). Table 11 summarizes the findings.

In a closer examination of the data, research question 4j focused on identifying whether organizations differ in their assignment of responsibility. Organizations were cross-tabulated with the assignment of responsibility variable. Chi-squares revealed significant differences in the way organizations assign responsibility for the crisis to themselves χ^2 (10, N = 134) = 29.86, p = .001), Menu Foods χ^2 (3, N = 134) = 35.61, p = .000), and the U.S. government χ^2 (10, N = 134) = 47.76, p = .000). Press releases issued by Menu Foods, the U.S. government, pet food retailers, and pet food manufacturers frequently accepted responsibility for the unfolding pet food recall. Menu Foods, pet food retailers, pet food manufacturers, veterinarians, and law firms mostly placed the blame on Menu Foods. On the other hand, press releases disseminated by the U.S. government and non-profit agencies assigned responsibility to the U.S. government (see Table 11).

Table 11. Summary of Assignment of Responsibility in Press Releases

Organization	Frequency	Percentage (%)
Corporation	44	33%
Menu Foods	50	37%
Chinese Manufacturer	21	16%
US Government	21	16%
Other	33	25%

Note. Press releases can assign responsibility to more than one organization at a time.

Based on the agenda-building literature, research question 5 focused on describing how newspapers incorporated interested organizations' frames and image restoration strategies during the press coverage of the Menu Foods recall. In general, the results revealed a positive relationship between organizations' frames in press releases and the frames that appeared in news media content. Specifically, the data showed a strong agenda-building relationship with the Canadian newspaper, the *Toronto Star* (r_s=.82, p< .001) while the *New York Times* (r_s=.66, p< .001) and the ethnic newspapers (r_s=.64 p< .01) showed a moderate agenda-building relationship. As for the *China Daily,* the data revealed a significant association but with a weaker agenda-building relationship in the Chinese newspaper (r_s=.52, p< .01). Turning to image restoration strategies, no relationships were found between the image restorations employed in the press releases and the news media content. Overall, the data suggest the agenda-building process was only observed between the organizations' frames in press releases and the frames selected for the newspaper coverage.

Chapter 5

Discussion

This dissertation comprises a comparative study of press releases and news stories disseminated during the Menu Foods pet food recall, grounded within a transnational framework. This study consisted of three main comparisons: 1) comparison of domestic and international news coverage of the pet food recall, 2) comparison of press releases and newspaper coverage, and 3) comparison among organizations issuing press releases concerning the recall.

Selection of image restoration strategies

For the comparison among press releases, the study focused on the use of image restoration strategies and how organizations framed the pet food recall. With respect to image restoration strategies, the findings revealed organizations predominantly used excuses over defense of innocence and justification strategies. During the Menu Foods pet food recall, when adopting excuses to protect their images, all organizations accepted a level of responsibility, while also shifting the blame to another party, such as Menu Foods, ChemNutra Inc., or Chinese manufacturers. An analysis of the press releases also suggested organizations that defended their innocence acknowledged the pet food was tainted but emphasized the fact that they were not the cause for the unfolding crisis. A large number of press releases were by corporations not involved in the crisis, seeking to distance their brand—and their corporate reputations—from the crisis. The aim of these

press releases was to underscore the message that the organization should not be held

responsible for the recall and the negative consequences associated with the tainted

products.

In terms of how each organization used image restoration strategies during the pet

food recall, Menu Foods only adopted two types of strategies—excuses and justification.

After becoming aware of deaths and injuries potentially associated with their tainted

products, Menu Foods disseminated press releases announcing the massive recall. The

circumstances of the situation prevented Menu Foods from adopting defense of

innocence strategies, but allowed the corporation to use excuses to minimize the damage

of the negative events. Press releases issued by Menu Foods during the early stages of the

recall clearly stated the decision to issue "an expansion of its recall to include all products

manufactured with wheat gluten purchased from ChemNutra Inc." was a response to their

former supplier's announcement that they would be recalling all wheat gluten imported

from China (Menu Foods, 2007c).

The use of justification strategies, specifically direct minimization, also appeared

in the press releases as Menu Foods tried to minimize the negative consequences of the

recall while also stressing the corporation's rapid response to the situation. The

corporation's press releases asserted "there has been a small number of reported instances

of cats and dogs in the United States (none in Canada) becoming sick from kidney failure

after eating the affected products" (Menu Foods, 2007a). Additionally, Menu Foods

stressed their commitment to "the health and well-being of pets" by arguing that though

"the number of complaints has been relatively small" the company initiated the recall

because they wanted to take "this proactive step out of abundance of caution" (Menu Foods, 2007a).

Domestic US and Canadian pet food manufacturers, such as Nestlé Purina and Nutro, adopted all three strategies but frequently used defense of innocence and excuses. Certain press releases issued by pet food manufacturers clearly state their products were not affected by the ongoing recall, therefore, the Menu Foods crisis did not directly impact the manufacturers. For example, Natura Pet Products distanced themselves from the unfolding crisis by issuing a press release that clearly stated the company "has not been implicated in any of the recent recalls" (Natura Pet Products, 2007). On the other hand, if pet food manufacturers were affected by the recall, the press releases used Menu Foods as an excuse for the tainted products. P&G Pet Care, maker of Iams and Eukanuba brands, clearly assigned responsibility for the recall to Menu Foods by announcing that they were "suspending production of all our foods manufactured at the affected Menu Foods Plant" (P&G Pet Care, 2007b). Additionally, manufacturers adopted justification strategies by highlighting that only a small amount of the products were actually involved in the recall, ensuring their other products remain safe for consumption.

Pet food retailers such as Petco frequently used excuses followed by defenses of innocence. Similar to pet food manufacturers, retailers issued press releases that accepted a level of responsibility for distributing tainted products but shifted blame to Menu Foods. Contrastingly, numerous retailers used defenses of innocence by announcing that they were not affected or directly involved with the Menu Foods recall.

During the pet food recall, the U.S. government issued press releases that rarely incorporated image restoration strategies, due to the fact the organization was not initially

held responsible for the unfolding crisis. However, when the government finally did adopt image restoration strategies, the U.S. government used either defense of innocence or justification.

Interestingly, two organizations that would not be deemed responsible for the pet food recall frequently used both excuses and justification strategies in their press releases. Nonprofit organizations, specifically the Pet Food Institute (PFI), strived to minimize the negative aspects of the recall by emphasizing the fact "that more than 99 percent of pet food has been unaffected" by the Menu Foods voluntary recall and "consumers can buy with confidence the pet food that is for sale on shelves today" (Pet Food Institute, 2007). PFI appeared to become involved with the recall and accept a level of responsibility because the organization represents a majority of pet food manufacturers in the United States. Additionally, PFI also justified the recall by suggesting this experience allows the pet food industry to "know what to look for and how to test for this adulterant in the future (The Pet Food Institute, 2007). Some veterinarians that used image restoration strategies issued press releases because their hospital sold the tainted products.

The findings in the comparison of the press releases suggest an organization's selection and use of image restoration strategies is contingent on the organization's role in the crisis and perceived responsibility for the situation. As the corporation that initiated the recall and brought attention to the tainted products, it is expected that Menu Foods will only use strategies that diminish the responsibility for the action in question. On the other hand, organizations that are potentially in position of being accused of distributing tainted products during the recall (i.e. manufacturers and suppliers) are expected to disassociate themselves from the situation through the adoption of defense of innocence

strategy. However, if the circumstances prevent the organization from denying full responsibility, the findings suggest that organizations will adopt excuses strategies by claiming another group was the cause of the recall.

As previously stated, perceived level of crisis responsibility is a crucial factor in determining the most effective image restoration strategies (Benoit, 1995; Coombs, 1998). Analysis of the press releases revealed organizations predominantly attributed responsibility for the recall to Menu Foods. Being the organization that announced the recall, it is expected that responsibility would be placed on Menu Foods. Interestingly, numerous organizations that issued press release during the recall also assigned some level of responsibility to themselves. This suggests that organizations that distribute press releases commonly accept a level of responsibility or feel that they may be held accountable for the perceived actions.

Framing the pet food recall

When it came to how organizations presented the pet food recall to their stakeholders and news media, attribution of responsibility frames usage dominated the press releases disseminated during the recall of tainted pet food products. Coombs (1998) noted that crisis responsibility signifies the level of blame stakeholders assign to the organization for the unfolding crisis situation. Therefore, organizations face increasing threat to their images as stakeholder's perception of crisis responsibility is reinforced over time. As expected, to ensure financial survival, organizations clearly identified the source of blame in their accounts of the pet food recall. Press releases showed organizations attribute responsibility for the tainted products to Menu Foods. For

example, Nutro Products continuously stressed in the press releases that they were responding to the "Menu Foods pet food recall" and ensuring that not all Nutro products were produced by Menu Foods (Nutro Products, 2007).

Surprisingly, organizations also accepted a level of responsibility for the distribution of the tainted pet food recalls. The findings are consistent with Coombs' argument that the issue of crisis responsibility is important as it became more evident that almost all the organizations touched upon the cause of the recall in their press releases. The heavy usage of responsibility frames in press releases has strong implications for the public relations practitioners of the organizations that initiate the recall, such as Menu Foods. There is a greater likelihood that blame will always be placed on the organization beginning the recall, regardless of whether they are actually the cause of the unfolding situation.

Related to the use of responsibility frames, the findings also indicated organizations frequently invoked the conflict frame in their description of the recall. Interestingly, a closer examination revealed mostly non-profit organizations and law firms openly criticized and focused on the negative actions of organizations held responsible for the crisis. For example, press releases issued by a law firm representing pet owners affected by the recall stressed the fact that "Menu Foods was aware of problems with their pet food as early as December 2006" (Audet & Partners, LLP, 2007). PETA openly criticizes Iams and other pet food companies in the press release, asserting these companies "should be held responsible for the companion animal deaths if the companies had knowledge of the food contamination issue and refused or neglected to alert the public immediately" (PETA, 2007).

Contrastingly, organizations perceived to be the source of the recall, such as Menu Foods and manufacturers, rarely made negative statements concerning the actions of other organizations. Besides the use of these two frames, organizations issued press releases that frequently incorporated the economic frame. Given the nature of the crisis situation, it is not surprising the press releases heavily discussed the financial impact of the pet food recall.

News Structure During the Menu Foods Recall

For the second comparison, the study examined characteristics of the media coverage and newspapers' selection of sources and frames. Overall, the findings suggest the newspapers transformed the coverage of the Menu Foods product recall into a political and economic debate. What initially started off as a voluntary recall immediately evolved into a story that addressed the problems associated with the current food safety system and transnational trade, specifically importing products from China. To maintain the newsworthy aspect of the recall and establish the Menu Foods case as a public concern, journalists framed the recall as a broader problem related to globalization and transnational business activities. Through the structure of news stories, selection of sources and news frames, journalists presented their interpretation of the recall.

Literature on news discourse suggests journalists convey importance through the number of stories dedicated to discussing the issue or event (Carroll & McCombs, 2003; Golan & Wanta, 2001; Pritchard, 1986). The frequency of news stories suggest the *New York Times* and the *Toronto Star* perceived the unfolding events associated with the Menu Foods recall as important to the public. In contrast, the *China Daily* and ethnic

Chinese newspapers dedicated little coverage to the recall, suggesting a lack of importance to the newspapers' journalists. Interestingly, comparison of the newspapers revealed similarities in the types of stories. The Menu Foods newspaper coverage consisted of mostly hard news and business stories. Generally, when crises involve casualties, journalists will emphasize the human interest of the situation and transform the casualties into a central component of the story. Surprisingly, the newspapers rarely published feature stories, ignoring the human aspect of the crisis situation. The findings are an indication that as the events unfolded, newspapers' attention was no longer on the physical harm brought upon by the tainted products but rather on the financial consequences of the recall, specifically the continuous debate surrounding 'Made in China' products.

Besides the number of stories dedicated to the crisis, journalists can also convey their perspectives of the situation through the article's headline. As events unfolded, newspapers frequently made references to China in the headlines, implying this country played an influential role in the crisis. However, the comparison of the findings suggests the tone towards China varied depending on the newspaper's nationality. American, Canadian, and ethnic newspapers adopted a more critical tone towards China, frequently describing the country in a negative manner or emphasizing the country's involvement in the recall in the headlines. For instance, *The New York Times* published news articles with headlines such as "Is 'Made in China' a warning label?" and "China food mislabeled, US says." In contrast, when the *China Daily* referenced China in the headlines, journalists adopted a positive tone to discuss the country's involvement in the unfolding situation. For example, the newspaper published articles with headlines such as

"Trade: Misunderstandings on Chinese products" and "China tackles food safety problems." Headlines in the *China Daily* focused more on the course of proactive actions initiated by the Chinese government in response to the mounting problems associated with food safety regulations. Possible explanations for the differences in tone towards China can be attributed to the journalist's level of autonomy and relationship with the country being criticized (Hallin & Mancini, 2004). American and Canadian journalists enjoy a moderate level of autonomy and openly criticize China because of their lack of political ties to the Chinese government. Contrastingly, Chinese newspapers are constrained from adopting a negative tone due to the fact the Communist party and government exert higher levels of control over the media. Although ethnic newspapers have ties to China, the geographical distance protects them from the constraints implemented by the Chinese government.

I also found some similarities in newspapers' reference to Menu Foods in the headlines. Menu Foods was only mentioned by name in the *Toronto Star* and ethnic newspapers and it was usually in a negative manner. The use of Menu foods in the headlines is expected in the *Toronto Star* because it is a Canadian company and would be recognized by their readers. In comparison, the *New York Times* and the *China Daily* never mentioned the company by name, which could be attributed to the fact that it was not an American or Chinese company that initiated the voluntary recall. On the other hand, ethnic newspapers actually made references to the company by name, which could be due to issues of translation. Mostly, the headlines were written in Chinese characters except for the company's name.

In the newspapers' depiction of the Menu Foods pet food recall, the findings indicate journalists frequently turned to government and experts as news sources for the news coverage of the unfolding situation. For instance, government officials frequently quoted throughout the coverage were officials from the FDA, government food regulators in China, and numerous senators involved with the debate surrounding the safety of imports. The most commonly identified experts included professors with specializations in food safety regulations and food engineering. The inclusion of these governmental officials and experts transformed the coverage of the product recall through highlighting the political dimensions of the issue, specifically addressing the faulty food safety system and the negative consequences associated with importing 'Made in China' products.

The prevalence of government officials and experts as news sources fits in with past literature that argues journalists heavily rely on these groups for information. Despite the fact the Menu Foods pet food recall was recognized to be a corporate crisis, it is surprising that journalists did not incorporate more quotes from manufacturers or even Menu Foods. The corporate voices were almost completely ignored as the coverage progressed, with the situation being articulated from the perspective of the government and experts. The use of government officials and experts may relate to the journalists' need to add legitimacy and authenticity to the news story (Bishop, 2001; Teo, 2000). From the journalist's perspective, these groups are perceived as being reliable and authoritative sources. The similarities among the newspapers may suggest that these journalistic practices extend beyond geographical boundaries and persist regardless of the newspaper's national identity.

In terms of the way the selected sources attributed responsibility, all the newspapers incorporated sources that generally placed the blame on Chinese manufacturers and Chinese government officials. However, the prevalence of sources that assigned responsibility to Chinese manufacturers and government officials were extremely high in the *New York Times, China Daily,* and ethnic papers. The attribution of responsibility to China could be attributed to the progression of events and shift in focus to the issues of export/import. Additionally, it is possible that journalists selected these sources to convey their viewpoint of the situation, specifically their assignment of responsibility for the crisis.

Interestingly, a closer examination of the sources revealed newspapers have a tendency of using sources that assign responsibility to their own government or national organizations. For example, the findings indicated the *Toronto Star* frequently employed sources that attributed responsibility for the recall to Menu Foods, in comparison with the other newspapers. The heavy usage of sources placing the blame on local governmental entities and organizations may be attributed to the influence of geographical proximity and national interest. According to Galtung and Ruge (1965), to address issues of geographical proximity when covering international events, journalists must create meaning and relevance for the audience. Therefore, incorporating sources that discuss their local governments involvement in the crisis, help journalists establish a level of relevance for the readers.

Selection of Frames During the Menu Foods Recall

Regarding the selection of frames during the Menu Foods recall, the most common frames used by the newspapers were attribution of responsibility, conflict and economic. As the coverage progressed, the findings suggest a shift in the framing of the product recall. News journalists focused their attention on different issues at alternative points in time, increasing the salience of specific aspects of the crisis situation. The first common frame that appeared in the coverage of the Menu Foods recall was responsibility frame. The newspapers, regardless of their role in the product recall, directly addressed the issue of responsibility in the stories published during the early periods of the crisis and focused on clearly identifying the source of the problem for their readers. Initially, all the newspapers attributed responsibility for the nationwide pet food recall to all products manufactured by Menu Foods. Over time, assignment of responsibility in the news stories shifted to Chinese manufacturers and was later expanded to incorporate the Chinese government. Consequently, the changes in the responsibility frame signified newspapers were no longer presenting the recall as a unique corporate crisis but rather as a common situation that embodied the problems of globalization.

The appearance of responsibility frames was exceptionally high during the beginning months of the coverage for all the newspapers, specifically during March and April, as journalists constructed the news discourse and assigned responsibility and blame to key participants in the unfolding situation. A comparison of the newspapers' use of responsibility revealed no significant differences. Each newspaper, regardless of their national identity and involvement in the unfolding crisis (i.e. manufacturers or consumers

of the tainted products), framed the crisis by focusing extensive attention on the groups

being held responsible for the crisis.

As the product recall evolved into a subject of debate for the U.S. government and

critics of importing products made in China, the appearance of responsibility frames

dramatically decreased in the coverage and completely disappeared by August. The shift

in the use of responsibility frames during the pet food recall coverage illustrates the

newspapers' effort to maintain the newsworthiness of the situation, beginning with

identifying the issues in the Menu Foods factories to expanding the attention to the

structural gaps in the food safety system in both the United States and China.

From an organization's perspective, when threatened with a mounting crisis, the

assignment of responsibility is not only critical for organizations involved in the situation

but also for external stakeholders (Coombs, 1998). Due to the significant impact of crisis

responsibility on the organization's image and financial survival, it is not surprising that

newspapers constantly tried to clearly identify which organizations or countries were

responsible for the unexpected recall. Additionally, the unexpected nature of a crisis

creates a level of uncertainty for the public affected by the unfolding situation (Ulmer &

Sellnow, 2000). To diminish the public's uncertainty and fears, newspapers make an

effort to identify the cause of the problem.

In addition to frequent use of attribution of responsibility frames, the newspapers

framed the pet food recall by drawing attention to the many forms of conflict that

surfaced as the issue continued to develop. Specifically, it became evident through a

comparison of the different newspapers that conflict frames were especially prominent in

the *New York Times* and the *China Daily*, specifically adopting a negative valence and

highlighting the negative aspects of the unfolding situation. Unlike the responsibility

frame, analysis of the news stories suggests journalist continuously incorporate conflict

frames in their coverage of the recall. The prominence of conflict remains constant and

does not fade away as the recall progresses. This finding is in agreement with past

framing literature that suggests journalists will commonly use the conflict frame when

covering political issues (Semetko & Valkenburg, 2000).

Newspapers highlighted numerous conflicts that appeared between various

parties, such as Menu Foods versus consumers and the U.S government versus critics of

the current food safety system. However, the most interesting conflict that became

evident in the media coverage of the nationwide recall was between two significant but

ancillary players—the United States and China. As previously stated, newspapers

presented the recall as a negative example of globalization, specifically illustrating the

dangers associated with international trade. The emphasis on the increasing conflict

between the United States and China was noticeable in articles that appeared in both the

New York Times and the *China Daily*. For example, numerous stories published in the

New York Times address the concerns surrounding the consumption of Chinese products

while also openly criticizing the relaxed safety standards and inspections procedures in

China. In response, the *China Daily* argued responsibility should solely be placed on

China but rather also on the United States, specifically the government and importers.

Several news stories pointed out that only China was being attacked for its involvement

in the various recalls while other countries were not being held responsible for selling

tainted products. The newspapers also criticized the United States for fueling the fear in

American consumers, suggesting the United States feared China's booming economy would soon surpass the United States.

The increasing usage and prevalence of conflict frames in the *New York Times* and the *China Daily* suggests the country's role in the issue may potentially influence the newspapers framing of the event. As the coverage became a political debate, the dominant players framed the event in a way that would be understandable for their respective countries. Additionally, newspapers provoked a sense of nationalism for readers by highlighting the conflict that is emerging between the two countries. Through drawing attention to the flawed Chinese products in the *New York Times* and highlighting the differences in the United States' definition of safety in the *China Daily*, journalists transformed the recall coverage into an "us" versus "them" Nationalistic scenario.

The third common frame that was evident throughout the coverage of the crisis was the economic frame with a negative valence. A close examination of the frames revealed that highest use of economic frames appeared at the beginning of the news coverage and journalists continued to frame the recall from an economic perspective. Given the nature of the pet food recall, it is expected that newspapers would emphasize the financial losses associated with this specific industrial crisis. For instance, the *Toronto Star* discussed in detail the exact cost of recalling 60 million pet food products along with how many positions would be eliminated as a response to the increasing number of consumers returning the tainted products and pet food brands ending their contracts with the company. Interestingly, in comparison with the other newspapers, the *China Daily* rarely used economic frames in their coverage, which may be attributed to

the government's control over the newspaper and their tendency to not acknowledge economic consequences associated with the recall.

Related to the use of responsibility frames, the results revealed newspapers assigned responsibility for the pet food recall to their governments or domestic organizations. For example, *China Daily's* coverage of the Menu Foods recall was seen to be more focused on the responsibility of Chinese government officials and Chinese manufacturers. Stories published in the *Toronto Star* predominantly assigned responsibility to Menu Foods, a Canadian corporation. The U.S. government was rarely perceived as being responsible for the unfolding events, but the *New York Times* published numerous stories that discussed the U.S. government's involvement in the situation. The ethnic newspapers' treatment of the recall and assignment of responsibility was rather similar to the *New York Times*, specifically their coverage of Chinese manufacturers. In other words, geographical proximity appears to be influential when newspapers assign responsibility as a crisis unfolds.

Though all the newspapers deemed the Chinese government held a level of responsibility for the pet food recall, it is important to note the differences in their treatment of the Chinese government. While American and Canadian newspapers were highly critical of the Chinese government during the recall, usually emphasizing negative aspects, the *China Daily* adopted an extremely positive tone. News stories published in this Chinese newspaper highlighted the different ways the government addressed the food safety issues in the country. The lack of criticisms in the *China Daily* could be explained by the governmental control over the media and also by the influence of cultural values. Based on Hofstede's (1984) cultural dimensions, China is described as collectivistic,

being that it is a country that places importance on the collective rather than the individual. Therefore, the positive tone used to describe the Chinese government in the *China Daily* may be due to the journalists' obligation to the country as a whole. By openly criticizing government officials in the newspapers, this would bring on negative consequences for the entire country.

Agenda-Building During the Pet Food Recall

For the final comparison, I examined the agenda-building process between press releases and the press coverage during the Menu Foods recall. The findings suggest a strong relationship between the way organizations framed the unfolding crisis and frames selected by the newspapers. In the case of the Menu Foods crisis, organizations issuing press releases during the recall appeared to have an influential impact on how newspapers framed the story. Interestingly, the findings also suggested the agenda-building process can impacted by the location of the newspaper and the geographical distance from the organizations issuing the press releases. For example, the agenda-building was noticeably stronger in the *Toronto Star* and the New York Times. While, in comparison to the other newspapers, the *China Daily* adopted the least number of organizational frames disseminated through the press releases, which could be could be attributed to geographical proximity. It is important to note that the press releases were predominantly issued by Menu Foods, located in Canada, and other organizations that were based in the United States. Therefore, due to the geographical distance and the lack of relevance for the Chinese audience, it is not surprising for Chinese journalists to rarely employ information distributed through press releases.

On the other hand, with respect to the newspapers' use of the organizations' image restoration strategies, public relations practitioners were not effective in getting journalists to adopt the strategies employed in their press releases. Newspapers rarely depicted organizations in the same way they were portrayed in the press releases. Regardless of geographical proximity, journalists appeared to construct their own depiction of the organizations' response to the recall while completely ignoring the organizations' attempt to persuade the newspapers to depict them in certain manner.

In past literature, there has been lack of agreement on the level of influence press releases have on media content (Ohl, Pincus, Rimmer, & Harrison, 1995). The relationship between journalists and public relations practitioners is rather complicated as many scholars argue journalists merely use the materials provided by public relations practitioners due to time constraints and financial costs associated with the information gathering process (Sachsman, 1976). Contrastingly, many scholars also suggest journalists uphold their "gatekeeping" role and ultimately decide what information from the press releases should be included in the newspaper content (Turk, 1986). Overall, the findings from this study provides evidence that during a crisis situation, journalists do not simply distribute the information supplied through press releases but rather critically evaluate the material prior to incorporating in the story. Although the frames invoked by the public relations practitioners and journalists were similar, journalists seem to discard information that public relations practitioners want incorporated in the story, including their preferred image restoration strategies.

Implications

Theoretical Implications

From a theoretical perspective, this dissertation suggests the agenda-building process does not only apply to political campaign coverage but can also be extended to corporate crisis situations. In an unexpected event, such as a nationwide voluntary recall of tainted products, the findings revealed journalists may incorporate a certain amount of information from the public relations messages, specifically the way the crisis was being framed in the press releases. Another unique contribution of this dissertation is that it contributes to the body of literature on agenda-building by investigating the possible influence of press releases in shaping the stories published in international and ethnic newspapers. The Menu Foods case study provides empirical evidence showing the level of influence press releases have on international newspapers, including Chinese and Canadian newspapers.

In addition to contributing to the agenda-building literature, this dissertation extends the research scope of the current literature dedicated to ethnic media through examining the newspaper content. Existing literature has been limited to the use of ethnic mass media during the assimilation and integration process (Viswanath & Arora, 2000; Zhou & Cai, 2002). This dissertation closely examines the articles published in Chinese ethnic newspapers and provides insights into the similarities and differences they share with American and Chinese newspapers.

Practical Implications

The examination of the Menu Foods case offers several practical implications for both public relations practitioners and journalists when faced with an unfolding crisis situation. From the public relations professionals' perspective, when accused of wrongful acts, the findings suggest organizations must take into consideration their perceived involvement in the crisis in order to select appropriate image restoration strategies. Furthermore, to properly respond to the crisis and prevent reputational damages, practitioners must also pay close attention to how other organizations are framing responsibility in their press releases, specifically organizations not directly involved with the situation. For example, in the case of Menu Foods, many criticisms appeared in the press releases of organizations that were not involved in the recall, specifically non-profits.

In addition to examining the press releases throughout the crisis, organizations may also benefit from taking a closer look at the ensuing media coverage during a crisis, domestically and internationally. The findings suggest public relations practitioners representing the organization issuing the voluntary recall should be more concerned with newspapers geographically close to the crisis and their use of the company's name in the headlines. When it comes to constructing the content for the media during a crisis, the findings indicate journalists may refer to press releases when selecting the frames used to describe the unexpected event. Consequently, the organizations would benefit by paying more attention to the way they frame the crisis in messages targeted towards the mass media. The aspects of the crisis commonly highlighted in the press releases have a higher tendency of being picked up by journalists. On the other hand, with respect to how

organizations are responding to the negative events, journalists employ their own evaluation of the situation. Practitioners wishing to assure that the public is reached by their image restoration messages may wish to employ other means of dissemination of their messages, such as by taking out advertising.

From the journalists' perspectives, the Menu Foods case reaffirms that during a crisis situation, newspapers heavily rely on government officials and experts for information. By constantly quoting government officials and experts, journalists are diminishing the corporate voices from telling their story and in a way shaping the news coverage into a political issue. Therefore, journalists should closely examine how the frame for the news stories can be impacted through the inclusion of government officials and sources. Lastly, the findings illustrate that journalists may incorporate a certain amount of information from press releases but overall, they fulfill the role of gatekeeper and critically evaluate the information.

Limitations

Like all research, this study faces limitations. First, as a case study, the current findings associated with the Menu Foods pet recall cannot be generalized to all crisis situations. This study only examined the events associated with one product recall without assessing other similar recalls. Second, this study only focused on the press releases disseminated during the recall and its influence on the media coverage. However, it should be noted that during a crisis situation, corporations can communicate to their stakeholders and influence the media coverage through a variety of ways besides press

releases, including press conferences, phone interviews, and even corporate websites. Although press releases are a dominant source of information for journalists, a newspaper's selection of frames and image restorations strategies during the Menu Foods recall may have been conveyed through another form of communication. Third, the study's sample excluded press releases issued by Chinese manufacturers and Chinese government officials due to lack of availability through Lexis-Nexis. Therefore, the lack of Chinese press releases makes it difficult to assess how Chinese organizations involved with the recall were influencing the press coverage. Lastly, by only using quantitative content analysis methods, this study only provides descriptive and inferential findings, but lacks in-depth analysis of the rhetoric associated with the pet food recall.

Future Studies

Areas for future studies should include examining similar crisis situations, specifically product recalls. The inclusion of other crises will help identify whether these findings can be generalized or whether they are only applicable to the Menu Foods pet food recall. From a public relations perspective, future studies should also examine the influences of press conferences and corporate websites on the press coverage when faced with a crisis situation, to determine which source of information has a strong agenda-building relationship with the newspapers. For the comparison of press coverage during the recall, future research should include a neutral country that was not directly involved in the crisis. The inclusion of neutral country will help determine whether the country's role in the crisis influences the selection of frames and assignment of responsibility.

In addition to using quantitative methods, a study adopting textual analysis to compare the press releases and news stories may disclose more valuable information on how organizations and journalists are framing the unfolding events. Expanding beyond the scope of this study, researchers should evaluate the audience's reaction to the crisis, specifically the effectiveness of the organizations' image restoration strategies and the press coverage.

Conclusion

With the long lasting effects of globalization and the rapid disappearance of geographical boundaries as transnational trade becomes prominent, the implications for the Menu Foods recall continues to be relevant as recalls become part of the economic landscape. The Menu Foods recall is a case study that provides the opportunity to examine the intricate relationship between public relations practitioners and journalists when threatened with an unfolding crisis. Grounded in the theoretical frameworks of framing and agenda-building, this dissertation compared the characteristics of press releases disseminated by organizations involved with or impacted by the recall. Additionally, a comparison of the news stories in domestic, international, and ethnic newspapers was conducted to understand how this crisis was being presented to readers. The study focused on the selection of image restoration strategies, structure of news discourse (number of stories dedicated to the crisis, news story headlines, and use of sources) and selection of news frames.

Analysis of the press releases disseminated during the pet food recall revealed organizations predominantly adopted excuses and defense of innocence strategies to

protect their images. The findings also showed that the organizations' role in the crisis will influence their selection of these specific strategies as they are threatened with accusations of wrongdoing. When it comes to how organizations presented the negative situation to media outlets, public relations practitioners frequently highlighted the assignment of responsibility, specifically placing the blame for the recall on Menu Foods or themselves. Additionally, many press releases used the conflict frame by criticizing other organizations and drawing attention to the economic aspects of the recall.

Examination of the newspapers' headline demonstrates journalists frequently referenced China and usually depicted the country in a negative manner. The continuous presence of China in the headlines suggests the news coverage shifted the focus to China's involvement in the situation. As for the selection of news sources, the analysis indicates experts and government officials dominated the coverage of the recall, in domestic and international newspapers, ultimately leading to the disappearance of the corporate voices. These findings reinforce the beliefs that journalists rely on these groups to provide legitimacy and authenticity to the coverage (Bishop, 2001; Teo, 2000).

The media content, in domestic, international, and ethnic newspapers, focused extensive attention on assigning responsibility for the recall. Analysis of the news stories found that newspapers typically placed the blame on Menu Food, Chinese manufacturers, and the Chinese government. Most news stories also framed the product recall as a conflict between the United States and China, demonstrating that the issues associated with transnational trade and the problems with 'Made-in-China' products. Lastly, journalists gave prominence to the economic aspects of the recall in the news stories. The framing process during the Menu Foods recall suggest journalists were shifting the focus

from the actual events to the political issues that resulted from the distribution of tainted food products. News stories were not as concerned with the injuries and deaths that were caused by the recall but rather addressed the effects of globalization.

Overall, a comparison of the press releases and the newspaper coverage indicates the agenda-building process can be extended to a crisis situation, specifically when it comes to the way the recall was framed for readers. However, it appears geographical distance can have an impact on the agenda-building process. The farther away the newspapers are from the organizations, the less amount of content from the press releases will be incorporated in the coverage. Although practitioners may have been effective in pushing the organizations' frames, journalists did not pick up the image restoration strategies presented in the press releases. Rather, journalists presented their version, suggesting that newspapers did not just print what practitioners tell them to publish.

In 2007, the Menu Foods case triggered a chain of recalls as the focus of criticism was directed on 'Made-in-China' products. The media and the public targeted the flawed food safety system and questioned the benefits of transnational trade since it appeared financial profit dominated consumer safety. Using a transnational framework, this dissertation can help provide further understanding into how organization and media outlets frame a crisis and the impact of social, political, and economic influences.

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Appendix A

Press Release Codesheet

1. Coder ID _____

2. Press Release number _____

3. Date: _____ / _____ / _____

4. Company/Organization

      1—Menu Foods
      2—U.S. Government
      3—Pet Food Retailer
      4—Pet Food Supplier
      5—Pet Food Manufacturers
      6—Nonprofit Organization
      7—American Veterinary Medical Association
      8—Veterinary Pet Insurance
      9—Law Firm/Lawyer
      10—Veterinary/Veterinarian
      11—Public Relations Company
      12—Other _____

5. National Identity of the Company/Organization

      1—Canadian
      2—US
      3—Chinese
      4—Not applicable

6. Word count _____

7. Headline _____

Crisis Response Strategies
Adapted from Schlenker (1980)

8. Defense of Innocence
      0) No   1) Yes

9. Number of paragraphs that use defense of innocence _____

10. If yes, which type of response?
      1) Nonoccurence   2) Noncausation   999) Not applicable

11. Excuses
      0) No   1) Yes

12. Number of paragraphs that use excuses _____

13. If yes, which type of response?
      1) Unforeseen consequences   2) Extenuating circumstances
      3) Scapegoating   4) Diffusion of responsibility
      999) Not applicable

14. Justifications
      0) No   1) Yes

15. Number of paragraphs that use justifications _____

16. If yes, which type of response?
      1) Direct minimization   2) Comparison   3) Higher goals
      999) Not applicable

Adapted from Semetko & Valkenburg, 2000

17. Attribution of responsibility (1=Yes/0=No/999=Not applicable)

      a) Does the press release suggest solution(s) to the problem/issue? _____

      b) Does the press release suggest that an individual (or group of people in
      society) is responsible for the issue-problem? _____

      c) Does the press release suggest the problem requires urgent action?

18. Attribution of responsibility for the corporation/organization
(1=Yes/0=No/999=Not applicable)

      a) Does the press release suggest that some level of the
      corporation/organization is responsible or the issue/problem? _____

      b) Does the press release suggest the corporation/organization is weighing
      in on the solution to the problem/issue? _____

19. Valence of attribution of responsibility for the corporation/organization

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

20. Attribution of responsibility for Menu Foods corporation
(1=Yes/0=No/999=Not Applicable)

    a) Does the press release suggest that some level of the Menu Foods
    corporation is responsible for the issue/problem? _____

    b) Does the press release suggest Menu Foods corporation is weighing in
    on the solution to the problem/issue? _____

21. Valence of attribution of responsibility for the Menu Foods corporation.

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

22. Attribution of responsibility for the Chinese manufacturers
(1=Yes/0=No/999=Not applicable)

    a) Does the press release suggest that some level of the Chinese
    manufacturers is responsible for the issue/problem? _____

    b) Does the press release suggest the Chinese manufacturers are weighing
    in on the solution to the problem/issue? _____

23. Valence of attribution of responsibility for the Chinese Manufacturer

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

24. Attribution of responsibility for the U.S government (1=Yes/0=No/999=Not
applicable)

    a) Does the press release suggest that some level of the U.S. government
    is responsible for the issue/problem? _____

b) Does the press release suggest the U.S. government is weighing in on the solution to the problem/issue? _____

25. Valence of attribution of responsibility for the U.S. government

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

26. Attribution of responsibility for the Chinese government
(1=Yes/0=No/999=Not applicable)

a) Does the press release suggest that some level of the Chinese government is responsible for the issue/problem? _____

b) Does the press release suggest the Chinese government is weighing in on the solution to the problem/issue? _____

27. Valence of attribution of responsibility for the Chinese government

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

28. Attribution of responsibility for the Other (1=Yes/0=No/999=Not applicable)

a) Does the press release suggest that some level of another organization/corporation is responsible for the issue/problem? _____

b) If yes, please list the organization/corporation. _____

c) Does the press release suggest another organization/corporation is weighing in on the solution to the problem/issue? _____

29. Valence of attribution of responsibility for the other organization/corporation

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

30. Economic Frame (1=Yes/0=No/999=Not applicable)

a) Is there a mention of financial losses or gains now or in the future? _____

b) Is there a reference to economic consequences of pursuing or not pursuing a course of action? _____

31. Valence of Economic Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

32. Human Interest Frame (1=Yes/0=No/999=Not applicable)

a) Does the press release provide a human example or "human face" on an issue?_____

b) Does the press release employ adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?__

c) Does the press release emphasize how individuals and groups are affected by the issue/problem? _____

d) Does the press release go into the private or personal lives of the actors?

e) Does the press release contain descriptive information that might generate feelings of outrage, empathy-caring, sympathy, or compassion?__

33. Valence of Human Interest Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

34. Conflict frame (1=Yes/0=No/999=Not applicable)

a) Does the press release reflect disagreement between parties-individuals-groups countries? _____

b) Does one party-individual-group-country reproach another?_____

c) Does the press release refer to two sides or to more than two sides of the problem or issue? _____

d) Does the press release refer to winners and losers? _____

35. Valence of Conflict Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

36. Morality frame (1=Yes/0=No/999=Not applicable)

    a) Does the press release contain any moral message? _____

    b) Does the press release make reference to mortality, God, and other
    religious tenets? _____

    c) Does the press release offer specific social prescriptions about how to
    behave? _____

37. Valence of Morality Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

Appendix B

Press Release Codebook

General Instructions: This press release codebook is aimed at assessing the press releases published during the Menu Foods pet food recall. The codebook compares the selection of crisis response strategies and frames used to address the crisis.

1. **Coder ID:** Each coder will be assigned a coder identification number to prior to coding the press releases. Indicate your given coder identification number on each codesheet.

2. **Press release number:** Indicate the number assigned to the press release

3. **Date:** Enter the date of the news story, including the month, date, and year. If there is a single digit date, precede with a zero. Example: April 1, 2007 is 04/01/07.

4. **Company/Organization**: Identify the company/organization that issued the press release. Identify by looking at the source (located on the bottom of the press release). If a source is not listed, refer to the contact information.

> 1) Menu Foods: Code as *Menu Foods* if the press release clearly states it was issued by Menu Foods.
>
> 2) U.S. Government: This will include press releases issued by the U.S. Government, which may include the FDA, USDA, Department of Health and Human Services and senators.
>
> 3) Pet Food Retailer: This will include press releases issued by U.S. pet food retailers that supply the pet food products for the owners to purchase. These sources may include retailers such as Petco, WalMart, Target, and Petsmart.
>
> 4) Pet Foods Supplier: This will include press releases issued by pet food suppliers that provide pet food products for the retailers. These sources may include suppliers such as Iams and Pedigree.
>
> 5) Pet Food Manufacturer: This will include press releases issued by manufacturers that produce pet food. Pet food manufacturers refer to the corporations that provide the pet food products for the suppliers.

6) Nonprofit Organizations: This will include press releases issued by non-profit organizations, which may include The Pet Food Institute (PFI) and People for the Ethical Treatment of Animals (PETA).

7) American Veterinary Medical Association: Code as *American Veterinary Medical Association* if the press release clearly states it was issued by the American Veterinary Medical Association.

8) Veterinary Pet Insurance: Code as *Veterinary Pet Insurance* if the press release clearly states it was issued by the Veterinary Pet Insurance.

9) Law firm/Attorney: This will include press releases issued by law firms that are currently representing pet owners that were affected by the pet food recall or are offering their services to the victims of the crisis.

10) Veterinary/Veterinarian: Code as *Veterinary/Veterinarian* if the press release was issued by a Veterinary Hospital or a Veterinarian.

11) Public Relations Company: Code as *Public Relations Company* if the press release was issued by a public relations company.

12) Other: If the press releases do not fall under any of the categories listed above, code as other. Note the name of the company or organization publishing the press release.

5. **National Identity of the Company/Organization:** Indicate the national identity of the company/organization that published the press release by circling the corresponding number. The national identity can be identified in the content of the press release. If unable to identify the organization's identity, use "not applicable." For example, all press releases issued by Menu Foods will be coded as "Canadian."

6. **Word Count:** Identify the number of words for each coded press releases. Count the number of words in each news story. This word count will only include the body of the article and excludes the headline.

7. **Headline:** Copy the headline of the press release, usually located at the top.

Crisis Response Strategies—*Adapted from Schlenker (1980)*

8. **Defense of Innocence**: Note the presence or absence of the *defense of innocence* strategy in the press release. Defense of innocence refers to the corporation/organization demonstrating that they were not involved with the pet food recall.

9. **Number of paragraphs**: Note the number of paragraphs in which the defense of innocence strategy is used in the press release.

10. **Type of Defense of Innocence Strategy**: If yes, identify which type of strategy. *Nonoccurrence* refers to when the company/organization states the crisis situation did not actually take place. For *noncausation,* the company/organization acknowledges the crisis occurred but argues they were not responsible for the unfolding situation.

11. **Excuses:** Note the presence or absence of the *excuses* strategy in the press release. Excuses refer to when the corporation/organization admits that the crisis did take place and their actions may have contributed to the outcome. However, the perceived level of responsibility assigned to the corporation/organization is actually lower.

12. **Number of paragraphs:** Note the number of paragraphs in which the excuses strategy is used in the press release.

13. **Type of Excuses Strategy:** If yes, identify which type of strategy. *Unforeseen consequences* refer to the corporation/organization acknowledging the crisis took place but emphasizing that they could not or did not predict the unintended consequences. Therefore, it can not be expected for the corporation/organization to control the situation. *Extenuating circumstances* involves the corporation/organization stating they performed the act but external factors influenced the behavior and consequences. Through the use of *scapegoating,* the extenuating circumstances involve the actions of other individuals. *Diffusion of responsibility* refers to corporations/organizations arguing other groups should share the responsibility and claiming little responsibility for the consequences of the situation.

14. **Justifications:** Note the presence or absence of the *justifications* strategy in the press release. Justification refers to when the corporation/organization accepts responsibility for the crisis but minimizes the negative aspects of the situation.

15. **Number of paragraphs:** Note the number of paragraphs in which the justification strategy is used in the press release.

16. **Type of Justification Strategy**: If yes, identify which type of strategy. *Direct minimization* consists of the corporation/organization directly reducing the negativity of the crisis situation. The use of this type of strategy will involve the corporation/organization describing the crisis as less harmful or insignificant. If the event caused harm, the victims will be depicted as being insignificant. *Comparison* refers to when the corporation/organization compares their actions and situation with other groups that have conducted similar actions but were not punished. Through the use of *higher goals,* corporations/organizations will place the crisis under a set of values or goals that are perceived as being admirable or acceptable.

Adapted from Semetko & Valkenburg, 2000

17. **Attribution of responsibility.** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

a) If the press release suggests solution(s) to the pet food recall circle (1) *yes*. If the press release does not provide solution(s) to address the pet food recall, circle (0) *no*.

b) If the press release suggests an individual (or group of people in society) is responsible for the pet food recall, circle (1) *yes*. If the press release does not suggest an individual (or group of   people in society) is responsible for the pet food recall, circle (0) *no.*

c) If the press release suggests the pet food recall requires urgent action, circle (1) *yes*. If the press release does not suggest the problem requires any urgent action, circle (0) *no.*

18. **Attribution of responsibility for the corporation/organization:** The corporation/organization refers to the company writing the press release. For example, if Menu Foods issued the press release, code the attribution of responsibility for Menu Foods.

a) If the press release suggests the corporation/organization was responsible or the cause for the pet food recall circle (1) *yes*. If the press release does not suggest the corporation/organization was responsible for the crisis circle (0) *no*.

b) If the press releases suggests the corporation/organization is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the press release does not suggest the corporation/organization is weighing in on providing solutions to the pet food recall circle (0) *no.*

19. **Valence of attribution of responsibility for the corporation:** Identify the valence of the attribution of responsibility for the corporation frame. If the press release attributed responsibility for the pet food recall to the corporation/organization but also highly praised the corporation for its response to the crisis then circle (2) *strongly positive*. In order for the press release to be identified as being strongly positive, the press release must not criticize the corporation/organization but provide detailed descriptions of how the corporation effectively managed the crisis. If the press release attributed responsibility for the pet food recall to the corporation/organization but briefly praised the corporation for its response to the crisis then circle (1) *positive*. Circle (0) *neutral* if the press release attributes responsibility to the corporation without evaluating the corporation/organization's response to the crisis. If the press release attributed responsibility and briefly describes the corporation's response in a negative manner, circle (-1) *negative*. If the press release attributed responsibility to the corporation and heavily criticizes the corporation's response to the crisis, circle (-2) *strongly negative*.

20. **Attribution of responsibility and Menu Foods:** For the following question, answer *yes* by circling (1) or *no* by circling (0).

      a) If the press release suggests Menu Foods was responsible or the cause for the pet food recall circle (1) *yes*. If the press release does not suggest Menu Foods was responsible for the crisis circle (0) *no*.

      b) If the press releases suggests Menu Foods is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the press release does not suggest Menu Foods is weighing in on providing solutions to the pet food recall circle (0) *no*.

21. **Valence of attribution of responsibility for Menu Foods:** Identify the valence of the attribution of responsibility for Menu Foods. If the press release attributed responsibility for the pet food recall to Menu Foods but also highly praised the corporation for its response to the crisis then circle (2) *strongly positive*. In order for the press release to be identified as being strongly positive, the press release must not criticize Menu Foods but provide detailed descriptions of how the corporation effectively managed the crisis. If the press release attributed responsibility for the pet food recall to Menu Foods but briefly praised the corporation for its response to the crisis then circle (1) *positive*. Circle (0) *neutral* if the press release attributes responsibility to Menu Foods without evaluating the corporation/organization's response to the crisis. If the press release attributed responsibility and briefly describes Menu Foods' response in a negative manner, circle (-1) *negative*. If the press release attributed responsibility to Menu Foods and heavily criticizes the corporation's response to the crisis, circle (-2) *strongly negative*.

22**. Attribution of responsibility and Chinese manufacturers:** For the following question, answer *yes* by circling (1) or *no* by circling (0).

      a) If the press release suggests Chinese manufacturers were responsible or the cause for the pet food recall circle (1) *yes*. If the press release does not suggest Chinese manufacturers were responsible for the crisis circle (0) *no*.

      b) If the press releases suggests Chinese manufacturers are weighing in on providing solutions to the pet food recall circle (1) *yes*. If the press release does not suggest the Chinese manufacturers are weighing in on providing solutions to the pet food recall circle (0) *no*.

23. **Valence of attribution of responsibility for Chinese manufacturers:** Identify the valence of the attribution of responsibility for Chinese manufacturers. If the press release attributed responsibility for the pet food recall to Chinese manufacturers but also highly praised the manufacturers for their response to the crisis then circle (2) *strongly positive*.

In order for the press release to be identified as being strongly positive, the press release must not criticize Chinese manufacturers but provide detailed descriptions of how the manufacturers effectively managed the crisis. If the press release attributed responsibility for the pet food recall to Chinese manufacturers but briefly praised the manufacturers for its response to the crisis then circle (1) *positive*. Circle (0) *neutral* if the press release attributes responsibility to Chinese manufacturers without evaluating the manufacturers' response to the crisis. If the press release attributed responsibility and briefly describes Chinese manufacturers' response in a negative manner, circle (-1) *negative*. If the press release attributed responsibility to Chinese manufacturers and heavily criticizes the manufacturers' response to the crisis, circle (-2) *strongly negative*.

24. **Attribution of responsibility and the U.S. government:** For the following questions, answer *yes* by circling (1) or *no* by circling (0).

      a) If the press release suggest the U.S. government was responsible or the cause for the pet food recall circle (1) *yes*. If the press release does not suggest the U.S. government was responsible for the crisis circle (0) *no*.

      b) If the press releases suggests the U.S. government is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the press release does not suggest the U.S. government is weighing in on providing solutions to the pet food recall circle (0) *no.*

25. **Valence of attribution of responsibility for the U.S. government:** Identify the valence of the attribution of responsibility for U.S. government. If the press release attributed responsibility for the pet food recall to the U.S. government but also highly praised the government for its response to the crisis then circle (2) *strongly positive*. In order for the press release to be identified as being strongly positive, the press release must not criticize the U.S. government but provide detailed descriptions of how the government effectively managed the crisis. If the press release attributed responsibility for the pet food recall to the U.S. government but briefly praised the government for its response to the crisis then circle (1) *positive*. Circle (0) *neutral* if the press release attributes responsibility to the U.S. government without evaluating the government's response to the crisis. If the press release attributed responsibility and briefly describes the U.S. government's response in a negative manner, circle (-1) *negative*. If the press release attributed responsibility to the U.S. government and heavily criticizes the government's response to the crisis, circle (-2) *strongly negative*.

26. **Attribution of responsibility and the Chinese government:** For the following questions, answer *yes* by circling (1) or *no* by circling (0).

      a) If the press release suggests the Chinese government was responsible or the cause for the pet food recall circle (1) *yes*. If the press release does not suggest the Chinese government was responsible for the crisis circle (0) *no*.

b) If the press releases suggests the Chinese government is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the press release does not suggest the Chinese government is weighing in on providing solutions to the pet food recall circle (0) *no*.

27. **Valence of attribution of responsibility for the Chinese government:** Identify the valence of the attribution of responsibility for the Chinese government. If the press release attributed responsibility for the pet food recall to Chinese government but also highly praised the government for its response to the crisis then circle (2) Strongly Positive. In order for the press release to be identified as being strongly positive, the press release must not criticize the Chinese government but provide detailed descriptions of how the government effectively managed the crisis. If the press release attributed responsibility for the pet food recall to the Chinese government but briefly praised the government for its response to the crisis then circle (1) Positive. Circle (0) Neutral if the press release attributes responsibility to the Chinese government without evaluating the government's response to the crisis. If the press release attributed responsibility and briefly describes the Chinese government's response in a negative manner, circle (-1). If the press release attributed responsibility to the Chinese government and heavily criticizes the government's response to the crisis, circle (-2) Strongly Negative.

28. **Attribution of responsibility and Other:** For the following questions, answer *yes* by circling (1) or *no* by circling (0).

a) If the press release suggests another organization/corporation, besides the ones listed above,   was responsible or the cause for the pet food recall, circle (1) *yes*. If the press release does not   suggest another organization/corporation was responsible for the crisis, circle (0) *no*.

b) If yes, please list the name of the organization/corporation.

c) If the press releases suggests the corporation/organization is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the press release does not suggest the corporation/organization is weighing in on providing solutions to the pet food recall circle (0) *no*.

29. **Valence of attribution of responsibility for the Other:** Identify the valence of the attribution of responsibility for another organization/corporation. If the press release attributed responsibility for the pet food recall another organization/corporation but also highly praised the organization/corporation for its response to the crisis then circle (2) Strongly Positive. In order for the press release to be identified as being strongly positive, the press release must not criticize the other organization/corporation but provide detailed descriptions of how the organization/corporation effectively managed the crisis. If the

press release attributed responsibility for the pet food recall to another organization/corporation but briefly praised the organization/corporation for its response to the crisis then circle (1) Positive. Circle (0) Neutral if the press release attributes responsibility to another organization/corporation without evaluating the organization/corporation response to the crisis. If the press release attributed responsibility and briefly describes the organization/corporation's response in a negative manner, circle (-1). If the press release attributed responsibility to another organization/corporation and heavily criticizes the organization/corporation's response to the crisis, circle (-2) Strongly Negative.

30. **Economic Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the press release mentions or discusses the financial losses or gains that have occurred or will take place in the future due to the pet food recall, circle (1) *yes*. This includes any reference to monetary issues or import and export. If the press release does not mention or highlight the financial losses and gains, circle (0) *no*.

> b) If the press release discusses the economic consequences associated with pursuing or not pursuing a specific course of action, circle (1) *yes*. If the press release does not reference the economic consequences of adopting a specific course of action, circle (0) *no*.

31. **Valence of Economic Frame:** Identify the valence of the economic frame. If the press release discusses in detail the positive financial gains and/or positive economic consequences without highlighting the negative consequences due to the pet food recall, circle (2) *strongly positive*. If the press release highlights the positive economic attributes and briefly mentions the negative economic consequences, circle (1) *positive*. If the press release mentions an economic crisis without actually discussing the negative or positive consequences, then circle (0) *neutral*. If the press release highlights the negative economic attributes associated with the pet food recall and briefly mentions the positive economic consequences, circle (-1) *negative*. Finally, if the press release discusses in detail the financial losses and/or negative economic consequences without highlighting the positive consequences, circle (-2) *strongly negative*.

32. **Human Interest Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the press release provides a human example or "human face" to illustrate the pet food recall, circle (1) *yes*. A human example may include describing the story of a pet owner or an animal that was directly impacted by the recall. If the press release does not use a human example to depict the recall, circle (0) *no*.

b) If the press release uses adjectives or personal stories that generate feelings of outrage, empathy-caring, sympathy, or compassion, circle (1) *yes*. If the press release does not incorporate adjectives or stories that evoke feelings, circle (0) *no*.

c) If the press release focuses on and provides specific details concerning how individuals and groups are affected by the pet food recall, circle (1) *yes*. If the press release does not emphasize individuals or groups are being impacted by the crisis, circle (0) *no*.

d) If the press release discusses the private or personal lives of individuals involved with the pet food recall, circle (1) *yes*. If the press release does not discuss the private or personal matters, circle (0) *no*.

e) If the press release includes descriptive information, such as a pet that was affected by the pet food recall, that might trigger feelings of outrage, empathy-caring, sympathy, or compassion, circle (1) yes. If the press release does not include descriptive information that will trigger feelings, circle (0) *no*.

33. **Valence of Human Interest Frame:** Identify the valence of the human interest frame. If the press release provides a human example but only highlights the positive aspects of the human interest story and employs only positive adjectives then circle (2) *strongly positive*. If the press release briefly highlights the negative aspects of the story but spends a majority of the story discussing the positive aspects of the human example, circle (1) *positive*. If the press release uses a human example without highlighting the positive or negative attributes, circle (0) *neutral*. If the press release briefly highlights the positive attributes of the human example but describes in detail the negative aspects of the story, circle (-1) *negative*. If the press release only highlights the negative aspects of the story and employs only negative adjectives, circle (-2) *strongly negative*.

34. **Conflict Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

a) If the press release discusses a disagreement between parties, individuals, groups, or countries, circle (1) *yes*. If the press release does not describe a disagreement, circle (0) *no*.

b) If the press release describes one party, individual, group, or country as criticizing another, circle (1) *yes*. If the press release does not discuss a party, individual, group, or country criticizing another, circle (0) *no*.

c) If the press release describes two or more sides of the pet food recall, circle (1) *yes*. If the press release only discusses one side of the pet food recall, circle (0) *no*.

d) If the press release refers to winners and losers resulting from the pet food recall, circle (1) *yes*. If the press release does not reference specific winners or losers, circle (0) *no*.

35. **Valence of Conflict frame:** Identify the valence of the conflict frame. If the press release discusses in detail the positive attributes associated with the conflict, circle (2) *strongly positive*. If the press release briefly discusses the positive aspects associated with conflict, circle (1) *positive*. If the press release makes a reference to the conflict between the different groups but does not go into detail, circle (0) *neutral*. If the press release briefly highlights the negative aspects associated with the conflict, circle (-1) *negative*. If the press release discusses in detail the negative attributes associated with the conflict, circle (-2) *strongly negative*.

36. **Mortality Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

a) If the press release includes any moral or ethical messages when discussing the pet food recall, circle (1) *yes*. If the press release does not include any moral message, circle (0) *no*.

b) If the press release references morality, God, and other religious beliefs when discussing the pet food recall, circle (1) *yes*. If the press release does not make religious references, circle (0) *no*.

c) If the press release provides a social prescription or moral/ethical advice about how to behave or respond during the pet food recall, circle (1) *yes*. If the press release does not offer social prescriptions, circle (0) *no*.

37. **Valence of Morality frame:** Identify the valence of the mortality frame. If the press release discusses in detail the positive attributes associated with the moral messages, religious beliefs, or social prescriptions, circle (2) *strongly positive*. If the press release briefly references the positive attributes associated with the moral messages, religious beliefs, or social prescriptions, circle (1) *positive*. If the press release references the moral messages, religious beliefs, or social prescriptions without evaluating whether these messages are positive or negative, circle (0) *neutral*. If the press release briefly describes the negative attributes of the moral messages, religious beliefs, or social prescriptions, circle (-1) *negative*. If the press release discusses in detail the negative attributes associated with the moral messages, religious beliefs, or social prescriptions, circle (-2) *strongly negative*.

Appendix C

News Story Codesheet

1. Coder ID: _____

2. News Story Number: _____

3. Newspaper
   1—*Toronto Star*
   2—*New York Times*
   3—*Chinese Daily News*
   4--- *World Journal (East)*
   5—*China Daily*

4. Newspapers National Identity
   1—Canadian
   2—US
   3—Chinese
   4—Chinese-American
   5—Other

5. Date _____/_____/_____

6. Word Count: _____

7. Headline _____

8. Is Menu Foods mentioned by name in the article's headline? (0) No   (1) Yes

9. If yes, what is the tone of the headline? (-1) Negative   (0) Neutral

                                            (1) Positive   (999) Not applicable

10. Is Canada mentioned by name in the article's headline? (0) No (1) Yes

11. If yes, what is the tone of the headline? (-1) Negative   (0) Neutral

                                             (1)Positive   (999) Not applicable

12. Is the United States mentioned by name in the article's headline?

    (0) No (1) Yes

13. If yes, what is the tone of the headline? (-1) Negative   (0) Neutral

                         (1) Positive   (999) Not applicable

14. Is China mentioned by name in the article's headline? (0) No   (1) Yes

15. If yes, what is the tone of the headline? (-1) Negative   (0) Neutral

                         (1) Positive   (999) Not applicable

16. Article type
       1—News
       2—Business
       3—Health Feature
       4—Editorial
       5—Letter to the Editor
       6—Other
       999—Not applicable

Sources being quoted
If yes, complete the sources codesheet

17. Menu Foods Official	0) No	1) Yes
18. Chinese Manufacturer Official	0) No	1) Yes
19. U.S. Government Official	0) No	1) Yes
20. Chinese Government Official	0) No	1) Yes
21. NGOs	0) No	1) Yes
22. Media	0) No	1) Yes
23. Experts	0) No	1) Yes
24. U.S. Pet Owners	0) No	1) Yes
25. Canadian Pet Owners	0) No	1) Yes
26. U.S. Pet Food Retailers	0) No	1) Yes
27. U.S. Pet Food Suppliers	0) No	1) Yes
28. U.S. Pet Food Manufacturers	0) No	1) Yes
29. Law Firms	0) No	1) Yes
30. Pet Insurers	0) No	1) Yes
31. Veterinarian	0) No	1) Yes
32. Other	0) No	1) Yes

33. If yes for question 32, what is the source? _____

Adapted from Schlenker (1980)

Menu Foods' Image Restoration Strategies (Number of times it appeared in the article, i.e. 0,1,2)

34. Defenses of Innocence_____

35. Excuses _____

36. Justification _____

Chinese Manufacturer's Image Restoration Strategies (Number of times it appeared in the article, i.e. 0,1,2)

37. Defenses of Innocence_____

38. Excuses _____

39. Justification _____

U.S. Government's Image Restoration Strategies (Number of times it appeared in the article, i.e. 0,1,2)

40. Defenses of Innocence_____

41. Excuses _____

42. Justification _____

Chinese Government's Image Restoration Strategies (Number of times it appeared in the article, i.e. 0,1,2)

43. Defenses of Innocence_____

44. Excuses _____

45. Justification _____

Adapted from Semetko & Valkenburg, 2000

46. Attribution of responsibility (1=Yes/0=No)

     a) Does the story suggest solution(s) to the problem/issue? _____

b) Does the story suggest that an individual (or group of people in society) is responsible for the issue-problem? _____

c) Does the story suggest the problem requires urgent action? _____

47. Attribution of responsibility for Menu Foods (1=Yes/0=No)

a) Does the story suggest that some level of the Menu Foods corporation is responsible for the issue/problem? _____

b) Does the story suggest Menu Foods corporation is weighing in on the solution to the problem/issue? _____

48. Valence of attribution of responsibility for Menu Foods

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

49. Attribution of responsibility for the Chinese manufacturers (1=Yes/0=No)

a) Does the story suggest that some level of the Chinese manufacturers is responsible for the issue/problem? _____

b) Does the story suggest the Chinese manufacturer is weighing in on the solution to the problem/issue?_____

50. Valence of attribution of responsibility for the Chinese Manufacturer

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

51. Attribution of responsibility for the U.S government (1=Yes/0=No)

a) Does the story suggest that some level of the U.S. government is responsible for the issue/problem? _____

b) Does the press release suggest the U.S. government is weighing in on the solution to the problem/issue? _____

52. Valence of attribution of responsibility for the U.S. government

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

53. Attribution of responsibility for the Chinese government (1=Yes/0=No)

      a) Does the story suggest that some level of the Chinese government is responsible for the issue/problem? _____

      b) Does the press release suggest the Chinese government is weighing in on the solution to the problem/issue? _____

54. Valence of attribution of responsibility for the Chinese government

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

55. Attribution of responsibility for the Other (1=Yes/0=No)

      a) Does the news story suggest that some level of another organization/corporation is responsible for the issue/problem? _____

      b) If yes, please list the organization/corporation. _____

      c) Does the news story suggest another organization/corporation is weighing in on the solution to the problem/issue? _____

56. Valence of attribution of responsibility for the other organization/corporation

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

57. Economic Frame (1=Yes/0=No)

      a) Is there a mention of financial losses or gains now or in the future? ___

      b) Is there a reference to economic consequences of pursuing or not pursuing a course of action? _____

58. Valence of Economic Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

59. Human Interest Frame (1=Yes/0=No)

   a) Does the story provide a human example or "human face" on an issue?
   _____

   b) Does the story employ adjectives or personal vignettes that generate
       feelings of outrage, empathy-caring, sympathy, or compassion?_____

   c) Does the story emphasize how individuals and groups are affected by
       the issue/problem? _____

   d) Does the story go into the private or personal lives of the actors? _____

   e) Does the story contain visual information that might generate feelings
   of outrage, empathy-caring, sympathy, or compassion?_____

60. Valence of Human Interest Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

61. Conflict frame (1=Yes/0=No)

   a) Does the story reflect disagreement between parties-individuals-groups-
   countries? _____

   b) Does one party-individual-group-country reproach another?_____

   c) Does the story refer to two sides or to more than two sides of the
   problem or issue? _____

   d) Does the story refer to winners and losers? _____

62. Valence of Conflict Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

63. Morality Frame

a) Does the story contain any moral message? _____

b) Does the story make reference to mortality, God, and other religious
     tenets? _____

c) Does the story offer specific social prescriptions about how to behave? ____

64. Valence of Mortality Frame

-2) Strongly Negative   -1) Negative   0) Neutral

1) Positive   2) Strongly Positive   999) Not applicable

Sources being quoted

65. Number of quotes from Menu Foods' Official _____

66. First paragraph in which Menu Foods' Official is quoted _____

67. Total number of words for Menu Foods' Official quotes _____

68. Topic of Menu Foods' Official quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall (999) not applicable

69. Assignment of responsibility in Menu Foods' Official quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

70. Number of quotes from Chinese Manufacturer Official _____

71. First paragraph in which Chinese Manufacturer Official is quoted _____

72. Total number of words for Chinese Manufacturer Official quotes _____

73. Topic of Chinese Manufacturer Official quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

74. Assignment of responsibility in Chinese Manufacturer Official Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

75. Number of quotes from U.S. Government Officials _____

76. First paragraph in which U.S. Government Officials is quoted _____

77. Total number of words for U.S. Government Officials quotes _____

78. Topic of U.S. Government Officials quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

79. Assignment of responsibility in U.S. Government Officials

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

80. Number of quotes from Chinese Government Officials _____

81. First paragraph in which Chinese Government Officials is quoted _____

82. Total number of words for Chinese Government Officials quotes _____

83. Topic of Chinese Government Officials quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

84. Assignment of responsibility in Chinese Government Official quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

85. Number of quotes from NGOs _____

86. First paragraph in which NGOs is quoted _____

87. Total number of words for NGOs quotes _____

88. Topic of NGOs quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

89. Assignment of responsibility in NGOs   (1) Menu Foods

(2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

90. Number of quotes from the Media _____

91. First paragraph in which the Media is quoted _____

92. Total number of words for the Media quotes _____

93. Topic of Media quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

94. Assignment of responsibility in Media quotes   (1) Menu Foods

(2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

95. Number of quotes from Experts _____

96. First paragraph in which an Expert is quoted _____

97. Total number of words for Expert quotes _____

98. Topic of Expert quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

99. Assignment of responsibility in Expert quotes   (1) Menu Foods

(2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

100. Number of quotes from U.S. Pet Owners _____

101. First paragraph in which U.S. Pet Owner is quoted _____

102. Total number of words for U.S. Pet Owner quotes _____

103. Topic of U.S. Pet Owner quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

104. Assignment of responsibility in U.S. Pet Owner Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

105. Number of quotes from Canadian Pet Owners _____

106. First paragraph in which Canadian Pet Owner is quoted _____

107. Total number of words for Canadian Pet Owner quotes _____

108. Topic of Canadian Pet Owner quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

109. Assignment of responsibility in Canadian Pet Owner Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

110. Number of quotes from U.S. Pet Food Retailers _____

111. First paragraph in which U.S. Pet Food Retailers is quoted _____

112. Total number of words for U.S. Pet Food Retailers quotes _____

113. Topic of U.S. Pet Food Retailer quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

114. Assignment of responsibility in U.S. Pet Food Retailer Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

115. Number of quotes from U.S. Pet Food Suppliers _____

116. First paragraph in which U.S. Pet Food Supplier is quoted _____

117. Total number of words for U.S. Pet Food Supplier quotes _____

118. Topic of U.S. Pet Food Supplier quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

119. Assignment of responsibility in U.S. Pet Food Supplier quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

120. Number of quotes from U.S. Pet Food Manufacturer _____

121. First paragraph in which U.S. Pet Food Manufacturer is quoted _____

122. Total number of words for U.S. Pet Food Manufacturer quotes _____

123. Topic of U.S. Pet Food Manufacturer quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

124. Assignment of responsibility in U.S. Pet Food Manufacturer Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

125. Number of quotes from Law Firms _____

126. First paragraph in which a Law Firm is quoted _____

127. Total number of words for Law Firm quotes _____

128. Topic of Law Firm quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

129. Assignment of responsibility in Law Firm Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

130. Number of quotes from Pet Insurer _____

131. First paragraph in which Pet Insurer is quoted _____

132. Total number of words for Pet Insurer quotes _____

133. Topic of Pet Insurer quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

134. Assignment of responsibility Pet Insurer Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

135. Number of quotes from Veterinarian _____

136. First paragraph in which Veterinarian is quoted _____

137. Total number of words for Veterinarian quotes _____

138. Topic of Veterinarian quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

139. Assignment of responsibility in U.S. Pet Food Manufacturer Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

140. Number of quotes from Other _____

141. First paragraph in which Other is quoted _____

142. Total number of words for Other quotes _____

143. Topic of Other quotes

(1) General comments   2) Plans and predictions

(3) Food safety regulation

(4) Export/Import   (5) General scientific finding

(6) Instructions for pet food owners   (7) Discussion of past recalls

(8) Deaths and Injuries associated with the product recall   (999) not applicable

144. Assignment of responsibility in Other Quotes

(1) Menu Foods   (2) U.S. government   (3) Chinese Manufacturers

(4) Chinese Government   (5) Canadian Government   (6) Other _____

(999) Not applicable

Appendix D

News Story Codebook

General Instructions: This news story codebook is aimed at assessing the coverage of the Menu Foods pet food recall by domestic and international newspapers. The codebook compares the selection of frames, sources, and image restoration strategies sponsored in press releases issued during the crisis. Additionally, each news story will be analyzed to identify the assignment of responsibility or blame for the pet food recall.

1. **Coder ID:** Each coder will be assigned a coder identification number prior to coding the new stories. Indicate your given coder identification number on each codesheet.

2. **News story number:** Indicate the number assigned to the news story.

3. **Newspaper:** Indicate the newspaper being coded by circling the corresponding number in the codesheet.

4. **Newspaper's National Identity:** Code the national identity of the newspaper in which the news story was published in by circling the corresponding number. For example, if the news story being coded was published in *The Toronto Star* the coder will indicate the newspaper's national identity as being Canadian. Stories published in *The Chinese Daily News* and *World Journal (East)* will be coded as Chinese-American.

5. **Date:** Enter the date of the news story, including the month, date and year. If there is a single digit date, precede with a zero. Example: April 1, 2007 is 04/01/07.

6. **Word Count**: Identify the number of words in each coded news story. For articles retrieved from LexisNexis, this will be located at the top. Articles that do not provide a word count, count the number of words in each news story. This word count will only include the body of the article and excludes the headline.

7. **Headline:** Document the headline of the news story, including the subheads. Generally, the headline will usually be located at the top of the article.

8. **Menu Foods and Headline:** If Menu Foods, the company, is clearly mentioned by name or just 'Menu' in the article's headline, circle (1) *yes*. However, if the company is not mentioned by name, circle (0) *no*.

9. **Headline's Tone:** Identify the tone of the article's headline. Circle (-1) *negative* if the article describes Menu Foods in a negative manner. This may include placing blame on the company for the crisis or accusing the manufacturer of being irresponsible. Circle (0) *neutral* if the article describes Menu Foods in a neutral manner. For examples, headlines

that state that Menu Foods issued a product recall would be identified as being neutral. Circle (1) *positive* if the article describes Menu Foods in a positive light. This may include headlines that highlight the steps the company is taking to address the recall.

10. **Canada and Headline:** If Canada is clearly mentioned by name in the article's headline, circle (1) *yes*. If the country is not mentioned by name, circle (0) *no*. For example, if the headline mentions a Canadian company, circle yes for this question.

11. **Headline's Tone:** Identify the tone of the article's headline. Circle (-1) *negative* if the article describes Canada in a negative manner. This may include placing blame on Canada for the crisis or accusing the country of being irresponsible. Circle (0) *neutral* if the article describes Canada in a neutral manner. For example, headlines that state that a Canadian company issued a product recall would be identified as being neutral. Circle (1) *positive* if the article describes Canada in a positive light. This may include headlines that highlight the steps the country is taking to address the recall.

12. **United States and Headline:** If the United States is clearly mentioned by name in the article's headline, circle (1) *yes*. If the country is not mentioned by name, circle (0) *no*. For example, if the headline references a U.S. company or the U.S. government, circle yes for this question.

13. **Headline's Tone:** Identify the tone of the article's headline. Circle (-1) *negative* if the article describes the United States in a negative manner. This may include placing blame on the country for the crisis or accusing the country of being irresponsible. Circle (0) *neutral* if the article describes the United States in a neutral manner. For example, headlines that state that the United States issued a product recall would be identified as being neutral. Circle (1) *positive* if the article describes the United States in a positive light. This may include headlines that highlight the steps the country is taking to address the recall.

14. **China and Headline:** If China is clearly mentioned by name in the article's headline, circle (1) *yes*. If the country is not mentioned by name, circle (0) No. For example, if the headline mentions a Chinese manufacturer or the Chinese government, circle yes for this question.

15. **Headline's Tone:** Identify the tone of the article's headline. Circle (-1) *negative* if the article describes China in a negative manner. This may include placing blame on the country for the crisis or accusing the country of being irresponsible. Circle (0) *neutral* if the article describes China in a neutral manner. For example, headlines that state that China issued a product recall would be identified as being neutral. Circle (1) *positive* if the article describes China in a positive light. This may include headlines that highlight the steps the country is taking to address the recall.

16. **Article Type:** Code the type of article for each news story. Identify the article type by looking at the journalist's byline or the section. If it is not clearly stated, code as news. .

17-33. **Sources being quoted:** A source in the news story will be identified by an associated quote. If there is a quote in the story, identify the group the specific individual represents and circle (1) *yes*. If the sources listed in the codesheet were not quoted in the news story, circle (0) *no*. The following list of sources may be included in the news story:

Menu Foods Official: Sources identified as *Menu Foods officials* are employed, representing, or owning the Menu Foods company. This may include the CEO, spokespersons, attorneys, stockholders, or employees of the company.

Chinese Manufacturer Official: Sources identified as *Chinese manufacturer officials* are employed, representing, or owning a Chinese manufacturer. This may include the CEO, spokespersons, attorneys, stockholders, or employees of the company and will not include Menu Foods.

U.S. Government Official: Sources identified as *U.S. government officials* are individuals that are part federal, state, or local in the United States. These may include elected officials, appointees, and spokespersons that are employed by the U.S. government (La Sorsa & Reese, 1990).

Chinese Government Official: Sources identified as *Chinese government officials* are individuals that are part federal, state, or local in the Chinese government. These may include elected officials, appointees, and spokespersons that are employed by the Chinese government (La Sorsa & Reese, 1990).

NGO: NGOs refer to a charity or an organization that is not intended to make a monetary profit. Based on this definition, sources identified as *NGOs* are individuals employed or representing a non-profit organization. These may include the organization's employees, volunteers, donors, and spokespersons.

Media: Sources identified as the *Media* are individuals that are part of the media outlets, including newspapers, television, and radio. For example, a journalist evaluating the ongoing coverage or making a statement concerning the crisis would be coded as a media source.

Expert: Sources identified as *Experts* are individuals representing an academic institution, policy institute, or the health sector. For example, sources may include professors, attorneys, policy-makers, and veterinarians.

U.S. Pet Owner: Sources identified as *U.S. pet owners* are individuals that own a pet and lives in the United States. These sources may have pets that were directly affected by the crisis or may just have concern for their pets but were not directly impacted by the product recall.

Canadian Pet Owner: Sources identified as *Canadian pet owners* are individuals that own a pet and lives in Canada. These sources may have pets that were directly affected by the crisis or may just have concern for their pets but were not directly impacted by the product recall.

U.S. Pet Food Retailer: Sources identified as *U.S. pet food retailers* are individuals employed, representing, or owning a retailer that supplies the pet food for the owners to purchase. These sources may include retailers such as Petco, Wal Mart, Target, and Petsmart.

U.S. Pet Food Supplier: Sources identified as *U.S. pet food suppliers* are individuals employed, representing, or owning a pet food supplier that provides pet food products for the retailers. These sources may include suppliers such as Iams and Pedigree.

U.S. Pet Food Manufacturer: Sources identified as *U.S. pet food manufacturers* are individuals employed, representing, or owning a manufacturer that produces pet food in the United States. This will not include Menu Foods. Pet food manufacturers refer to the corporations that provide the pet food products for the suppliers.

Law Firm: Sources identified as *Law Firm* are law firms currently representing pet owners that were affected by the pet food recall or are offering their services to the victims of the crisis. This will include attorneys employed or representing the law firm.

Pet Insurer: Sources identified as *Pet Insurer* are insurance companies that are currently providing pet insurance for the pets affected or potentially affected by the pet food recall. This will include individuals employed or representing pet insurance companies.

Veterinarian: Sources identified as *Veterinarian* are veterinarians or hospitals that are providing medical attention to the pets affected by the pet food recall.

Other: Sources identified as *Other* include corporations or organizations that were not listed above.

Menu Foods' Image Restoration Strategies

34. **Defenses of Innocence:** Identify the number of times the news story reflected Menu Foods' use of the defenses of innocence strategy. Defenses of innocence will involve Menu Foods stating the company was not involved with the unfolding crisis, specifically arguing the crisis did not actually take place or if it did the company is not responsible for the unfolding situation (Schlenker, 1980).

35. **Excuses:** Identify the number of times the news story reflected Menu Foods' use of the excuses strategy, which is intended to reduce the company's responsibility for the crisis. Through the use of excuses, Menu Foods will argue the company was unable to predict the consequences or the crisis was due to external circumstances. Additionally, Menu Foods may argue the crisis was solely caused by another party or other groups (not being punished) should also be held responsible for the situation (Schlenker, 1980).

36. **Justification:** Identify the number of times the news story reflected Menu Foods' use of justification strategy, which strives to reduce the questionable nature of the situation. Justification strategies may consist of Menu Foods comparing themselves to other corporations faced with similar situation but were not punished. Another example would be the corporation's use of direct minimization of the crisis by arguing that the victim deserved the injury or alleviating the actual negative consequences. Lastly, Menu Foods may justify the crisis through higher goals. The corporation may state the undesirable situation is part of a larger picture that is actually acceptable or possess positive consequences (Schlenker, 1980).

Chinese Manufacturer's Image Restoration Strategies

37. **Defenses of Innocence:** Identify the number of times the news story reflected Chinese Manufacturer's use of the defenses of innocence strategy. Defenses of innocence will involve Chinese manufacturers stating the company was not involved with the unfolding crisis, specifically arguing the crisis did not actually take place or if it did the company is not responsible for the unfolding situation (Schlenker, 1980).

38. **Excuses:** Identify the number of times the news story reflected Chinese manufacturer's use of the excuses strategy, which is intended to reduce the manufacturer's responsibility for the crisis. Through the use of excuses, Chinese manufacturers will argue the company was unable to predict the consequences or the crisis was due to external circumstances. Additionally, Chinese manufacturers may argue the crisis was solely caused by another party or other groups (not being punished) should also be held responsible for the situation (Schlenker, 1980).

39. **Justification:** Identify the number of times the news story reflected Chinese manufacturer's use of justification strategy, which strives to reduce the questionable nature of the situation. Justification strategies may consist of Chinese manufacturers comparing themselves to other corporations faced with similar situation but were not punished. Another example would be the corporate directly minimization of the crisis by arguing that the victim deserved the injury or alleviating the actual negative consequences. Lastly, Chinese manufacturers may justify the crisis through higher goals. The corporation may state the undesirable situation is part of a larger picture that is actually acceptable or possess positive consequences (Schlenker, 1980).

U.S. Government's Image Restoration Strategies

40. **Defenses of Innocence:** Identify the number of times the news story reflected the U.S. government's use of the defenses of innocence strategy. Defenses of innocence will involve the U.S. government stating the government was not involved with the unfolding crisis, specifically arguing the crisis did not actually take place or if it did the government is not responsible for the unfolding situation (Schlenker, 1980).

41. **Excuses:** Identify the number of times the news story reflected the U.S. government's use of the excuses strategy, which is intended to reduce the government's responsibility for the crisis. Through the use of excuses, the U.S. government will argue the government was unable to predict the consequences or the crisis was due to external circumstances. Additionally, the U.S. government may argue the crisis was solely caused by another party or other groups (not being punished) should also be held responsible for the situation (Schlenker, 1980).

42. **Justification:** Identify the number of times the news story reflected the U.S. government's use of justification strategy, which strives to reduce the questionable nature of the situation. Justification strategies may consist of the U.S. government comparing themselves to other organizations or corporations faced with similar situation but were not punished. Another example would be the corporate directly minimization of the crisis by arguing that the victim deserved the injury or alleviating the actual negative consequences. Lastly, the U.S. government may justify the crisis through higher goals. The government may state the undesirable situation is part of a larger picture that is actually acceptable or possess positive consequences (Schlenker, 1980).

Chinese Government's Image Restoration Strategies

43. **Defenses of Innocence:** Identify the number of times the news story reflected the Chinese. government's use of the defenses of innocence strategy. Defenses of innocence will involve the Chinese government stating the government was not involved with the unfolding crisis, specifically arguing the crisis did not actually take place or if it did the government is not responsible for the unfolding situation (Schlenker, 1980).

44. **Excuses:** Identify the number of times the news story reflected the Chinese government's use of the excuses strategy, which is intended to reduce the government's responsibility for the crisis. Through the use of excuses, the Chinese government will argue the government was unable to predict the consequences or the crisis was due to external circumstances. Additionally, the Chinese government may argue the crisis was solely caused by another party or other groups (not being punished) should also be held responsible for the situation (Schlenker, 1980).

45. **Justification:** Identify the number of times the news story reflected the Chinese government's use of justification strategy, which strives to reduce the questionable nature of the situation. Justification strategies may consist of the Chinese government comparing themselves to other organizations or corporations faced with similar situation but were not punished. Another example would be the corporate directly minimization of the crisis

by arguing that the victim deserved the injury or alleviating the actual negative consequences. Lastly, the Chinese government may justify the crisis through higher goals. The government may state the undesirable situation is part of a larger picture that is actually acceptable or possess positive consequences (Schlenker, 1980).

Adapted from Semetko & Valkenburg, 2000

46. **Attribution of responsibility:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story suggests solution(s) to the pet food recall, circle (1) *yes*. If the story does not provide solution(s) to address the pet food recall, circle (0) *no*.

> b) If the news story suggests that an individual (or group of people in society) is responsible for the pet food recall, circle (1) *yes*. If the news story does not suggest that an individual or group of people is responsible, then circle (0) *no*.

> c) If the news story suggests the pet food recall requires urgent action circle (1) *yes*. If the news story does not suggest the problem requires any urgent action , circle (0) *no*. Urgent actions refer to any actions that have taken place in the past, are currently taking place, or will take place in the future.

47. **Attribution of responsibility for Menu Foods:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story suggests the Menu Foods corporation was responsible or the cause for the pet food recall, circle (1) *yes*. If the story does not suggest the Menu Foods corporation was responsible for the crisis, circle (0) *no*.

> b) If the story suggests Menu Foods is weighing in on providing solutions to the pet food recall circle (1) *yes*. To be coded as *yes*, the company must provide a solution for the problem and not just their opinion. If the story does not suggest Menu Foods is weighing in on providing solutions to the pet food recall circle (0) *no*.

48. **Valence of attribution of responsibility for Menu Foods:** Identify the valence of the attribution of responsibility for Menu Foods. To identify the valence of attribution of responsibility for Menu Foods, focus on the level of blame attributed to the corporation. If the news story attributed responsibility for the pet food recall to Menu Foods but also highly praised the corporation for its response to the crisis then circle (2) *strongly positive*. In order for the story to be identified as being strongly positive, the news story must not criticize Menu Foods or assign blame for the crisis but give detailed descriptions of how the corporation effectively managed the crisis, clearly stating the positive actions and responses to the pet food recall. If applicable, to be categorized as strongly positive,

the story must discuss the positive outcomes that were the result of Menu Foods' actions. If the news story attributed responsibility for the pet food recall to Menu Foods but briefly praised the corporation for its response to the crisis then circle (1) *positive*. The news story can provide criticisms and assign a low level of blame for the crisis but the story must also discuss how Menu Foods is addressing these criticisms and their attempt in diminishing the level of blame. Circle (0) *neutral* if the news story attributes responsibility to the corporation without evaluating the Menu Foods' response to the crisis. Must not attribute any level of blame for the crisis. The news story is merely informing the readers of the crisis. If the news story attributed responsibility and blame for the crisis while briefly describing the corporation's response in a negative manner, circle (-1) *negative*. If the news story attributed responsibility and complete blame for the crisis to the corporation while heavily criticizing Menu Foods' response to the crisis, circle (-2) *strongly negative*. The story must clearly describe how or why Menu Foods is involved or the cause of the crisis. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to Menu Foods. May also provide in-depth details or use harsh terminology.

49. **Attribution of responsibility for the Chinese manufacturers:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story suggests the Chinese manufacturers were responsible or the cause for the pet food recall circle (1) *yes*. If the story does not suggest the Chinese manufacturers were responsible for the crisis circle (0) *no*.

> b) If the news story suggests the Chinese manufacturers are weighing in on providing solutions to the pet food recall circle (1) *yes*. If the news story does not suggest the Chinese manufacturers are weighing in on providing solutions to the pet food recall circle (0) *no*.

50. **Valence of attribution of responsibility for Chinese manufacturers:** Identify the valence of the attribution of responsibility for the Chinese manufacturers. To identify the valence of attribution of responsibility for the Chinese manufacturers, focus on the level of blame attributed to the manufacturers. If the news story attributed responsibility for the pet food recall to the manufacturers but also highly praised the manufacturers for its response to the crisis then circle (2) *strongly positive*. In order for the story to be identified as being strongly positive, the news story must not criticize Chinese manufacturers or assign blame for the crisis but give detailed descriptions of how the manufacturers effectively managed the crisis, clearly stating the positive actions and responses to the pet food recall. If applicable, to be categorized as strongly positive, the story must discuss the positive outcomes that were the result of Chinese manufacturer's actions. If the news story attributed responsibility for the pet food recall to Chinese manufacturers but briefly praised the manufacturers for its response to the crisis then circle (1) *positive*. The news story can provide criticisms and assign a low level of blame for the crisis but the story must also discuss how manufacturers are addressing these

criticisms and their attempt in diminishing the level of blame. Circle (0) *neutral* if the news story attributes responsibility to the manufacturers without evaluating the manufacturer's response to the crisis. Must not attribute any level of blame for the crisis. The news story is merely informing the readers of the crisis. If the news story attributed responsibility and blame for the crisis while briefly describing the manufacturer's response in a negative manner, circle (-1) *negative*. If the news story attributed responsibility and complete blame for the crisis to the manufacturer while heavily criticizing Chinese manufacturer's response to the crisis, circle (-2) *strongly negative*. The story must clearly describe how or why Chinese manufacturers are involved or the cause of the crisis. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to Chinese manufacturers. May also provide in-depth details or use harsh terminology.

51. **Attribution of responsibility for the U.S government:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story suggests the U.S. government was responsible or the cause for the pet food recall circle (1) *yes*. If the story does not suggest the U.S government was responsible for the crisis, circle (0) *no*.
>
> b) If the news story suggests the U.S. government is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the news story does not suggest the U.S. government is weighing in on providing solutions to the pet food recall circle (0) *no.*

52. **Valence of attribution of responsibility for the U.S. government:** Identify the valence of the attribution of responsibility for the U.S. government. To identify the valence of attribution of responsibility for the U.S government, focus on the level of blame attributed to the government. If the news story attributed responsibility for the pet food recall to the U.S. government but also highly praised the government for its response to the crisis then circle (2) *strongly positive*. In order for the story to be identified as being strongly positive, the news story must not criticize the U.S. government or assign blame for the crisis but give detailed descriptions of how the government effectively managed the crisis, clearly stating the positive actions. If applicable, to be categorized as strongly positive, the story must discuss the positive outcomes that were the result of the U.S. government's actions. If the news story attributed responsibility for the pet food recall to the U.S. government but briefly praised the government for its response to the crisis then circle (1) *positive*. The news story can provide criticisms and assign a low level of blame for the crisis but the story must also discuss how the government is addressing these criticisms and their attempt in diminishing the level of blame. Circle (0) *neutral* if the news story attributes responsibility to the government without evaluating the government's response to the

crisis. Must not attribute any level of blame for the crisis. The news story is merely informing the readers of the crisis. If the news story attributed responsibility and blame for the crisis while briefly describing the government's response in a negative manner, circle (-1) *negative*. If the news story attributed responsibility and complete blame for the crisis to the government while heavily criticizing the government's response to the crisis, circle (-2) *strongly negative*. The story must clearly describe how or why the government was involved or the cause of the crisis. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to the government. May also provide in-depth details or use harsh terminology.

53. **Attribution of responsibility for the Chinese Government:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

   a) If the news story suggests the Chinese government was responsible or the cause for the pet food recall circle (1) *yes*. If the story does not suggest the Chinese government was responsible for the crisis, circle (0) *no*.

   b) If the press releases suggests the Chinese government is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the Chinese government does not suggest the corporation/organization is weighing in on providing solutions to the pet food recall circle (0) *no.*

54. **Valence of attribution of responsibility for the Chinese government:** Identify the valence of the attribution of responsibility for the Chinese government. To identify the valence of attribution of responsibility for the Chinese government, focus on the level of blame attributed to the government. If the news story attributed responsibility for the pet food recall to the Chinese government but also highly praised the government for its response to the crisis then circle (2) *strongly positive*. In order for the story to be identified as being strongly positive, the news story must not criticize the Chinese government or assign blame for the crisis but give detailed descriptions of how the government effectively managed the crisis, clearly stating the positive actions. If applicable, to be categorized as strongly positive, the story must discuss the positive outcomes that were the result of the Chinese government's actions. If the news story attributed responsibility for the pet food recall to the Chinese government but briefly praised the government for its response to the crisis then circle (1) *positive*. The news story can provide criticisms and assign a low level of blame for the crisis but the story must also discuss how the government is addressing these criticisms and their attempt in diminishing the level of blame. Circle (0) *neutral* if the news story attributes responsibility to the government without evaluating the government's response to the crisis. Must not attribute any level of blame for the crisis. The news story is merely informing the readers of the crisis. If the news story attributed responsibility and blame for the crisis while briefly describing the government's response in a negative manner,

circle (-1) *negative*. If the news story attributed responsibility and complete blame for the crisis to the government while heavily criticizing the government's response to the crisis, circle (-2) *strongly negative*. The story must clearly describe how or why the government was involved or the cause of the crisis. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to the government. May also provide in-depth details or use harsh terminology.

55. **Attribution of responsibility and Other:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story suggests another organization/corporation not listed above was responsible or the cause for the pet food recall circle (1) *yes*. If the story does not suggest another organization/corporation not listed above was responsible for the crisis, circle (0) *no*.

> b) If yes, list what organization/corporation.

> c) If the news story suggests another organization/corporation is weighing in on providing solutions to the pet food recall circle (1) *yes*. If the news story does not suggest the corporation/organization is weighing in on providing solutions to the pet food recall circle (0) *no*.

56. **Valence of attribution of responsibility and Other:** Identify the valence of the attribution of responsibility for the other organization/corporation. To identify the valence of attribution of responsibility for other corporations/organizations, focus on the level of blame attributed to the other corporation/corporation. If the news story attributed responsibility for the pet food recall to another organization/corporation but also highly praised the government for its response to the crisis then circle (2) *strongly positive*. In order for the story to be identified as being strongly positive, the news story must not criticize the organization/corporation or assign blame for the crisis but give detailed descriptions of how the organization/corporation effectively managed the crisis, clearly stating the positive actions. If applicable, to be categorized as strongly positive, the story must discuss the positive outcomes that were the result of the organization/corporation's actions. If the news story attributed responsibility for the pet food recall to the organization/corporation but briefly praised the organization/corporation for its response to the crisis then circle (1) *positive*. The news story can provide criticisms and assign a low level of blame for the crisis but the story must also discuss how the corporation/organization is addressing these criticisms and their attempt in diminishing the level of blame. Circle (0) *neutral* if the news story attributes responsibility to the corporation/organization without evaluating the corporation/organization response to the crisis. Must not attribute any level of blame for the crisis. The news story is merely informing the readers of the crisis. If the news story attributed responsibility and blame

for the crisis while briefly describing the corporation/organization's response in a negative manner, circle (-1) *negative*. If the news story attributed responsibility and complete blame for the crisis to the corporation/organization while heavily criticizing the corporation/organization's response to the crisis, circle (-2) *strongly negative*. The story must clearly describe how or why the corporation/organization was involved or the cause of the crisis. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to the other corporation/organization. May also provide in-depth details or use harsh terminology.

57. **Economic Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story mentions or discusses the financial losses or gains that have occurred or will take place in the future due to the pet food recall, circle (1) *yes*. If the new story does not mention or highlight the financial losses and gains, circle (0) *no*.

> b) If the news story discusses the economic consequences associated with pursuing or not pursuing a specific course of action, circle (1) *yes*. If the news story does not reference the economic consequences of adopting a specific course of action, circle (0) *no*.

58. **Valence of Economic Frame:** Identify the valence of the economic frame. If the news story discusses in detail the positive financial gains and/or positive economic consequences without highlighting the negative consequences due to the pet food recall, circle (2) *strongly positive*. If the news story highlights the positive economic attributes and briefly mentions the negative economic consequences, circle (1) *positive*. If the news story mentions an economic crisis without actually discussing the negative or positive consequences, then circle (0) *neutral*. If the news story highlights the negative economic attributes associated with the pet food recall and briefly mentions the positive economic consequences, circle (-1) *negative*. Finally, if the news story discusses in detail the financial losses and/or negative economic consequences without highlighting the positive consequences, circle (-2) *strongly* negative. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to economic issues. May also provide in-depth details or use harsh terminology.

59. **Human Interest Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

> a) If the news story provides a human example or "human face" to illustrate the pet food recall, circle (1) *yes*. A human example may include describing the story

of a pet owner or an animal that was directly impacted by the recall. If the news story does use a human example to depict the recall, circle (0) *no*.

b) If the story uses adjectives or personal stories that generate feelings of outrage, empathy-caring, sympathy, or compassion, circle (1) *yes*. If the story does not incorporate adjectives or stories that evoke feelings, circle (0) *no*.

c) If the story focuses on and provides specific details concerning how individuals and groups are affected by the pet food recall, circle (1) *yes*. If the story does not emphasize individuals or groups are being impacted by the crisis, circle (0) *no*.

d) If the story discusses the private or personal lives of individuals involved with the pet food recall, circle (1) *yes*. If the story does not discuss the private or personal matters, circle (0) *no*.

e) If the story includes visual information, such as a pet that was affected by the pet food recall, that might trigger feelings of outrage, empathy-caring, sympathy, or compassion, circle (1) *yes*. If the story does not include visual information that will trigger feelings, circle (0) *no*.

60. **Valence of Human Interest Frame:** Identify the valence of the human interest frame. If the news story provides a human example but only highlights the positive aspects of the story and employs only positive adjectives then circle (2) *strongly positive*. If the story briefly highlights the negative aspects of the story but spends a majority of the story discussing the positive aspects of the human example, circle (1) *positive*. If the news story uses a human example without highlighting the positive or negative attributes, circle (0) *neutral*. If the news story briefly highlights the positive attributes of the human example but describes in detail the negative aspects of the story, circle (-1) *negative*. If the news story only highlights the negative aspects of the story and employs only negative adjectives, circle (-2) *strongly negative*. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. Examples may consist of a human interest story related to the pet food recall. May also provide in-depth details or use harsh terminology.

61. **Conflict Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

a) If the news story discusses a disagreement between parties, individuals, groups, or countries, circle (1) *yes*. If the story does not describe a disagreement, circle (0) *no*.

b) If the news story describes one party, individual, group, or country as criticizing another, circle (1) *yes*. If the story does not discuss a party, individual, group, or country criticizing another, circle (0) *no*.

c) If the story describes two or more sides of the pet food recall, circle (1) *yes*. If the story only discusses one side of the pet food recall, circle (0) *no*.

d) If the story refers to winners and losers resulting from the pet food recall, circle (1) *yes*. If the story does not reference specific winners or losers, circle (0) *no*.

62. **Valence of Conflict frame:** Identify the valence of the conflict frame. If the news story discusses in detail the positive attributes associated with the conflict, circle (2) *strongly positive*. If the news story briefly discusses the positive aspects associated with conflict, circle (1) *positive*. If the story makes a reference to the conflict between the different groups but does not go into detail, circle (0) *neutral*. If the news story briefly highlights the negative aspects associated with the conflict, circle (-1) *negative*. If the news story discusses in detail the negative attributes associated with the conflict, circle (-2) *strongly negative*. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem, specifically describing the details associated with the conflict and the two parties. May also provide in-depth details or use harsh terminology.

63. **Morality Frame:** For each of the following questions, answer *yes* by circling (1) or *no* by circling (0).

a) If the story includes any moral messages when discussing the pet food recall, circle (1) *yes*. If the story does not include any moral message, circle (0) *no*. Examples of moral message may address actions that were unethical or wrong. Additionally, these messages may discuss positive actions.

b) If the story references morality, God, and other religious beliefs when discussing the pet food recall, circle (1) *yes*. If the story does not make religious references, circle (0) *no*.

c) If the story provides a social prescription about how to behave during the pet food recall, circle (1) yes. If the story does not offer social prescriptions, circle (0) *no*.

64. **Valence of Morality frame:** Identify the valence of the mortality frame. If the news story discusses in detail the positive attributes associated with the moral messages, religious beliefs, or social prescriptions, circle (2) strongly *positive*. If the story briefly references the positive attributes associated with the moral messages, religious beliefs, or social prescriptions, circle (1) *positive*. If the story references the moral messages, religious beliefs, or social prescriptions without evaluating whether these messages are positive or negative, circle (0) *neutral*. If the story briefly describes the negative attributes of the moral messages, religious beliefs, or social prescriptions, circle (-1) *negative*. If the story discusses in detail the negative attributes associated with the moral

messages, religious beliefs, or social prescriptions, circle (-2) *strongly negative*. In order to be coded as *strongly negative*, the story must provide negative examples of the issue or problem. May also provide in-depth details or use harsh terminology.

65. **Menu Foods Official quotes:** Count the number of direct quotes from Menu Foods Official.

66. **First paragraph and Menu Foods Official quote:** Identify the first paragraph in which Menu Foods' Official is quoted.

67. **Total word count:** Count the number of words for all of the Menu Foods Official quotes in the news story.

68. **Topic:** Identify the main topic of the Menu Foods Official quotes

    1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

    2) Plans and predictions: Code *plans and predictions* if the quotes describe the corporation's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

    3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

    4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

    5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

    6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

    7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

69. **Assignment of Responsibility and Menu Foods Official quotes:** For the Menu Foods Official quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

70. **Chinese manufacturer Official quotes:** Count the number of direct quotes from Chinese manufacturer official.

71. **First paragraph and Chinese manufacturer official quote:** Identify the first paragraph in which Chinese manufacturer official is quoted.

72. **Total word count:** Count the number of words for all of the Chinese manufacturer official quotes in the news story.

73. **Topic:** Identify the main topic of the Chinese manufacturer official quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the manufacturer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not

have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

74. **Assignment of Responsibility and Chinese manufacturer official quotes:** For the Chinese manufacturer official quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

75. **U.S. government official quotes:** Count the number of direct quotes from U.S. government officials.

76. **First paragraph and U.S. government official quote:** Identify the first paragraph in which U.S. government official is quoted.

77. **Total word count:** Count the number of words for all of the U.S. government official quotes in the news story.

78. **Topic:** Identify the main topic of the U.S. government official quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. government's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use   of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

79. **Assignment of Responsibility and U.S. government official quotes:** For the U.S. government official quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

80. **Chinese government official quotes:** Count the number of direct quotes from Chinese government officials.

81. **First paragraph and Chinese government official quote:** Identify the first paragraph in which Chinese government official is quoted.

82. **Total word count:** Count the number of words for all of the Chinese government official quotes in the news story.

83. **Topic:** Identify the main topic of the Chinese government official quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the Chinese government's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use   of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

84. **Assignment of Responsibility and Chinese government official quotes:** For the Chinese government official quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

85. **NGOs quotes:** Count the number of direct quotes from NGOs.

86. **First paragraph and NGOs quote:** Identify the first paragraph in which NGOs are quoted.

87. **Total word count:** Count the number of words for all of the NGOs quotes in the news story.

88. **Topic:** Identify the main topic of the NGOs quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the NGOs' plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

89. **Assignment of Responsibility and NGO quotes:** For the NGOs quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

90. **Media quotes:** Count the number of direct quotes from the media.

91. **First paragraph and media quote:** Identify the first paragraph in which media are quoted.

92. **Total word count:** Count the number of words for all of the media quotes in the news story.

93. **Topic:** Identify the main topic of the media quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the media's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

94. **Assignment of Responsibility and media quotes:** For the media quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

95. **Expert quotes:** Count the number of direct quotes from experts.

96. **First paragraph and expert quote:** Identify the first paragraph in which experts are quoted.

97. **Total word count:** Count the number of words for all of the expert quotes in the news story.

98. **Topic:** Identify the main topic of the expert quotes

      1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

      2) Plans and predictions: Code *plans and predictions* if the quotes describe the expert's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

      3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

      4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

      5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

      6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

      7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

99. **Assignment of Responsibility and expert quotes:** For the expert quotes, identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

100. **Pet owner quotes:** Count the number of direct quotes from pet owners.

101. **First paragraph and U.S. pet owner quote:** Identify the first paragraph in which pet owners are quoted.

102. **Total word count:** Count the number of words for all of the U.S. pet owners quotes in the news story.

103. **Topic:** Identify the main topic of the U.S. pet owners quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet owners' plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for U.S. pet food owners: Code *instructions for U.S. pet food owners* if the quotes focus on providing instructions for U.S. pet food owners that may or may not have been affected by the pet food recall. Instructions may

consist of informing the U.S. pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

104. **Assignment of Responsibility and U.S. pet owner quotes:** For the U.S. pet owners quotes, identify which group is assigned responsibility for the pet food recall. If the quotes do not assign blame, circle (999) not applicable.

105. **Canadian Pet owner quotes:** Count the number of direct quotes from Canadian pet owners.

106. **First paragraph and Canadian pet owner quote:** Identify the first paragraph in which Canadian pet owners are quoted.

107. **Total word count:** Count the number of words for all of the Canadian pet owners quotes in the news story.

108. **Topic:** Identify the main topic of the Canadian pet owners quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the Canadian pet owners' plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for Canadian pet food owners: Code *instructions for Canadian pet food owners* if the quotes focus on providing instructions for Canadian pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the Canadian pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

109. **Assignment of Responsibility and Canadian pet owner quotes:** For the Canadian pet owners quotes, identify which group is assigned responsibility for the pet food recall. If the quotes do not assign blame, circle (999) not applicable.

110. **Pet food retailer quotes:** Count the number of direct quotes from pet food retailer.

111. **First paragraph and pet food retailer quote:** Identify the first paragraph in which pet food retailers are quoted.

112. **Total word count:** Count the number of words for all of the pet food retailers quotes in the news story.

113. **Topic:** Identify the main topic of the pet food retailers quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the pet food retailer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how

food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

114. **Assignment of Responsibility and pet food retailer quotes:** For the pet food retailers quotes, identify which group is assigned responsibility for the pet food recall. If the quotes do not assign blame, circle (999) not applicable.

115. **U.S. pet food supplier quotes:** Count the number of direct quotes from pet food suppliers.

116. **First paragraph and U.S. pet food supplier quote:** Identify the first paragraph in which pet food suppliers are quoted.

117. **Total word count:** Count the number of words for all of the U.S. pet food supplier quotes in the news story.

118. **Topic:** Identify the main topic of the U.S. pet food supplier quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet food supplier's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

119. **Assignment of Responsibility and U.S. pet food supplier quotes:** For the NGOs' quotes, identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

120. **U.S. pet food manufacturer quotes:** Count the number of direct quotes from U.S. pet food manufacturers.

121. **First paragraph and U.S. pet food manufacturer quote:** Identify the first paragraph in which U.S. pet food manufacturers are quoted.

122. **Total word count:** Count the number of words for all of the U.S. pet food manufacturer quotes in the news story.

123. **Topic:** Identify the main topic of the U.S. pet food manufacturer quotes

   1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

   2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet food manufacturer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

   3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

   4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

   5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use   of melamine in the pet food.

   6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

   7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

   8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

   999) Code *Not applicable* if the article did not include any quotes from the source listed above.

124. **Assignment of Responsibility and U.S. pet food manufacturer quotes:** For the U.S. pet food manufacturer quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

125. **Law Firm quotes:** Count the number of direct quotes from Law Firm.

126. **First paragraph of Law Firm quote:** Identify the first paragraph in which Law Firms are quoted.

127. **Total word count:** Count the number of words for all of the Law Firm quotes in the news story.

128. **Topic:** Identify the main topic of the Law Firm quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet food manufacturer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

129. **Assignment of Responsibility and Law Firm quotes:** For the Other quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

130. **Pet Insurer quotes:** Count the number of direct quotes from Pet Insurer.

131. **First paragraph of Pet Insurer quote:** Identify the first paragraph in which Pet Insurers are quoted.

132. **Total word count:** Count the number of words for all of the Pet Insurer quotes in the news story.

133. **Topic:** Identify the main topic of the Pet Insurer quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet food manufacturer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use   of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

134. **Assignment of Responsibility and Pet Insurer quotes:** For the Pet Insurer quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

135. **Veterinarian quotes:** Count the number of direct quotes from Veterinarians.

136. **First paragraph of Veterinarian quote:** Identify the first paragraph in which Veterinarians are quoted.

137. **Total word count:** Count the number of words for all of the Veterinarians quotes in the news story.

138. **Topic:** Identify the main topic of the Veterinarians quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet food manufacturer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use   of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

139. **Assignment of Responsibility and Veterinarian quotes:** For the Veterinarian quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

140. **Other quotes:** Count the number of direct quotes from Other corporations/organizations.

141. **First paragraph of Other quote:** Identify the first paragraph in which U.S. pet food manufacturers are quoted.

142. **Total word count:** Count the number of words for all of the Other quotes in the news story.

143. **Topic:** Identify the main topic of the Other quotes

1) General comments: Code *general comments* if the quotes just describe the pet food recall without providing specific details of the crisis.

2) Plans and predictions: Code *plans and predictions* if the quotes describe the U.S. pet food manufacturer's plan for addressing the pet food recall or predicting the outcome or consequences of the unfolding crisis situation.

3) Food safety regulation: Code *food safety regulation* if the quotes address the current status or changes in food safety regulation. Quotes can also discuss how food safety regulations may have caused the pet food recall or how the crisis will alter the current food safety regulations.

4) Export/import: Code *export/import* if the quotes focus on the export/import process, which may have been affected by the pet food recall. Quotes may discuss the export/import process before and after the crisis situation.

5) General scientific finding: Code *general scientific finding* if the quotes discuss the scientific findings associated with the pet food recall, such as the use of melamine in the pet food.

6) Instructions for pet food owners: Code *instructions for pet food owners* if the quotes focus on providing instructions for pet food owners that may or may not have been affected by the pet food recall. Instructions may consist of informing the pet food owners of what type of products were impacted by the recall or creating awareness of the potential symptoms.

7) Discussion of past recalls: Code *discussion of past recalls* if the quote focus on describing past recalls, which may include past recalls that involved Menu Foods, China, Canada, the United States, pet food, or other products.

8) Deaths and injuries associated with the product recall. Code *deaths and injuries associated with the product recall* if the quote focuses on the pets that died or became sick as a result of the pet food recall.

999) Code *Not applicable* if the article did not include any quotes from the source listed above.

144. **Assignment of Responsibility and Other quotes:** For the Other quotes identify which group is assigned responsibility for the pet food recall. If the quotes do no assign blame, circle (999) not applicable.

Appendix E

Factor Solution for Framing Items in News Stories

Framing Items	1 Human	2 Conf	3 Moral	4 Econ	5 Resp
Attribution of responsibility					
Does the story suggest solution(s) to the problem/issue?	0.1	-.00	0	-.04	**0.67**
Does the story suggest that an individual (or group of people in society) is responsible for the issue-problem?	-.06	0.17	0.16	0.22	**0.59**
Does the story suggest the problem requires urgent action?	0.05	-.02	-.17	-.15	**0.71**
Economic frame					
Is there a mention of financial losses or gains now or in the future?	0.18	0.05	-.05	**0.83**	0.09
Is there a reference to economic consequences of pursuing or not pursuing a course of action?	-.08	0.02	0	**0.87**	-.12
Human interest frame					
Does the story provide a human example or "human face" on an issue?	**0.97**	-.04	0.02	0.01	.08
Does the story employ adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?	**0.65**	0.05	-.09	0.01	0.2
Does the story emphasize how individuals and groups are affected by the issue/problem?	**0.96**	-.03	0.03	0.04	-.04
Does the story go into the private or personal lives of the actors?	**0.94**	-.03	-.01	0.05	-.12
Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion?	**0.39**	0.07	-.03	0.01	0.21
Conflict frame					
Does the story reflect disagreement between parties-individuals-groups-countries?	-.04	**0.78**	-.18	0.01	-.04
Does one party-individual-group-country reproach another?	0.06	**0.89**	0.16	0.05	0.11
Does the story refer to two sides or to more than two sides of the problem or issue?	0.03	**0.92**	0.19	0.03	0.09
Morality frame					
Does the story contain any moral messages?	-.01	0.04	**0.88**	-.07	-.03
Does the story offer specific social prescriptives about how to behave?	-.06	0.07	**0.88**	0.03	-.01

Appendix F

Factor Solution for Framing Items in Press Releases

Framing Items	1 Human	2 Conf	3 Moral	4 Econ	5 Resp
Attribution of responsibility					
Does the story suggest solution(s) to the problem/issue?	0.02	0	0.08	-.32	**0.64**
Does the story suggest that an individual (or group of people in society) is responsible for the issue-problem?	0.01	0.33	.05	0.05	**0.8**
Does the story suggest the problem requires urgent action?	0.02	-.03	0.07	-.29	**0.75**
Economic frame					
Is there a mention of financial losses or gains now or in the future?	0	-.09	0.04	**0.8**	-.25
Is there a reference to economic consequences of pursuing or not pursuing a course of action?	-.02	0.04	0.01	**0.91**	-.18
Human interest frame					
Does the story provide a human example or "human face" on an issue?	**0.98**	0.04	0.05	-.04	-.02
Does the story employ adjectives or personal vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?	**0.736**	0.21	0.32	0.11	0.16
Does the story emphasize how individuals and groups are affected by the issue/problem?	**0.96**	0.06	0.09	-.03	-.02
Does the story go into the private or personal lives of the actors?	**0.98**	0.04	0.05	-.04	-.02
Conflict frame					
Does the story reflect disagreement between parties-individuals-groups-countries?	0.38	**0.54**	0.38	0.03	0.14
Does one party-individual-group-country reproach another?	0.03	**0.89**	0.17	-.06	0.14
Does the story refer to two sides or to more than two sides of the problem or issue?	0.1	**0.9**	0.25	0.01	0.02
Morality frame					
Does the story contain any moral messages?	0.18	0.23	**0.87**	0.02	0.02
Does the story offer specific social prescriptives about how to behave?	0.11	0.25	**0.89**	0	0.04

VITA

Worapron Tina Worawongs

ACADEMIC PREPARATION

Ph.D. Pennsylvania State University, University Park, PA
    Communications, with a concentration in International/Intercultural
    Communications and Public Relations, Fall 2006-Present

    Dissertation Chair: Drs. Colleen Connolly-Ahern and Amit M. Schejter
    Committee: Drs. Roxanne Parrott, and Bu Zhong

M.A. Pepperdine University, Malibu, CA
    Communication, with a concentration in Mediated/Mass
    Communication, April 2005

B.A. Fordham University, New York, NY
    Communication, with a concentration in Broadcasting and
    International/Intercultural Studies, May 2003

TEACHING EXPERIENCE

Primary Instructor, World Media Systems 2009

Teaching Assistant, International Mass Communication 2008

PRESENTATION AND PAPERS

Worawongs, W.T. (2008). "The Coup in Thailand: A Comparison of Frames in Thai and U.S. newspapers." A paper presented at the 8th annual "Global Fusion" Conference, Athens, Ohio, November 2, 2008.

Schejter, A., Todd, M., Worawongs, W.T., Worley, S., Obar, J., Baxter, P., Clark, J., & Heresco, A. (2008). "The Foundations of the World Were Laid Bare: Comparative Media Systems Scholarship—The State of the Discipline." A paper presented at the 8th annual "Global Fusion Conference , Athens, Ohio, November 1, 2008.

Worawongs, W.T., Wang, W. & Sims, A. (2007). "U.S. Media Coverage of Natural Disasters: A Framing Analysis of Hurricane Katrina and the Tsunami." Poster session presented at the Association of Education in Journalism and Mass Communication Conference, Washington, D.C., August 11, 2007.

Worawongs, W.T., Kuehn, K.M., & Cramer, C.W. (2007). "Internet Dependency and Student Behavior in Wired Classrooms." A paper presented to Association for Education in Journalism and Mass Communication, Reno, Nevada, February 24, 2007. A paper presented to the National Communication Association, Chicago, Illinois, November 15, 2007.