

Introduction

News media scholarship has established that journalists and editors set the agenda for the public debate about any issue by deciding which incidents they report (or don't report) and *how* they choose to frame these stories [

bar”). Other terms were excluded (e.g. “farmers market”) to decrease the volume of irrelevant results.

To capture news about farm and tractor safety, the final search string included a combination of 19 terms related to farm equipment safety protocols, farm safety incidents, and tractor overturns. It excluded an additional 17 terms (Table 1). Truncated terms that could have multiple endings (e.g. “injur*” includes “injured” or “injury”) and spelling variations (e.g. “farmwork” vs. “farm work”) were also included. To collect articles that substantively discussed farm safety, articles included in the final sample had to include a combination of Category 1 and 2 search terms, repeated at least three times in the article.

In addition, AgInjuryNews [12], a collection of news specific to agriculture that is not included in the LexisNexis database, was searched for additional stories. Because AgInjuryNews focuses solely on agricultural injury events and utilizes a different search method,

substantively discuss farm or tractor safety issues in the United States. The final generalizable sample included 89 relevant articles (Fig. 1).

The vast majority of articles (88%) about farm safety constituted traditional news coverage. Opinion pieces (articles written with a clear stance, such as letters to

Who is named as responsible for and called upon to take action to address farm and tractor safety issues?

