

Table 1. Differences in tone between communication modalities.

<b>Table 1.</b>	<b>Number (<i>N</i>)</b>	<b>Mean (<i>M</i>)</b>	<b>Standard Deviation (<i>SD</i>)</b>
<b>Conservative Talk Radio</b>	13	2.96	.47
<b>National Newspaper</b>	120	2.89	.38
<b>Print News Magazines</b>	15	2.87	.99
<b>Political Talk Television</b>	18	2.83	.47
<b>Regional Newspapers</b>	75	2.80	.33
<b>Radio News</b>	51	2.77	.68
<b>TV Network News</b>	94	2.71	.55
<b>Liberal Talk Radio</b>	8	2.44	.68
<b>Online News Sources</b>	26	2.23	.66

Note: *N* = number of samples, *M* = mean, *SD* = Standard Deviation

Note: Tone was measured using six semantic-differential 5-point scales. Opposite pairs included; negative/positive, foolish/wise, worthless/valuable, unfavorable/favorable, bad/good, and unacceptable/acceptable. Scales were collapsed into an overall attitude measure. A lower score indicate a more negative attitude, higher scores indicated a more positive attitude.

Table 2. Differences in Episodic and Thematic Framing depicted in communication modalities

<b>Table 2.</b>	<b>Number (<i>N</i>)</b>	<b>Mean (<i>M</i>)</b>	<b>Standard Deviation (<i>SD</i>)</b>
<b>News Magazines</b>	15	4.12	1.12
<b>Late Night Television</b>	4	4.13	.83
<b>TV Network News</b>	94	3.40	1.5
<b>Radio News</b>	51	3.27	1.37
<b>Online News Sources</b>	26	2.96	1.52
<b>Regional Newspapers</b>	75	2.13	.85
<b>Political Talk Television</b>	18	2.06	1.04
<b>National Newspapers</b>	120	1.61	1.19
<b>Conservative Talk Radio</b>	13	1.34	.48
<b>Liberal Talk Radio</b>	8	1.19	.40

Note: *N* = number of samples, *M* = mean, *SD* = Standard Deviation

Note: Episodic and thematic framing was measured using a 5-point scale. Higher scores indicate a more episodic frame, while lower scores indicate a more thematic frame.

Table 3. Affect depicted by communication modalities.

Note: N = number of samples, M = mean, SD = Standard Deviation

<b>Table 3.</b>	<b>Fear</b>		<b>Anger</b>		<b>Sadness</b>		<b>Happiness</b>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
<b>Nat'l Paper n=120</b>	.70	1.07	.88	1.12	.54	.90	.59	.93
<b>Reg'l Paper n=75</b>	.44	.98	.43	.84	.41	1.01	.23	.54
<b>News Mags n=15</b>	.69	1.67	.67	1.73	1.06	1.79	.1	.4
<b>Radio News n=101</b>	.16	.59	.2	.65	.03	.16	.04	.24
<b>Cons. Talk n=13</b>	1.09	1.6	2.23	1.29	.46	1.16	.44	.96
<b>TV News n=94</b>	.17	.36	.12	.41	.17	.36	.1	.51
<b>Political TV n=18</b>	0	0	.58	.90	0	0	.25	.55
<b>Late Night n=4</b>	0	0	0	0	0	0	.75	.46
<b>Late Night n=4</b>	.59	1.14	.48	.67	.54	.93	.08	.33
<b>Online n=26</b>	.19	.4	1.96	1.34	.15	.6	.26	.98
<b>Liberal Radio n=8</b>								

Note: Affect was measured using eleven different descriptive words 5-point scales that convey feelings; fearful, sad, angry, afraid, happy, scared, irritated, annoyed, dreary, cheerful, dismal. The eleven feelings were then collapsed into four emotional dimensions; fear, anger, sadness and happiness. A lower score indicates less emotion, higher scores indicates more. 0 indicates an absence of emotion.