The majority of broadcasts were pro-vaccine leaning (n=73, 68%) and were news reports (n=90, 83%). A minority of broadcasts explicitly stated that vaccines were effective (n=17, 16%) or safe (n=15, 14%). Individual vaccines can overshadow general vaccination reporting in times of highly emotionalized and specific vaccine-related discourses.

**DOMINANT FRAMES**

**MEDICAL FRAME**
- Broadcasters emphasizing urgency (e.g., showing symptoms, clinic footage) or explaining vaccines and diseases
- Used by medical or political stakeholders to emphasize subject competence and foster understanding for requirements, regulations, and established processes

**SOCIAL FRAME**
- Broadcasters employing emotionalized images (children’s coffins, crying parents, social belonging) to highlight risks (of both vaccinating and not vaccinating) or benefits (especially during the COVID-19 pandemic)
- Used by medical or political stakeholders to emphasize belonging and to convey that population needs and concerns are taken into consideration

**POLITICAL FRAME**
- Broadcasters relying on interviews, direct quotes, and statistics to set or discuss clear targets, licensing or investigative processes, and to suggest accountability
- Used by medical or political stakeholders to shift accountability and to assure that action is being taken (by oneself/own party/own institution vs. others)

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**REFERENCES**


