

1
2 **Supplementary Materials**
3

4 **A. Search terms used in FACTIVA:**
5

6 (“melynky” and “organ”) or (“melynky” and “liver”) or (“Binh wagner” or “Phuoc wagner” or “wagner
7 twins” or “Michael Wagner” or “Binh and Phuoc” or “Phuoc and Binh”) and “organ”) or (“Binh
8 wagner” or “Phuoc wagner” or “wagner twins” or “Michael Wagner” or “Phuoc and Binh” or “Binh and
9 Phuoc”) and “liver”)
10

11 **B. Complete Coding Frame:**
12

13 Meta data taken from FACTIVA (when applicable):

- 14 • Source:
 - 15 • Section:
 - 16 • Author:
 - 17 • Published date:
 - 18 • Word count:
- 19

20 Content Analysis Coding:

21
22 1. Who is the article primarily focused on?

- 23 a) Eugene Melynky
 - 24 b) The Wagner Twins
 - 25 c) Other individuals doing public solicitation [fill in who]
 - 26 d) Other people needing organs [fill in who]
 - 27 e) Donors [fill in who]
 - 28 f) Experts or organizations in the transplantation field [fill in which]
 - 29 g) Other
- 30

31 2. Who else is mentioned in the article? (click all that apply)

- 32 a) Eugene Melynky
 - 33 b) The Wagner Twins
 - 34 c) Other people doing public solicitation [fill in who]
 - 35 d) Other people needing organs [fill in who]
 - 36 e) Donors [fill in who]
 - 37 f) Experts or organizations in the transplantation field [fill in which]
 - 38 g) Other
- 39

- 1
2 3. If a, b, c, d in #1, does the article describe the suffering of the individuals (physical or emotional)
3 (*seen as a manner of attempting to create empathy)?
4 a) Yes
5 b) No
6
7 4. Are public solicitation efforts or the public solicitation phenomenon mentioned in the article?
8 a) Yes
9 b) No
10
11 5. If a, b, or c in #1, are the reasons that the people have decided to pursue public solicitation
12 presented in the article?
13 a) Yes
14 b) No
15
16 6. If yes in #5, what reasons are provided?
17 [fill in text or provide short explanation]
18
19 7. Does the article describe include reactions to the public solicitation from individuals/groups not
20 involved in the process?
21 a) Yes, as positive
22 b) Yes, as negative
23 c) Yes, as positive and negative
24 d) No, a response of this kind is not described
25
26 8. Does the article detail why potential donors decided to respond the public solicitation?
27 a) Yes
28 b) No
29
30 9. If yes in #8, what reasons are provided?
31 [fill in text or provide short explanation]
32
33 10. Are specific concerns raised in regards to the public solicitation process described in the articles
34 (e.g. powerful individuals have more resources (voice) and can create an unfair advantage, etc.)?
35 a) Yes
36 b) No
37
38 11. If yes in #10, what issues are raised?
39 [fill in text or provide short explanation]
40

- 1
2 12. Are benefits presented in regards to the public solicitation process described in the articles (e.g.
3 more awareness is being created around organ donation; more people are signing up to donate, etc.)?
4 a) Yes
5 b) No
6
- 7 13. If yes in #12, what benefits are presented?
8 [fill in text or provide short explanation]
9
- 10 14. Does the article state which individuals or types of individuals (e.g. bioethicists, etc.) are raising
11 issues of the public solicitation of organs?
12 a) Yes [if yes, which type]
13 b) No
14
- 15 15. Does the article state which individuals or types of individuals (e.g. bioethicists, etc.) are
16 presenting benefits of the public solicitation of organs?
17 c) Yes [if yes, fill in which]
18 d) No
19
- 20 16. Are issues or difficult realities raised with regards to the donation process?
21 a) Yes
22 b) No
23
- 24 17. If yes in #16, what issues are detailed?
25 [fill in text or provide short explanation]
26 ** these may include costs that the donors were not reimbursed for, scars or medical ailments
27 suffered during surgery, surgery complications, people not wanting to donate after saying they
28 would, immense wait times, etc.
29
- 30 18. Are donation stats included in the article detailing how many people are on the waiting list
31 and/or how many people die while waiting for an organ?
32 a) Yes
33 b) No
34
- 35 19. Does the article discuss Canadian laws regarding the public solicitation of organs for transplant?
36 a) Yes
37 b) No
38
- 39 20. Does the article discuss other countries' laws regarding the public solicitation of organs?
40 a) Yes [fill in which country and text regarding law]
41 b) No
42

- 1
2 21. Does the article mention organ donation/transplant policies or policy reform (e.g. opt in vs opt
3 out, etc.) ?
4 a) Yes
5 b) No
6
7 22. If Melynk is discussed in the article, what is the overall tone used to describe Melynk's public
8 solicitation?
9 a) Critical
10 b) Mostly critical
11 c) Neutral
12 d) Mostly constructive/ beneficial
13 e) Constructive/beneficial
14
15 23. If the Wagner twins are discussed in the article, what is the overall tone used to describe the
16 Wagner's public solicitation?
17 a) Critical
18 b) Mostly critical
19 c) Neutral
20 d) Mostly constructive/ beneficial
21 e) Constructive/beneficial
22

23 C. Context

24 Wagner Family

25 Joanne and Michael Wagner, along with their 7 children, are a military family living in Kingston,
26 Ontario. When visiting an orphanage in Vietnam, the Wagner parents decided to adopt two young
27 girls, Binh and Phuoc, who were suffering from Alagille Syndrome. As a result of this condition, they
28 each needed a liver transplant to survive. Michael **donated part of his liver** to Phuoc, but another
29 donor was needed for Binh. To find a donor, the Wagners launched a Facebook page titled, "Liver
30 Transplants for our Vietnamese Twin Girls". The initiative attracted considerable media attention,
31 part of which focused on the "Sophie's Choice" element of Michael's donation. Both parents played a
32 significant role in the discourse, giving interviews for the printed press, television, and radio.
33 Eventually, a donor for Binh was found, and the liver was successfully transplanted. Initially, the
34 donor had remained anonymous, but the donor's identity was later revealed. The donor, who is also
35 part of the Canadian military, has since become a close family friend to the Wagners.

36 Eugene Melynk

37 Eugene Melynk, a Canadian who has resided in Barbados since 1991, is a former pharmaceutical
38 executive and sole owner of the NHL's Ottawa Senators. A billionaire, Melynk is a well-known figure
39 in Ottawa and the broader Canadian public. In May 2015 the Ottawa Senators organization declared
40 via press conference Melynk's need for a new liver and requested members of the public to donate.
41 More than 2000 people phoned the hospital to inquire, and in less than 5 days a match was found.
42 The transplant was successful. In October 2016, Melynk started an organization to raise awareness
43 for organ donation, including a high-profile gala and in-arena initiatives. This organization also
44 shared stories of others needing organ transplants, some of whom have also engaged in public

- 1 solicitation efforts. As these stories generated media attention throughout 2016, Melnyk's story
- 2 would often also surface.