**Supplemental Appendix**

**Appendix 1: Media Literacy Script**

People rely on the news for information about their world. News is expected to inform self-governing citizens, a role that faces mounting challenges as traditional news outlets shrink and disappear. It is the job of journalists to fairly represent the varied viewpoints and interests in society in their pursuit of the truth.

It is the job of citizens to be media literate. Critically engage with news content. Scrutinize the sources and intent of messages. Weigh competing views. Move beyond your own biases to demand quality journalism. Do your part: be a critical news consumer.

**[APPROXIMATELY 32 SECONDS]**

**Appendix 2: Question Wording**

**Perceived Media Literacy** (7-point scale from “Strongly Disagree” to “Strongly Agree”)

*Rate your agreement with the following statement:*

I have a good understanding of the concept of media literacy

**News Media Literacy** (7-point scale from “Strongly Disagree” to “Strongly Agree”)

*Please indicate your level of agreement with each of the following statement:*

The owner of a media company influences the content that is produced

News companies choose stories based on what will attract the biggest audience

Individuals seek out news sources that reflect their own political values

People pay more attention to news that fits with their beliefs than news that doesn’t

Two people might see the same news story and get different information from it

People are influenced by the news whether they realize it or not

News is designed to attract an audience’s attention

News production techniques can be used to influence a viewer’s perception

News can make things more dramatic than they really are

A story about conflict is more likely to be featured on the news than other stories

**Media Trust** (7-point scale from “Strongly Disagree” to “Strongly Agree”)

*Rate your agreement with the following statements:*

In general, the news media can be trusted

I have confidence in the people running the institutions of the press

**Program Credibility** (7-point scale)

*Would you say the program you just saw is:*

Unfair – Fair

Inaccurate – Accurate

Biased – Unbiased

Doesn’t tell the whole story – Tells the whole story

Cannot be trusted – Can be trusted

Unbalanced – Balanced

**Attention to Program** (7-point scale from “Strongly Disagree” to “Strongly Agree”)

*Rate your agreement with the following statements:*

I paid a lot of attention to the program

The program made me think about the issue

**Evaluations of the PSA** (7-point scale)

*Thinking about the advertisement you saw before the television program, to what extent was the ad:*

Informative – Uninformative

Useless – Useful

Accurate – Inaccurate

Irrelevant – Relevant

Interesting – Uninteresting

Credible – Not credible