**Interview questions: journalists**

1. How did your organization prepare for the referendum?
2. What resources were dedicated to the coverage? How many reporters?
3. What was the channel’s official editorial approach to the referendum? Where and by whom was this decided? How was it applied in practice?
4. How was the referendum coverage organized? What activities did your reporting team engage in on an average day?
5. What was your main source of stories?
6. What form did media briefings take? How did your journalists interact with journalists from other media at those briefings?
7. Did you cover topics that were not initiated by the campaigns? If yes, can you give an example?
8. Did you cover topics that were not covered by other media? If yes, can you give an example?
9. How did you decide what was the main referendum story each day? What criteria made an item the main story of the day?
10. In your mind, what was the referendum decision about? Why?
11. Were there alternative definitions of the referendum, for example by politicians or non-political organisations, and why did they not predominate?
12. What was the difference between the referendum and an election? Did you cover the referendum differently from how you would cover an election?
13. One of my findings looking at the television coverage of the final month was that the referendum was presented to a great extent like a competition between two opponent sides and the politicians who represented them, in the same way an election might be presented. Can you comment on this?
14. Another finding was that there was a lot of coverage of policy issues, like the management of the NHS or the creation or protection of jobs, as if specific policy outcomes would be “tied down” after the result. Again this points to election coverage where parties issue manifestos and scrutinize each other’s proposals. Why was the referendum covered in this way?
15. Do you think television channels had the opportunity to shape the referendum agenda and influence how it was defined?
16. Which are the duties of broadcasters towards viewers-voters in the context of a referendum campaign? Are they meant to represent them, challenge the political elite for them, or inform them?
17. How would you describe the influence of your coverage on voters, on politicians and on other news media?
18. What lessons would you say were learnt from this referendum campaign?

**Interview questions: news sources**

1. Were there issues affecting your organization/members that you made efforts to communicate to the media during the referendum campaign?
2. Did you have a media communications strategy? What resources were dedicated to getting these issues covered in the media?
3. What were your key messages and how were they formed?
4. What media relations activities did you undertake?
5. How did you engage with television channels? Did they have different priorities to other media and what did you do to get your messages across to them?
6. In your mind, what was the referendum decision about? Why?
7. Were there alternative definitions of the referendum, for example by politicians or non-political organisations? What made certain understandings of the referendum more prominent than others?
8. Were the issues that were important to your organization/members prominent in the news coverage?
9. One of my findings looking at the television coverage of the final month was that the referendum was presented to a great extent like a competition between two opponent sides and the politicians who represented them, in the same way an election might be presented. Can you comment on this?
10. Another finding was that there was a lot of coverage of policy issues, like the management of the NHS or the creation or protection of jobs, as if specific policy outcomes would be “tied down” after the result. Again this points to election coverage focusing on policy proposals. Do you think the distinction between the referendum and an election came across in the television coverage?
11. Do you think television channels had the opportunity to shape the referendum agenda and influence how it was defined?
12. Which are the duties of broadcasters towards viewers-voters in the context of a referendum campaign? Are they meant to represent them, challenge the political elite for them, or inform them?
13. How would you describe the influence of your communication efforts on news coverage?
14. What lessons would you say were learnt from this referendum campaign?

**Interview questions: campaigners**

1. How did you prepare for the referendum?
2. What resources were dedicated to getting your perspective covered in the media?
3. What were your key messages and how were they formed?
4. What activities was your communications team involved in on an average day?
5. How did you engage with television channels? Did they have different priorities to other media and what did you do to get your messages across to them?
6. Did you monitor television coverage as it was unfolding and how did it impact on your communication strategy?
7. In your mind, what was the referendum decision about? Why?
8. Were there alternative definitions of the referendum, for example by politicians or non-political organisations? What made certain understandings of the referendum more prominent than others?
9. What was the difference between the referendum and an election? Did you campaign differently from how you would during an election?
10. One of my findings looking at the television coverage of the final month was that the referendum was presented to a great extent like a competition between two opponent sides and the politicians who represented them, in the same way an election might be presented. Can you comment on this?
11. Another finding was that there was a lot of coverage of policy issues, like the management of the NHS or the creation or protection of jobs, as if specific policy outcomes would be “tied down” after the result. Again this points to election coverage where parties issue manifestos and scrutinize each other’s proposals. Did political parties ‘push’ policy issues into the referendum debate and why?
12. Do you think television channels had the opportunity to shape the referendum agenda and influence how it was defined?
13. Which are the duties of broadcasters towards viewers-voters in the context of a referendum campaign? Are they meant to represent them, challenge the political elite for them, or inform them?
14. How would you describe the influence of your campaigning on coverage?
15. What lessons would you say were learnt from this referendum campaign?

**Interview questions: Regulators**

*Due weight must be given to designated organisations in coverage during the referendum period. Broadcasters must also consider giving appropriate coverage to other permitted participants with significant views and perspectives.*

1. What are the regulatory requirements for broadcasters during a referendum?
2. How are they different from requirements during an election?
3. How do you ensure they are implemented?
4. What kind of complaints did you receive during the referendum and from whom?
5. What is the role of broadcasters in the public sphere of a referendum campaign? Is it just to provide a platform for designated organisations to voice their perspectives?
6. What do you think were the greatest challenges for broadcasters during this referendum and what lessons would you say could be learnt for the future?