INTERVIEW SCHEDULE - JOURNALISTS

Please note that these interviews are semi-structured and these questions are intended only as guides/prompts.

1. Questions focused on specific practices
   - How do you usually come to cover stories? (Probe: health/medical journalism focus, known personal interest, happen to be free at the time…)
     Probe:
     - Does this ever/often have anything to do with health-related industries/companies?
     - If so, how do these connections generally come about (e.g. press releases, invitations to attend a conference)?
   - Do you tend to work with anyone on your coverage? If so:
     - Who is it/are they?
     - Is there a particular division of labour upon which you agree?
     Probe:
     - Do you work with any employees of health-related industries in the production of your stories?
   - What do you see as the main determinants of the nature of your coverage?
     Probe:
     - (How) do you think your coverage is shaped by your involvement with health-related industries/companies?
   - Do you tend to have particular perspectives on stories before you begin? Are you allowed to pursue this, or are ‘angles’ suggested to you?
     Probe:
     - If so, does this angle have anything to do with information received from health-related industries/companies?
   - Do you feelings about stories tend to change over the course of your coverage?
     Probe:
     - If so, do these changes have anything to do with encounters with health-related industries/companies?
   - Where do you tend to go for background information about stories? Why do you choose source X? (Probe: prior personal contacts, reputable names, official sources, divergent viewpoints…)
     Probe:
     - Does this information tend to be provided by health-related industries?
     - How does this come about? (e.g. invitations to attend conferences, press releases)
     - Would you generally have covered these stories even without this contact? Where (else) would you have gone for background information?
   - Who do you speak to – either formally or informally – in the course of researching your stories?
     - Why?
     Probe:
     - Do you tend to speak to people from health-related industries/companies?
     - How do these relationships tend to unfold?
   - In general, what is your reader/viewer feedback like (if any)?
     Probe:
- Are your readers aware of industry involvement (if any)?
- Have any readers commented on your sources in general/industry sources in particular? What have their attitudes been towards this?

2. General questions

- What do you think about the relationships with health-related industries/companies? In what ways have they been helpful? In what ways have they been unhelpful/problematic?
- What do you think of relationships between journalists and employees of health-related industries?
  - In particular, what do you think about potential conflicts of interest (what they are; whether/when they are problematic)?
  - What (if any) other ethical issues are there?
- Do you know of other journalists who have similar/different views/experiences/practices to yours? Why do you think they are alike/different?
- What is it about journalistic practice and the context of that practice that encourages/discourages such relationships?
- Do you use any existing journalistic codes of practice when considering your relationship to industry?
  - How useful/appropriate were they?
- How do you think relationships between journalists and health-related industries should be managed?
  - Do you think there should be formal regulation? Why/why not?
  - What do you think should be included in guidelines, codes of practice, regulations?
INTERVIEW SCHEDULE-INDUSTRY

Please note that these interviews are semi-structured and these questions are intended only as guides/prompts.

1. Questions focused on specific commercial practices

- When/ how often do your company/industry’s products end up in the news?
- Who usually represents your company/industry in the media?
- Does your company/industry have a media strategy?
- How do your company/industry’s products end up in the news?
  - Probe: (How) does your company make contact with journalists (press releases, invitations to conferences, etc)
- Do you ever work directly with journalists in producing their stories? If so, how does this unfold?
- How does your company disseminate information to journalists
  - Probe:
    - Do you provide news releases, other forms of information?
- How does your company/industry make sure that news consumers are not misled (by industry and/or by journalists)?
- Does your company have any other kinds of relationships with journalists?
  - Probe:
      - Does your company sponsor journalism prizes
      - Does your company sponsor academic journalism?
- Who are the major media ‘players’ in your sector/area?
- Can you tell us about any individuals or organisations (your and others) that seem to have a big media presence in this field? Why do you think that this is the case?
- Do you collaborate with other organisations on any aspect of media commentary?

2. General questions

- Do you think it is important that your industry/company has a media presence? Why/why not?
- How, in general, would you describe media coverage of your company’s/industry’s products?
  - Probe:
    - To what extent do you feel that your contribution is well used by the news media?
    - Do you think they represent you accurately?
- Where does your company’s point of view fit in with traditional news narratives on this health issue?
- What do you think you bring to the debate that others in the sector or your ‘competitors’ don’t?
- What do you think of relationships between journalists and health-related industries?
  - In particular, what do you think about potential conflicts of interest (what they are; whether/when they are problematic)?
  - What (if any) other ethical issues are there?
• Do you know of other companies/individuals who have similar/different views, experiences to yours? Why do you think they are alike/ different?
• What is it about industry practice and the context of that practice that encourages/ discourages such relationships?
• Do you use any existing industry codes of practice when considering your relationship to journalists?
  o How useful/ appropriate were they?
• How do you think relationships between journalists and health-related industries should be managed?
  o Do you think there should be formal regulation? Why/ why not?
  o What do you think should be included in guidelines, codes of practice, regulations?
CONSUMER FOCUS GROUP SCHEDULE

Please note that these focus groups are semi-structured and these questions are intended only as guides/prompts.

The questions will initially be asked without reference to industry-journalist relationships. Participants will then be informed about industry involvement and asked a similar range of questions.

- What do you think the point of the story was?
- Do you see this as personally/professionally relevant? (Probe: who do you think the story is talking to?)
- Have you experienced the problem in person/in your practice? (Probe: do you know anyone who has had to consider these issues?)
- Do you agree with the way this story was presented? (Probe: if not, why not?)
- Do you think there are other things to consider that were left out at all?
- Has this affected the way you think about [issue]?
- Do you think it will change the way you think/act about [issue] from now on? Why?
- What did you think of [newsactor]? Were they convincing? Why?

[If conflicting view points are presented in the clips]:
- What do you make of the differences presented here?
- Which explanation do you find more relevant or believable? Why?
- Why do you think there’s no consensus?
- Would you look for more information? If yes, where?