

**Media  
Analysis**

— NEW ZEALAND —  
**EUTHANASIA**  
REFERENDUM 2020

# Introduction

This analysis looks at 123 New Zealand-based media articles and opinion pieces as they appeared online during the Euthanasia referendum campaign period between May and October 2020. The objective was to assess the extent to which the set of articles and op-eds, as a whole, provided balanced coverage of both sides of debate – consistent with the New Zealand Media Council’s first principle of “accuracy, fairness and balance.”<sup>1</sup>

All the articles obtained were based on the list provided by *NZ Politics Daily*, a comprehensive, non-partisan list of articles, columns, and analysis relating to New Zealand politics and government, produced by the Democracy Project at Victoria University Wellington. This list was used to maintain the neutrality of the analysis and to avoid any accusation of searching for articles that leaned to one side or the other of the debate.

There were 75 news items and 48 opinion pieces.

Accuracy, fairness and balance was assessed across a variety of measures: the headline used, the number of people quoted within each piece arguing one or other side of the referendum question, and the proportion of content arguing each side of the campaign issues. Experts who quoted research or data were considered to be neutral. Any observed imbalance in the content or coverage across the set of news items and opinion pieces is interpreted as evidence of overall bias in reporting on the referendum question.

The report was commissioned by Family First New Zealand.

The analysis has been audited by an Emeritus Professor who specialises in research methods and statistics.

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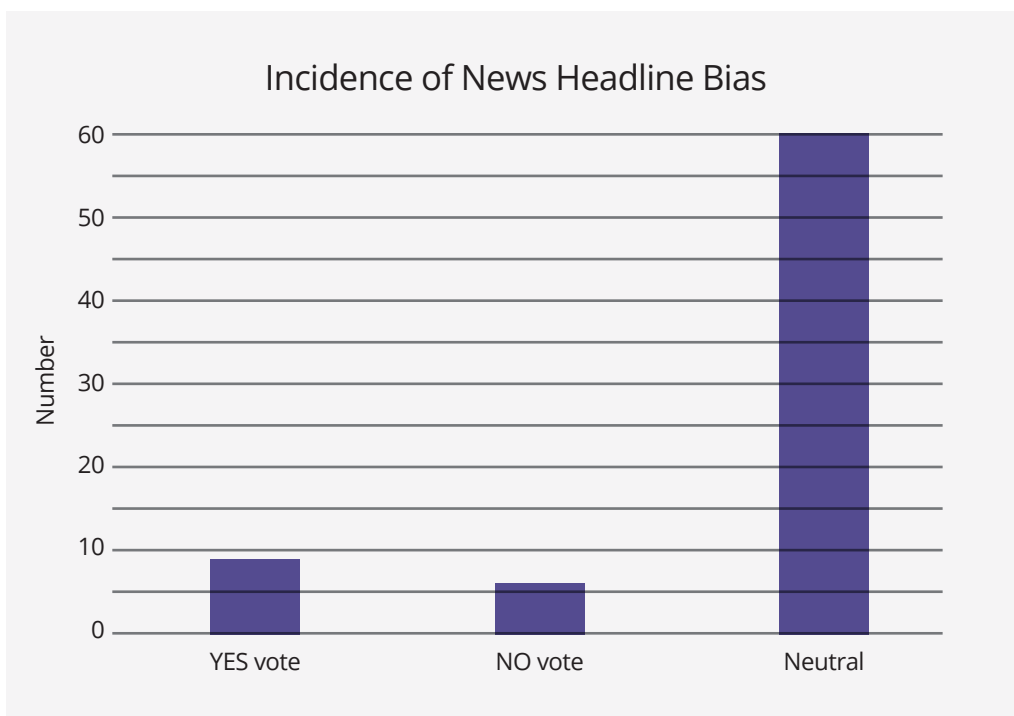
<sup>1</sup> <https://www.mediacouncil.org.nz/principles>

# Analysis

## 1. Headlines – News Articles

Many readers do not have time to read the entire article, and in fact may only read the headline. The choice of headlines has potential for bias to the extent that, overall, they favour one or other side of the referendum question.

In the event, news article headlines were not found to be strongly biased towards either side of the Euthanasia referendum, with 80% (60) being assessed as neutrally worded. Of the remaining 15 headlines, 9 were biased towards the YES position and 6 towards the NO position.



## 2. Comments From Advocates – News Articles

On average, advocates promoting the NO position were quoted slightly more often than YES advocates.

**46 of the 75 articles quoted at least one person from the NO campaign, whereas 42 articles quoted at least one person from the YES campaign.**

Quotes from NO advocates were however a little more likely to be published at the bottom of the story, compared to quotes from YES advocates which were more likely to lead a given story.

Table 1: Number of times “YES” “NO” and “Neutral” positions quoted across all articles

PEOPLE QUOTED	YES	NO	NEUTRAL
None quoted	33	29	54
1 person quoted	29	28	21
2 people quoted	10	11	0
3 or more quoted	3	7	0
Total	75	75	75
Average	0.79	0.97	0.29

Overall, a total of 71 NO advocates and 58 YES advocates were quoted across all 75 news articles published.

## 3. Overall Bias In News Articles

The overall bias was a subjective indicator based on all the elements measured and reflecting the indices surveyed.

No significant bias was observed either way, with YES advocates making up 51.7% of all quotes and NO advocates making up 48.3% of all quotes.

Articles with a 100% bias were slightly more likely to favour the YES (10) rather than the NO (6) side of the argument.

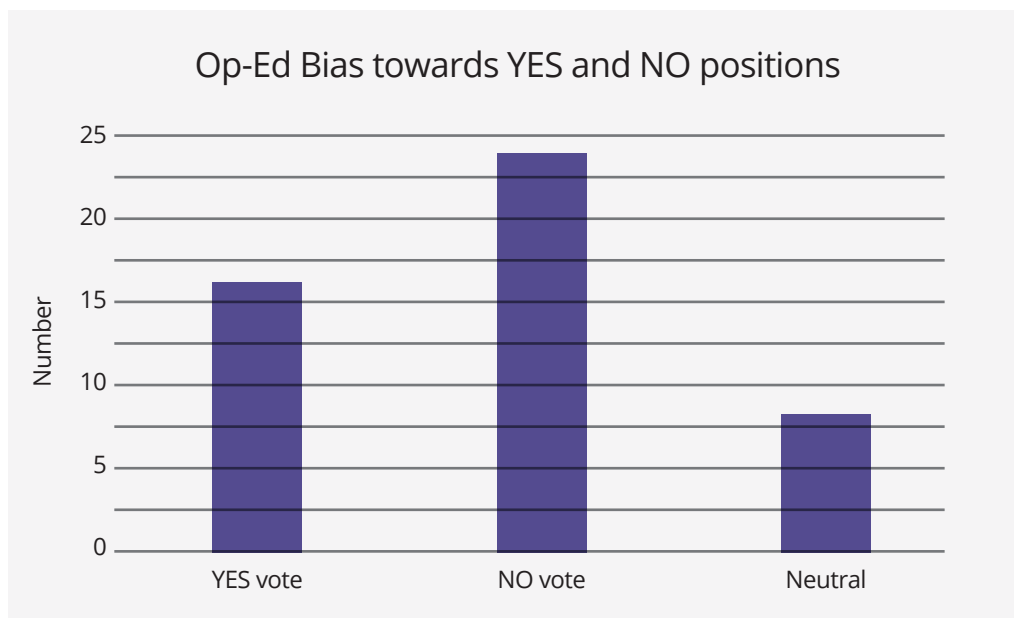
Table 2: Overall bias indicators for 75 news articles

BIAS INDICATOR	YES ARTICLES (NUMBER)	NO ARTICLES (NUMBER)
100% Bias	10	6
50/50 (No Bias either way)	10	10
Avg Bias (share of all coverage)	51.7%	48.3%

## 4. Op-Eds

48 opinion-editorials were published during the campaign period.

Op-eds were more likely to have a NO-bias (half of all op-eds) compared to one third of all op-eds with a YES-bias.



## 5. News Outlet Bias

Across the major news outlets there was a slight YES-leaning bias compared to a NO-leaning bias, with TVNZ, RNZ, The NZ Herald and Spinoff being above the 45%-55% range. The ODT demonstrated a clear NO-leaning bias across all of their stories.

OUTLET	YES AVG	NO AVG
TVNZ	58%	42%
RNZ	57%	43%
NZ Herald	57%	43%
Spinoff	56%	43%
Newshub	55%	45%
Newsroom	50%	50%
Stuff	46%	54%
ODT	30%	70%

Unlike the cannabis referendum coverage, there was no significant bias by individual reporters observed – which is to be commended.

# Conclusion

Across all 123 news and op-ed pieces on the Euthanasia Referendum, the coverage came out overall as balanced and reasonably representative of views on both sides.

Op-eds were somewhat more likely to represent the NO-vote – whereas news items leaned a little towards representing the YES-vote overall.

When considered by news outlet, four had a slight bias (56-58%) towards the YES-vote position, three sat within a reasonably balanced (45-55%) range, and one was clearly biased (70%) towards the NO position.

While this suggests some scope for more balanced coverage by a few news outlets, our research did not uncover any significant bias across the full set of news pieces and op-eds when considered as a whole.

On balance, both sides of the euthanasia referendum were given similar coverage, and we are satisfied that the full range of arguments was properly presented by the media to the voting public.

# List of Media Articles and Opinion Pieces

Date	Author	Media outlet	URL
18 Jun	Sam Hurley	NZ Herald	<a href="https://www.nzherald.co.nz/nz/high-court-judge-says-hospices-wont-have-to-provide-assisted-dying-if-kiwis-vote-for-euthanasia/4MKHZUIUNKWWWSDY6BLGGCOWEQ/">https://www.nzherald.co.nz/nz/high-court-judge-says-hospices-wont-have-to-provide-assisted-dying-if-kiwis-vote-for-euthanasia/4MKHZUIUNKWWWSDY6BLGGCOWEQ/</a>
		Stuff	<a href="https://www.stuff.co.nz/national/health/121860950/assisted-dying-conscientious-objection-questions-too-early--court">https://www.stuff.co.nz/national/health/121860950/assisted-dying-conscientious-objection-questions-too-early--court</a>
29 Jun		Radio NZ News	<a href="https://www.rnz.co.nz/national/programmes/sunday/audio/2018752582/new-book-examines-assisted-dying-ahead-of-2020-referendum">https://www.rnz.co.nz/national/programmes/sunday/audio/2018752582/new-book-examines-assisted-dying-ahead-of-2020-referendum</a>
	Tim Dower	NewsTalk ZB	<a href="https://www.newstalkzb.co.nz/on-air/early-edition/opinion/tim-dower-we-have-to-consider-the-consequences-of-assisted-dying/">https://www.newstalkzb.co.nz/on-air/early-edition/opinion/tim-dower-we-have-to-consider-the-consequences-of-assisted-dying/</a>
30 Jun	Graham Adams	Radio NZ News	<a href="https://www.rnz.co.nz/news/euthanasia-referendum/420114/graham-adams-a-euthanasia-referendum-in-a-pandemic">https://www.rnz.co.nz/news/euthanasia-referendum/420114/graham-adams-a-euthanasia-referendum-in-a-pandemic</a>
6 Jul		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/public-support-legalising-euthanasia-latest-1-news-colmar-brunton-poll-shows">https://www.tvnz.co.nz/one-news/new-zealand/public-support-legalising-euthanasia-latest-1-news-colmar-brunton-poll-shows</a>
	Libby Smales and Jack Havill	Stuff	<a href="https://www.stuff.co.nz/national/politics/opinion/122014956/act-offers-choice-not-compulsion">https://www.stuff.co.nz/national/politics/opinion/122014956/act-offers-choice-not-compulsion</a>
	Serena Jones	Newsroom	<a href="https://www.newsroom.co.nz/living-with-end-of-life-possibilities">https://www.newsroom.co.nz/living-with-end-of-life-possibilities</a>
10 Jul	Caralise Trayes	Newsroom	<a href="https://www.newsroom.co.nz/no-room-for-error-on-assisted-dying">https://www.newsroom.co.nz/no-room-for-error-on-assisted-dying</a>
13 Jul	Matt Burrows	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/07/euthanasia-referendum-explained-everything-you-need-to-know-about-the-end-of-life-choice-bill-decision.html">https://www.newshub.co.nz/home/politics/2020/07/euthanasia-referendum-explained-everything-you-need-to-know-about-the-end-of-life-choice-bill-decision.html</a>
	Cass Marrett and Liam van Eeden	Explainer	<a href="https://www.renews.co.nz/the-euthanasia-referendum/">https://www.renews.co.nz/the-euthanasia-referendum/</a>
	Martyn Bradbury	Daily Blog	<a href="https://thedailyblog.co.nz/2020/07/12/euthanasia-referendum-why-i-cant-vote-for-it-or-against-it/">https://thedailyblog.co.nz/2020/07/12/euthanasia-referendum-why-i-cant-vote-for-it-or-against-it/</a>
20 Jul		Radio NZ	<a href="https://www.rnz.co.nz/national/programmes/sunday/audio/2018755578/new-zealanders-in-favour-of-euthanasia-legislation">https://www.rnz.co.nz/national/programmes/sunday/audio/2018755578/new-zealanders-in-favour-of-euthanasia-legislation</a>
	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300055330/euthanasia-referendum-what-is-assisted-dying-the-end-of-life-choice-vote-explained">https://www.stuff.co.nz/national/health/euthanasia-debate/300055330/euthanasia-referendum-what-is-assisted-dying-the-end-of-life-choice-vote-explained</a>
	Phillipa Malpas	Newsroom	<a href="https://www.newsroom.co.nz/whats-in-a-good-death">https://www.newsroom.co.nz/whats-in-a-good-death</a>
23 Jul	Sinéad Donnelly	Newsroom	<a href="https://www.newsroom.co.nz/underfunding-no-argument-for-assisted-dying">https://www.newsroom.co.nz/underfunding-no-argument-for-assisted-dying</a>

29 Jul	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300057650/end-of-life-choice-referendum-the-arguments-for-and-against-legalising-euthanasia">https://www.stuff.co.nz/national/health/euthanasia-debate/300057650/end-of-life-choice-referendum-the-arguments-for-and-against-legalising-euthanasia</a>
3 Aug		Radio NZ News	<a href="https://www.rnz.co.nz/programmes/the-detail/story/2018756902/what-you-need-to-know-about-election-2020-s-referendums">https://www.rnz.co.nz/programmes/the-detail/story/2018756902/what-you-need-to-know-about-election-2020-s-referendums</a>
	Denise Piper	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300069959/euthanasia-referendum-whangarei-act-candidate-says-yes-vote-will-give-him-choice">https://www.stuff.co.nz/national/health/euthanasia-debate/300069959/euthanasia-referendum-whangarei-act-candidate-says-yes-vote-will-give-him-choice</a>
4 Aug	Judy Bailey	Newsroom	<a href="https://www.newsroom.co.nz/judy-bailey-on-euthanasia">https://www.newsroom.co.nz/judy-bailey-on-euthanasia</a>
5 Aug	Mary Schumacher	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122270505/euthanasia-referendum-why-hospice-nz-went-to-court-over-law">https://www.stuff.co.nz/national/health/euthanasia-debate/122270505/euthanasia-referendum-why-hospice-nz-went-to-court-over-law</a>
	Alex Braae	SpinOff	<a href="https://thespinoff.co.nz/politics/05-08-2020/euthanasia-referendum-questions/">https://thespinoff.co.nz/politics/05-08-2020/euthanasia-referendum-questions/</a>
7 Aug		Radio NZ News	<a href="https://www.rnz.co.nz/news/euthanasia-referendum/422903/end-of-life-choice-act-who-is-eligible-who-makes-the-decisions">https://www.rnz.co.nz/news/euthanasia-referendum/422903/end-of-life-choice-act-who-is-eligible-who-makes-the-decisions</a>
	Melissa James	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122351691/euthanasia-referendum-an-oncologists-perspective">https://www.stuff.co.nz/national/health/euthanasia-debate/122351691/euthanasia-referendum-an-oncologists-perspective</a>
	Amanda Landers	Newsroom	<a href="https://www.newsroom.co.nz/ideasroom/autonomy-coronavirus-and-the-right-to-die">https://www.newsroom.co.nz/ideasroom/autonomy-coronavirus-and-the-right-to-die</a>
10 Aug	Patrick Gower	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/08/euthanasia-referendum-mother-continues-daughters-call-for-legalisation-after-she-suffered-painful-death.html">https://www.newshub.co.nz/home/politics/2020/08/euthanasia-referendum-mother-continues-daughters-call-for-legalisation-after-she-suffered-painful-death.html</a>
	Peter Griffin	Stuff	<a href="https://www.stuff.co.nz/science/300076434/science-and-the-nz-cannabis-and-euthanasia-referendums">https://www.stuff.co.nz/science/300076434/science-and-the-nz-cannabis-and-euthanasia-referendums</a>
11 Aug	Patrick Gower	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/08/euthanasia-referendum-terminal-cancer-patient-reveals-why-she-s-against-legalising-assisted-dying.html">https://www.newshub.co.nz/home/politics/2020/08/euthanasia-referendum-terminal-cancer-patient-reveals-why-she-s-against-legalising-assisted-dying.html</a>
	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/300079176/kiwi-scientist-sean-davison-struck-off-over-role-in-assisted-deaths-in-south-africa">https://www.stuff.co.nz/national/health/300079176/kiwi-scientist-sean-davison-struck-off-over-role-in-assisted-deaths-in-south-africa</a>
14 Aug	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300073069/euthanasia-referendum-what-drugs-are-used-in-assisted-dying-and-how-do-they-work">https://www.stuff.co.nz/national/health/euthanasia-debate/300073069/euthanasia-referendum-what-drugs-are-used-in-assisted-dying-and-how-do-they-work</a>
17 Aug	Deena Coster	Stuff	<a href="https://www.stuff.co.nz/taranaki-daily-news/news/122419863/election-2020-how-will-taranaki-candidates-vote-in-the-cannabis-end-of-life-referendums">https://www.stuff.co.nz/taranaki-daily-news/news/122419863/election-2020-how-will-taranaki-candidates-vote-in-the-cannabis-end-of-life-referendums</a>
	Jonathan Guildford	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122462731/protesters-in-christchurch-march-against-euthanasia-referendum">https://www.stuff.co.nz/national/health/euthanasia-debate/122462731/protesters-in-christchurch-march-against-euthanasia-referendum</a>
18 Aug	Sophie Trigger	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122440740/euthanasia-referendum-a-barbaric-ask-of-medical-professionals-or-an-individual-right">https://www.stuff.co.nz/national/health/euthanasia-debate/122440740/euthanasia-referendum-a-barbaric-ask-of-medical-professionals-or-an-individual-right</a>



24 Aug	Mike Houlahan	Otago Daily Times	<a href="https://www.odt.co.nz/news/decision-2020/no-assistance-euthanasia-hospice">https://www.odt.co.nz/news/decision-2020/no-assistance-euthanasia-hospice</a>
	Mike Houlahan	Otago Daily Times	<a href="https://www.odt.co.nz/news/national/not-free-all-ins-and-outs-new-legislation">https://www.odt.co.nz/news/national/not-free-all-ins-and-outs-new-legislation</a>
26 Aug	Mike Houlahan	Otago Daily Times	<a href="https://www.odt.co.nz/news/decision-2020/euthanasia-referendum-how-would-objection-work">https://www.odt.co.nz/news/decision-2020/euthanasia-referendum-how-would-objection-work</a>
	Louisa Steyl	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122557454/hospice-southland-says-no-to-end-of-life-choice-bill">https://www.stuff.co.nz/national/health/euthanasia-debate/122557454/hospice-southland-says-no-to-end-of-life-choice-bill</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/euthanasia-billboards-vandalised-in-auckland">https://www.tvnz.co.nz/one-news/new-zealand/euthanasia-billboards-vandalised-in-auckland</a>
31 Aug	Mike Houlahan	Otago Daily Times	<a href="https://www.odt.co.nz/news/decision-2020/readers-add-generously-euthanasia-debate">https://www.odt.co.nz/news/decision-2020/readers-add-generously-euthanasia-debate</a>
	Matt Burrows	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/08/euthanasia-referendum-four-experts-explain-which-way-you-should-vote-on-the-end-of-life-choice-bill.html">https://www.newshub.co.nz/home/politics/2020/08/euthanasia-referendum-four-experts-explain-which-way-you-should-vote-on-the-end-of-life-choice-bill.html</a>
	David Williams	Newsroom	<a href="https://www.newsroom.co.nz/explainer-end-of-life-choice-referendum">https://www.newsroom.co.nz/explainer-end-of-life-choice-referendum</a>
	Henry Cooke	Stuff	<a href="https://www.stuff.co.nz/national/politics/300093925/terminally-ill-sir-michael-cullen-backs-euthanasia-yes-vote-says-he-wants-choice-for-himself">https://www.stuff.co.nz/national/politics/300093925/terminally-ill-sir-michael-cullen-backs-euthanasia-yes-vote-says-he-wants-choice-for-himself</a>
	Amelia Wade	Stuff	<a href="https://www.nzherald.co.nz/nz/euthanasia-debate-sir-michael-cullen-urges-kiwis-to-vote-yes-on-end-of-life-choice-act/46HMKU4JASODE5QPOKEJXJWZZY/">https://www.nzherald.co.nz/nz/euthanasia-debate-sir-michael-cullen-urges-kiwis-to-vote-yes-on-end-of-life-choice-act/46HMKU4JASODE5QPOKEJXJWZZY/</a>
		Radio NZ News	<a href="https://www.rnz.co.nz/news/euthanasia-referendum/424707/michael-cullen-publicly-backs-end-of-life-choice-bill">https://www.rnz.co.nz/news/euthanasia-referendum/424707/michael-cullen-publicly-backs-end-of-life-choice-bill</a>
1 Sep	Grant Illingworth	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300095438/euthanasia-referendum-the-proposed-law-isnt-watertight">https://www.stuff.co.nz/national/health/euthanasia-debate/300095438/euthanasia-referendum-the-proposed-law-isnt-watertight</a>
2 Sep	Eva Corlett	Radio NZ News	<a href="https://www.rnz.co.nz/news/euthanasia-referendum/424984/widow-says-assisted-death-would-have-been-a-kinder-option">https://www.rnz.co.nz/news/euthanasia-referendum/424984/widow-says-assisted-death-would-have-been-a-kinder-option</a>
7 Sep	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300066732/euthanasia-referendum-kiwis-of-faith-split-on-end-of-life-choice-act">https://www.stuff.co.nz/national/health/euthanasia-debate/300066732/euthanasia-referendum-kiwis-of-faith-split-on-end-of-life-choice-act</a>
	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300097428/euthanasia-referendum-124-australians-access-assisted-dying-in-first-year">https://www.stuff.co.nz/national/health/euthanasia-debate/300097428/euthanasia-referendum-124-australians-access-assisted-dying-in-first-year</a>
	Frans Dellebeke	Nelson Mail	<a href="https://www.stuff.co.nz/nelson-mail/opinion/300096874/why-hospice-objects-to-proposed-end-of-life-law">https://www.stuff.co.nz/nelson-mail/opinion/300096874/why-hospice-objects-to-proposed-end-of-life-law</a>
9 Sep	John Thwaites	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300102192/euthanasia-referendum-the-right-to-die-or-a-licence-to-kill">https://www.stuff.co.nz/national/health/euthanasia-debate/300102192/euthanasia-referendum-the-right-to-die-or-a-licence-to-kill</a>
	Eva Corlett	Radio NZ News	<a href="https://www.rnz.co.nz/national/programmes/checkpoint/audio/2018762966/i-feel-like-a-burden-sometimes-dying-woman-urges-public-to-say-no-to-euthanasia">https://www.rnz.co.nz/national/programmes/checkpoint/audio/2018762966/i-feel-like-a-burden-sometimes-dying-woman-urges-public-to-say-no-to-euthanasia</a>
10 Sep		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/referendum-explainer-end-life-choice-act">https://www.tvnz.co.nz/one-news/new-zealand/referendum-explainer-end-life-choice-act</a>

	Ellen O'Dwyer	Stuff	<a href="https://www.stuff.co.nz/national/122707819/waikato-doctors-on-euthanasia-crueller-to-offer-the-option-or-deny-the-choice">https://www.stuff.co.nz/national/122707819/waikato-doctors-on-euthanasia-crueller-to-offer-the-option-or-deny-the-choice</a>
11 Sep	Carmen Chan	Newsroom	<a href="https://www.newsroom.co.nz/assisted-dyings-inequity-problem">https://www.newsroom.co.nz/assisted-dyings-inequity-problem</a>
	Libby Smales	Otago Daily Times	<a href="https://www.odt.co.nz/opinion/act-would-mean-fewer-would-suffer-advocate">https://www.odt.co.nz/opinion/act-would-mean-fewer-would-suffer-advocate</a>
14 Sep		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/q-debate-david-seymour-and-alfred-ngaro-legalising-assisted-dying">https://www.tvnz.co.nz/one-news/new-zealand/q-debate-david-seymour-and-alfred-ngaro-legalising-assisted-dying</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/gp-sets-practicalities-end-life-choice-act-if-voted-in-referendum">https://www.tvnz.co.nz/one-news/new-zealand/gp-sets-practicalities-end-life-choice-act-if-voted-in-referendum</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/terminally-ill-new-zealanders-set-their-view-assisted-dying">https://www.tvnz.co.nz/one-news/new-zealand/terminally-ill-new-zealanders-set-their-view-assisted-dying</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/sir-michael-cullens-cancer-responding-well-chemo-he-backs-assisted-dying-bill">https://www.tvnz.co.nz/one-news/new-zealand/sir-michael-cullens-cancer-responding-well-chemo-he-backs-assisted-dying-bill</a>
	Libby Smales	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122738751/limits-to-palliative-care-part-of-case-for-assisted-dying-option">https://www.stuff.co.nz/national/health/euthanasia-debate/122738751/limits-to-palliative-care-part-of-case-for-assisted-dying-option</a>
21 Sep	Tracy Watkins	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300111725/why-i-will-be-voting-no-to-euthanasia">https://www.stuff.co.nz/national/health/euthanasia-debate/300111725/why-i-will-be-voting-no-to-euthanasia</a>
	John Moore	Stuff	<a href="https://www.stuff.co.nz/southland-times/opinion/122795727/we-often-do-death-badly-we-neednt">https://www.stuff.co.nz/southland-times/opinion/122795727/we-often-do-death-badly-we-neednt</a>
		Radio NZ News	<a href="https://www.rnz.co.nz/news/euthanasia-referendum/426514/act-leader-seymour-rejects-bishops-euthanasia-claims">https://www.rnz.co.nz/news/euthanasia-referendum/426514/act-leader-seymour-rejects-bishops-euthanasia-claims</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/experts-discuss-arguments-and-against-assisted-dying-ahead-election-referendum">https://www.tvnz.co.nz/one-news/new-zealand/experts-discuss-arguments-and-against-assisted-dying-ahead-election-referendum</a>
	Andrew MacFarlane	1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/vote-compass-high-number-new-zealanders-support-euthanasia">https://www.tvnz.co.nz/one-news/new-zealand/vote-compass-high-number-new-zealanders-support-euthanasia</a>
	Doug Lilly	Otago Daily Times	<a href="https://www.odt.co.nz/news/decision-2020/those-opposing-euthanasia-are-motivated-compassion#:~:text=A%20fundamental%20principle%20of%20hospice,services%20has%20drawn%20mixed%20responses.">https://www.odt.co.nz/news/decision-2020/those-opposing-euthanasia-are-motivated-compassion#:~:text=A%20fundamental%20principle%20of%20hospice,services%20has%20drawn%20mixed%20responses.</a>
23 Sep	Tamisha Jowsey	Newsroom	<a href="https://www.newsroom.co.nz/ideasroom/searching-for-a-good-death-from-our-doctors">https://www.newsroom.co.nz/ideasroom/searching-for-a-good-death-from-our-doctors</a>
	Colin Gavaghan	SpinOff	<a href="https://thespinoff.co.nz/society/23-09-2020/the-end-of-life-choice-bill-is-safer-than-many-of-our-current-critical-care-laws/">https://thespinoff.co.nz/society/23-09-2020/the-end-of-life-choice-bill-is-safer-than-many-of-our-current-critical-care-laws/</a>
24 Sep	Robyn Hunt	SpinOff	<a href="https://thespinoff.co.nz/society/24-09-2020/why-are-we-considering-assisted-dying-in-a-pandemic/">https://thespinoff.co.nz/society/24-09-2020/why-are-we-considering-assisted-dying-in-a-pandemic/</a>
25 Sep	Collin Tukuitonga	Newsroom	<a href="https://www.newsroom.co.nz/ideasroom/euthanasias-clash-with-pacific-worldview">https://www.newsroom.co.nz/ideasroom/euthanasias-clash-with-pacific-worldview</a>

	Lucy Warhurst	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/09/controversial-euthanasia-ads-accused-of-being-designed-to-mislead-and-create-fear.html">https://www.newshub.co.nz/home/politics/2020/09/controversial-euthanasia-ads-accused-of-being-designed-to-mislead-and-create-fear.html</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/1-news-colmar-brunton-poll-support-cannabis-legalisation-dropping-end-life-choice-remains-steady-v1">https://www.tvnz.co.nz/one-news/new-zealand/1-news-colmar-brunton-poll-support-cannabis-legalisation-dropping-end-life-choice-remains-steady-v1</a>
29 Sep	John Gibb	Otago Daily Times	<a href="https://www.odt.co.nz/news/decision-2020/prediction-%E2%80%98yes%E2%80%99-vote-referendum">https://www.odt.co.nz/news/decision-2020/prediction-%E2%80%98yes%E2%80%99-vote-referendum</a>
	Ben Gray	Newsroom	<a href="https://www.newsroom.co.nz/ideasroom/assisted-dying-an-opportunity-cost">https://www.newsroom.co.nz/ideasroom/assisted-dying-an-opportunity-cost</a>
1 Oct	Alex Perrottet	Radio NZ News	<a href="https://www.rnz.co.nz/national/programmes/checkpoint/audio/2018766138/how-much-do-new-zealanders-know-about-euthanasia-law-details">https://www.rnz.co.nz/national/programmes/checkpoint/audio/2018766138/how-much-do-new-zealanders-know-about-euthanasia-law-details</a>
	Sarah Nealon	Stuff	<a href="https://www.stuff.co.nz/entertainment/tv-radio/122939004/patrick-gower-will-host-euthanasia-debate-many-people-dont-know-what-they-are-voting-on">https://www.stuff.co.nz/entertainment/tv-radio/122939004/patrick-gower-will-host-euthanasia-debate-many-people-dont-know-what-they-are-voting-on</a>
2 Oct	Bruce Tsai and David Menkes	Newsroom	<a href="https://www.newsroom.co.nz/ideasroom/a-highly-contentious-balancing-act">https://www.newsroom.co.nz/ideasroom/a-highly-contentious-balancing-act</a>
	Isaac Davison	NZ Herald	<a href="https://www.nzherald.co.nz/nz/election-2020-the-end-of-life-choice-referendum-debated-on-newstalk-zb/ERBG7IV4NXMQVQD73HJW4W6EQU/">https://www.nzherald.co.nz/nz/election-2020-the-end-of-life-choice-referendum-debated-on-newstalk-zb/ERBG7IV4NXMQVQD73HJW4W6EQU/</a>
	Dan Satherley	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/10/euthanasia-referendum-supporter-says-end-of-life-choice-act-will-increase-life-not-shorten-it.html">https://www.newshub.co.nz/home/politics/2020/10/euthanasia-referendum-supporter-says-end-of-life-choice-act-will-increase-life-not-shorten-it.html</a>
	Jessica Young	The Conversation	<a href="https://theconversation.com/assisted-dying-referendum-people-at-the-end-of-their-lives-say-it-offers-a-good-death-144112">https://theconversation.com/assisted-dying-referendum-people-at-the-end-of-their-lives-say-it-offers-a-good-death-144112</a>
5 Oct		NZ Herald	<a href="https://www.nzherald.co.nz/nz/euthanasia-referendum-all-you-need-to-know-before-the-vote-on-october-17/3K7XTZ32CR6JN5U6MKWUJXUGLA/">https://www.nzherald.co.nz/nz/euthanasia-referendum-all-you-need-to-know-before-the-vote-on-october-17/3K7XTZ32CR6JN5U6MKWUJXUGLA/</a>
6 Oct	Alex Braae	SpinOff	<a href="https://thespinoff.co.nz/politics/05-10-2020/complaint-laid-after-assisted-dying-vote-no-flyers-found-in-official-easyvote-packs/">https://thespinoff.co.nz/politics/05-10-2020/complaint-laid-after-assisted-dying-vote-no-flyers-found-in-official-easyvote-packs/</a>
	Phil White	Otago Daily Times	<a href="https://www.odt.co.nz/opinion/decision-will-have-far-reaching-implications-society">https://www.odt.co.nz/opinion/decision-will-have-far-reaching-implications-society</a>
	Erich Kusel	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/122984829/euthanasia-referendum-a-gps-perspective-on-the-end-of-life-choice-act">https://www.stuff.co.nz/national/health/euthanasia-debate/122984829/euthanasia-referendum-a-gps-perspective-on-the-end-of-life-choice-act</a>
7 Oct	Vita Molyneux	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/10/group-opposed-to-end-of-life-choice-act-claims-to-have-no-idea-how-its-flyers-ended-up-inside-electoral-commission-envelopes-says-manager.html">https://www.newshub.co.nz/home/politics/2020/10/group-opposed-to-end-of-life-choice-act-claims-to-have-no-idea-how-its-flyers-ended-up-inside-electoral-commission-envelopes-says-manager.html</a>
		Radio NZ News	<a href="https://www.rnz.co.nz/news/euthanasia-referendum/427696/vote-safe-flyers-found-in-easyvote-envelopes">https://www.rnz.co.nz/news/euthanasia-referendum/427696/vote-safe-flyers-found-in-easyvote-envelopes</a>
	David Williams	Newsroom	<a href="https://www.newsroom.co.nz/a-question-of-life-and-how-to-die">https://www.newsroom.co.nz/a-question-of-life-and-how-to-die</a>

	Jo Lines-MacKenzie	Stuff	<a href="https://www.stuff.co.nz/national/122943931/palliative-care-doctor-sees-change-ahead-of-end-of-life-referendum">https://www.stuff.co.nz/national/122943931/palliative-care-doctor-sees-change-ahead-of-end-of-life-referendum</a>
	Caroline Ansley	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300125398/euthanasia-referendum-the-end-of-life-choice-act-trusts-doctors-too-much">https://www.stuff.co.nz/national/health/euthanasia-debate/300125398/euthanasia-referendum-the-end-of-life-choice-act-trusts-doctors-too-much</a>
8 Oct	Alex Braae	SpinOff	<a href="https://thespinoff.co.nz/politics/07-10-2020/anti-euthanasia-flyers-in-easyvote-packs-new-complaints-emerge/">https://thespinoff.co.nz/politics/07-10-2020/anti-euthanasia-flyers-in-easyvote-packs-new-complaints-emerge/</a>
	Kevin Campbell	Stuff	<a href="https://www.stuff.co.nz/national/politics/opinion/300126542/referendum-not-about-euthanasia-but-a-specific-piece-of-legislation">https://www.stuff.co.nz/national/politics/opinion/300126542/referendum-not-about-euthanasia-but-a-specific-piece-of-legislation</a>
	Jamie Ensor	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/10/euthanasia-advocate-says-referendum-about-giving-people-choice-in-emotional-interview.html">https://www.newshub.co.nz/home/politics/2020/10/euthanasia-advocate-says-referendum-about-giving-people-choice-in-emotional-interview.html</a>
	Carmen Hall	NZ Herald	<a href="https://www.nzherald.co.nz/bay-of-plenty-times/news/carmen-hall-on-euthanasia-i-watched-my-dad-and-sister-slowly-die-heres-how-i-will-vote/TL5J5EONCAEVEQEMNKZ6ER5E7M/">https://www.nzherald.co.nz/bay-of-plenty-times/news/carmen-hall-on-euthanasia-i-watched-my-dad-and-sister-slowly-die-heres-how-i-will-vote/TL5J5EONCAEVEQEMNKZ6ER5E7M/</a>
9 Oct	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300122670/euthanasia-referendum-terminally-ill-nz-ers-on-the-end-of-life-choice-act">https://www.stuff.co.nz/national/health/euthanasia-debate/300122670/euthanasia-referendum-terminally-ill-nz-ers-on-the-end-of-life-choice-act</a>
	Dominic Godfrey	Radio NZ News	<a href="https://www.rnz.co.nz/news/political/427893/euthanasia-referendum-divides-pacific-community-along-generational-lines">https://www.rnz.co.nz/news/political/427893/euthanasia-referendum-divides-pacific-community-along-generational-lines</a>
12 Oct	Crystal Wu	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/10/nz-election-2020-electoral-commission-adamant-anti-euthanasia-flyers-weren-t-added-to-easyvote-packs.html">https://www.newshub.co.nz/home/politics/2020/10/nz-election-2020-electoral-commission-adamant-anti-euthanasia-flyers-weren-t-added-to-easyvote-packs.html</a>
		Radio NZ News	<a href="https://www.rnz.co.nz/news/national/427991/electoral-commission-anti-euthanasia-flyers-not-included-in-easyvote-packs">https://www.rnz.co.nz/news/national/427991/electoral-commission-anti-euthanasia-flyers-not-included-in-easyvote-packs</a>
	Hirini Kaa	E-Tangata	<a href="https://e-tangata.co.nz/comment-and-analysis/no-law-is-racism-proof/">https://e-tangata.co.nz/comment-and-analysis/no-law-is-racism-proof/</a>
	Richard McLeod	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300128343/euthanasia-referendum-lawyer-believes-end-of-life-choice-act-could-be-bullys-playground">https://www.stuff.co.nz/national/health/euthanasia-debate/300128343/euthanasia-referendum-lawyer-believes-end-of-life-choice-act-could-be-bullys-playground</a>
	Roslyn Metcalfe	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/123039118/euthanasia-referendum-im-part-of-the-disabled-community-how-dare-you-speak-for-me">https://www.stuff.co.nz/national/health/euthanasia-debate/123039118/euthanasia-referendum-im-part-of-the-disabled-community-how-dare-you-speak-for-me</a>
	Emma Riussell	NZ Herald	<a href="https://www.nzherald.co.nz/nz/election-2020-euthanasia-referendum-former-whanganui-nurse-lesley-martin-recalls-her-lowest-moment-in-prison/7Q2N735BK6ZJWW2X7OYXN5EQ2Y/">https://www.nzherald.co.nz/nz/election-2020-euthanasia-referendum-former-whanganui-nurse-lesley-martin-recalls-her-lowest-moment-in-prison/7Q2N735BK6ZJWW2X7OYXN5EQ2Y/</a>
	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300095509/euthanasia-referendum-where-prominent-kiwis-stand-on-the-end-of-life-choice-act">https://www.stuff.co.nz/national/health/euthanasia-debate/300095509/euthanasia-referendum-where-prominent-kiwis-stand-on-the-end-of-life-choice-act</a>
13 Oct	Matt Vickers	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300128648/euthanasia-referendum-lecretia-seales-widower-says-we-must-vote-to-stop-peoples-pain">https://www.stuff.co.nz/national/health/euthanasia-debate/300128648/euthanasia-referendum-lecretia-seales-widower-says-we-must-vote-to-stop-peoples-pain</a>

	Miles Williams	Newsroom	<a href="https://www.newsroom.co.nz/what-i-have-seen-as-a-cardiologist-has-changed-my-mind">https://www.newsroom.co.nz/what-i-have-seen-as-a-cardiologist-has-changed-my-mind</a>
	Caroline Ansley	Otago Daily Times	<a href="https://www.odt.co.nz/opinion/doctors-do-not-have-magical-powers">https://www.odt.co.nz/opinion/doctors-do-not-have-magical-powers</a>
	Philip Patston	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/123056782/euthanasia-referendum-dont-oppose-the-end-of-life-choice-act-lobby-for-a-better-support-system">https://www.stuff.co.nz/national/health/euthanasia-debate/123056782/euthanasia-referendum-dont-oppose-the-end-of-life-choice-act-lobby-for-a-better-support-system</a>
	Chelsea Daniels	NZ Herald	<a href="https://www.nzherald.co.nz/nz/the-end-of-life-choice-euthanasia-referendum-a-tale-of-two-heathers/ALMVFAHEVHK2G6QDJ3TP3XVI5Q/">https://www.nzherald.co.nz/nz/the-end-of-life-choice-euthanasia-referendum-a-tale-of-two-heathers/ALMVFAHEVHK2G6QDJ3TP3XVI5Q/</a>
	Kim Baker Wilson	1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/kiwi-convicted-mothers-death-hopes-pardon-if-euthanasia-referendum-passes">https://www.tvnz.co.nz/one-news/new-zealand/kiwi-convicted-mothers-death-hopes-pardon-if-euthanasia-referendum-passes</a>
14 Oct	Carolyne Meng-Yee	NZ Herald	<a href="https://www.nzherald.co.nz/nz/lecretia-seales-parents-on-voluntary-euthanasia-and-her-legacy/WIJAP745W36X67MEZPIX6DFMLI/">https://www.nzherald.co.nz/nz/lecretia-seales-parents-on-voluntary-euthanasia-and-her-legacy/WIJAP745W36X67MEZPIX6DFMLI/</a>
15 Oct	Ian Powell	Second Opinion	<a href="https://www.scoop.co.nz/stories/HL2010/S00080/a-good-death-is-the-issue-not-euthanasia.htm">https://www.scoop.co.nz/stories/HL2010/S00080/a-good-death-is-the-issue-not-euthanasia.htm</a>
	Carmen Parahi	Stuff	<a href="https://www.stuff.co.nz/pou-tiaki/300131423/euthanasia-referendum-concern-end-of-life-choice-act-created-by-middle-class-pkeh-to-the-detriment-of-mori">https://www.stuff.co.nz/pou-tiaki/300131423/euthanasia-referendum-concern-end-of-life-choice-act-created-by-middle-class-pkeh-to-the-detriment-of-mori</a>
	Aileen Collier	Newsroom	<a href="https://www.newsroom.co.nz/ideasroom/how-much-choice-in-assisted-dying-bill">https://www.newsroom.co.nz/ideasroom/how-much-choice-in-assisted-dying-bill</a>
	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300118864/euthanasia-referendum-disabled-new-zealanders-concerned-about-assisted-dying-act">https://www.stuff.co.nz/national/health/euthanasia-debate/300118864/euthanasia-referendum-disabled-new-zealanders-concerned-about-assisted-dying-act</a>
		NZ Herald	<a href="https://www.nzherald.co.nz/nz/election-2020-former-prime-minister-sir-john-key-says-he-will-vote-yes-in-euthanasia-referendum/HVLOL3QE73JMSKOW2ZNVRPJL64/">https://www.nzherald.co.nz/nz/election-2020-former-prime-minister-sir-john-key-says-he-will-vote-yes-in-euthanasia-referendum/HVLOL3QE73JMSKOW2ZNVRPJL64/</a>
	Martyn Bradbury	Daily Blog	<a href="https://thedailyblog.co.nz/2020/10/14/why-i-am-abstaining-from-the-euthanasia-referendum/">https://thedailyblog.co.nz/2020/10/14/why-i-am-abstaining-from-the-euthanasia-referendum/</a>
	Dion Howard	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/123070527/would-legal-assisted-dying-add-to-our-dire-suicide-figures">https://www.stuff.co.nz/national/health/euthanasia-debate/123070527/would-legal-assisted-dying-add-to-our-dire-suicide-figures</a>
	Mark Quinlivan	NewsHub	<a href="https://www.newshub.co.nz/home/politics/2020/10/euthanasia-referendum-blood-cancer-sufferer-s-emotional-appeal-on-end-of-life-choice-act.html">https://www.newshub.co.nz/home/politics/2020/10/euthanasia-referendum-blood-cancer-sufferer-s-emotional-appeal-on-end-of-life-choice-act.html</a>
16 Oct	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300133192/euthanasia-referendum-poll-shows-majority-of-mori-voters-support-assisted-dying">https://www.stuff.co.nz/national/health/euthanasia-debate/300133192/euthanasia-referendum-poll-shows-majority-of-mori-voters-support-assisted-dying</a>
	Meriana Johnsen	Radio NZ News	<a href="https://www.rnz.co.nz/news/te-manu-korihi/428437/maori-roll-voters-split-over-end-of-life-choice-bill-poll">https://www.rnz.co.nz/news/te-manu-korihi/428437/maori-roll-voters-split-over-end-of-life-choice-bill-poll</a>
	Hannah Martin	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/300115647/euthanasia-referendum-who-is-lobbying-for-and-against-the-end-of-life-choice-act">https://www.stuff.co.nz/national/health/euthanasia-debate/300115647/euthanasia-referendum-who-is-lobbying-for-and-against-the-end-of-life-choice-act</a>
		1 News	<a href="https://www.tvnz.co.nz/one-news/new-zealand/chloe-swarbrick-and-simeon-brown-offer-different-views-upcoming-referendums">https://www.tvnz.co.nz/one-news/new-zealand/chloe-swarbrick-and-simeon-brown-offer-different-views-upcoming-referendums</a>

	Rachel Wiseman	Stuff	<a href="https://www.stuff.co.nz/national/health/euthanasia-debate/123080757/euthanasia-referendum-lets-change-the-way-we-think-about-death-before-we-change-the-law">https://www.stuff.co.nz/national/health/euthanasia-debate/123080757/euthanasia-referendum-lets-change-the-way-we-think-about-death-before-we-change-the-law</a>
	Rosemary McLeod	Stuff	<a href="https://www.stuff.co.nz/opinion/123094905/the-rich-dont-have-to-worry-about-how-long-they-can-afford-to-live">https://www.stuff.co.nz/opinion/123094905/the-rich-dont-have-to-worry-about-how-long-they-can-afford-to-live</a>



