

**BBC**

ELECTION 2015



# PUBLICITY AND MEDIA COVERAGES



# BBC NEWS PUBLICITY - ELECTION 2015

- 20 interviews placed across national newspapers and magazines
- 3 comment pieces published from news talent
- Launched network news programme *Victoria Derbyshire*
- 7 interviews on BBC accountability programmes
- 2 media rooms supporting election television set-pieces
- Issued transcripts for leader interviews and debates
- BBC News election publicity appeared in 15 publications:

**Mail**Online

**BuzzFeed**

  
**THE SUNDAY TIMES**

**The Telegraph**

**METRO**

**TheObserver**

**THE SPECTATOR**

**SUNDAY EXPRESS**

**RadioTimes**

**NewStatesman**

**theguardian**

  
**THE INDEPENDENT**

**GLAMOUR**

**London Evening Standard**

**Broadcast**

# BBC PROGRAMMES AND PRESENTER PUBLICITY

Daily Mail John Humphrys comment - March 2

## PANORAMA

### The Telegraph

Home Video News World Sport Finance Comment Culture Travel Life Women Fashion Luxur  
 Politics Election 2015 Investigations Obits Education Science Earth Weather Heal  
 Conservatives Liberal Democrats Labour Political Parties Scottish Politics Local Election

#### Nate Silver's General Election prediction: Labour faces wipeout at hands of SNP and Ukip will have just one MP

Nate Silver, the world's most respected pollster, says that the Tories will win the most seats but no party is likely to have enough MPs to form a majority



“And something has changed in Britain - more voters than ever are ill at ease, or downright disillusioned, with the established parties”

John Humphrys

779 shares on social media

829 shares on social media

Circulation 1,631,117

Daily Mail, Monday, March 2, 2015

OW'S the election campaign been for you so far? Or, rather, the phoney campaign. Maybe you're relishing every backbiting moment of it or maybe you're barely aware it's begun. Though we won't be marking our ballot papers until May 7, the parties have already been hammering away at each other for almost two months in the search for votes. Unsurprising perhaps, given that the rise of Ukip in the South and the SNP in Scotland — as well as the Tories, who poll higher than the Lib Dems — makes this the most unpredictable General Election in modern history.

The question is why these smaller parties are finding so much traction among the populace. It's clear that voters hate the midday point-scoring that politicians so love. There is also a strong sense they are often outmanoeuvred rather than treated as serious people.

Some would argue it's the appeal of the new party leaders, or their policies, which are building them, but there is another way of explaining it.

Political movements do not create change in society; they respond to them. And something has changed in Britain — since voters had ever as it seems, or downright disillusioned, with the established parties.

Forty years ago, Norman Kirk, who was then the Prime Minister of New Zealand, tried to define what people want from life and, by extension, what they seek in a political leader.

We don't want much, he said, just someone to lead, someone to live, somewhere to work and something to hope for.

He was talking not so much about politics as about fundamental human needs, but he intended it to carry political meaning.

These four requirements have helped to define the good life in Britain for generations.

I grew up in a post-war world where austerity was measured with a different set of scales from those we use today.

Like most houses in the area, mine had no indoor lavatory. Central heating was unobtainable. The only hot child in my neighbourhood was the arm of the local butcher, and many of my friends were severely undernourished.

My parents talked about the 'man from the village' who descended to know from a widowed neighbour why he was making his acquaintance, because when he inspected her house he found she had four chairs at the kitchen table, but only one child. 'Couldn't she have sold the other two?'

And yes, that reasonable expectation described by Norman Kirk was still strong then, I never doubted for a moment that I'd get a job when I left school so that one day I would be able to buy a house. And my parents never doubted that I and my siblings would be better off than them.



# How this furious seaside town grows the vote to bring the election

by John Humphrys

former PM of New Zealand Norman Kirk, and the reason why I have been spending so much time recently in Lowestoft fishing for the BBC's Panorama programme.

In that final month before the start of the campaign proper, Panorama is putting aside its usual diet of hard-edged investigation and, using Kirk's four human, is trying to paint a picture of Britain that is as much emotional as factual.

Lowestoft may not be the first town you'd choose to look for hope. Politically it's fascinating, because it's one of those belatedly recognised towns that have not only made it in the 36 years, the party that has won Lowestoft has won Westminster.

But, if the polls are to be believed, this election might be the one that breaks the town of the East Coast.

From Clapton to Chesterport, the seaside towns of the East Coast appear to be looking for a new saviour. And that saviour may well be clad in Ukip colours.

Such is the distillation that the three traditional parties that in the Lowestoft district in last May's European elections, Ukip gained nearly 50 per cent more votes than the Tories, with Labour and others even further behind.

Why Fishing — the industry that sustained the town over the generations — is dying, if not dead.

One of the most haunting sights on the coastlines of the Suffolk town is what locals call the flats: an acre of land on the seashore covered with frames built from sturdy timbers where the huge drift nets were hung to dry. No nets hang there today.

A century ago, there were more than 400 trawlers and drift netters registered to operate out of here. Now, just ten boats remain; some inshore vessels no more than ten

metres long. Their shippers fish the way snipe have fished for millennia: lines hung over the sides of the boat with baited hooks. This is a hard way to earn a living.

I went out with Steve Wrightman, whose family have been working these waters for at least 200 years. A vicious north-east wind made the sea too rough to catch anything, and I was about to bail when it was decided to return to port, but Steve wasn't complaining.

As he said, real fishermen don't complain about the weather; they live with it.

But I heard many complaints at the weekly fish auction on the quayside — all summed up in a few words: Europe's fishing regulations, and the limited quotas they impose on each nation in terms of what species they can catch and how much of it.

Steve's wife, Emma, told me: 'You can cope with the weather and you can cope with the rules and getting up at two in the morning in the freezing cold, but you can't cope with throwing half your day's catch back into the sea when you've got bills to pay and children to feed. And that's what we're up against.'

Do they believe the Coalition is fighting tooth and nail on their behalf against Brussels?

The dramatic show of support here for Ukip's anti-EU message is the clearest possible answer.

OWESTOFT has another reason for its anger. A bridge is the perfect metaphor for hope: it overcomes an obstacle. But several times a day, the town grinds to a halt because the only bridge across the harbour that joins the two halves of the town has to be raised to allow ships through.

Everytime across there is a desperate need for a new one, but politicians from across the spectrum and all the way to Westminster have been arguing about it for 46 years, and still nothing happens.

The disenchantment such issues provoke is what should worry members of the old political establishments. If they ever manage to spend longer than ten minutes on flying visits to towns such as Lowestoft — towns that are geographically isolated and struggling to rebuild their futures on the ruins of dying industries.

Not one of the people I spoke to in Lowestoft had anything but disdain for the traditional parties.

Maybe the people here will get new ideas one day, but there is a powerful sense that their problems will be solved in spite of politicians rather than because of them.

There is also suspicion that too many politicians subscribe to what has become a fashionable view in some metropolitan circles: that towns like theirs represent a Britain that's going nowhere and that should be ignored.

Added to that the banter in many corners of the country that the political establishment is hypocrite scoring points in the House of Commons and patronising the electorate with mememediated dogmas — such as calling them 'everyday folk' — and you end up with a pretty toxic brew.

How are you ruling classes to remind themselves how much hope matters might prove a useful antidote. They could, at least, start by clapping out Norman Kirk's old speech.

© PATRICIA WARD/What Britain Wants, BBC2, tonight, 8.30pm.

“Andrew Neil is currently the best political interviewer the BBC has got” **Radio Times**

The Times Daily Politics Debates - April 13

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Watch: Iain Duncan Smith admits the Tories haven't "done the work" on their £12bn welfare cuts plan  
What happened to hardworking people?

BY MEDIA MOLE | PUBLISHED 3 MAY 2014 13:00



The Tories think they are the party of hardworking people, hardworking families, workers versus shirkers, strivers versus skivers.

How embarrassing then that their Work and Pensions Secretary, evil suited egg Iain Duncan Smith, admits his party hasn't "done the work" on their next round of spending cuts.

For a while the Conservatives have been dodging the question about where their projected £12bn of cuts to the welfare bill are going to fall. And apparently that's because they actually have no idea.

Watch his admission on the BBC's *Daily Politics* welfare debate here:



**Tristram Hunt: Education Secretaries can send their kids private**

James Forsyth | Follow @jforsth

23 April 2015 16:17 @ 40 comments



In the *Daily Politics* education debate just now on the BBC, Tristram Hunt declared that it was acceptable for an Education Secretary to send their own child to private school. Under questioning from Andrew Neil, Hunt said that it was fine in certain circumstances. The other members of the panel—including Nicky Morgan and David Laws—then agreed with Hunt's statement.



Hunt's remarks are politically brave. Those on the hand left will take issue with his statement as they did with Ruth Kelly, who was one of the Blair's education secretaries, when she chose to send her son to a private school.

Hunt also made news with his declaration that he would fire any 'unqualified teacher' who was not qualified or taking a qualification by 2020. Labour and the Liberal Democrats' obsession with Qualified Teacher Status really is quite odd, surely what matters is how good a teacher someone is?

‘Politicians are frightened of me’

ANDREW NEIL BBC  
The man on the margins is finally coming in from the cold, says Steve Hewlett

ANDREW NEIL is currently the best political interviewer the BBC has got. At least, that's the view of almost everyone I've spoken to - inside the corporation and out - who point to his encyclopaedic knowledge of politics, his obvious fascination with and interest in his subject, the sheer amount of preparation he does and, critically, his forensic approach. And, according to the *Daily Mail* on the morning we meet at its BBC Millbank studio in Westminster, so does the Queen: Her Majesty, apparently, keeps up with the rough and tumble of the election by tuning in to Neil's *Daily Politics* on weekdays BBC2 - with a pre-launch gin and Dubonnet served at half-time.

A story too good to check, says Neil, who is almost frenetically busy between the last week of March and election day on 7 May, and taking into account his *Sunday Politics*, *This Week* and a string of "mini-debates" running on BBC2, he reckons he will have presented 65 programmes. But here's the thing - they're mostly on BBC2 and nearly all as Neil puts it jolly, but with intent, "on the periphery of the schedule". Other references to "plopping away at a lonely furore" and being "unappreciated", all delivered with self-deprecating good humour, point to an uncomfortable truth about the way the BBC really feels about Neil. As one senior executive described it to me, "Millbank marginal rather than mainstream". But at election time, when politics moves mainstream, there is a tangible sense that Neil and his programmes don't.

And there is history here. Back in the early 1990s, after Neil's exit from the Murdoch empire - where he had been a pretty successful and high-profile editor of *The Sunday Times* - it looked as if a second career in broadcasting might beckon. But some in the corporation were suspicious of an outsider with Murdoch connections and views some way to the right of the liberal BBC consensus of the time. Neil remembers the "palpable hostility" he encountered as a guest presenter of *Newsnight* in 1995. Other opportunities, too, including



PARITY TIME  
Hosting the BBC celebrity boat in 2010, with David Stewart and Jim Callaghan

debates and even the BBC's election-night coverage. The man himself, however, couldn't be more gracious. "I would love to have done that. But there is already someone in position, who is probably the world's leading presenter of election shows, called Mr Dimbleby. He's been great at it and does it fantastically well." There's also praise for Evan Davis. "I have a kind of west of Scotland head-banging approach," says Neil. "Evan is much more sophisticated... And of his situation now: 'I harbour no further territorial ambitions.' But you can't help but sense these are opportunities he wishes had gone his way.

And so it is that in spite of rave reviews, Neil has never been given a chance at the highest-profile election roles. And there are many people - again, inside the BBC and out - who think that at the very least he should have been given the BBC's leader interviews, which used to be conducted by David Dimbleby, then by Jeremy Paxman and now by Evan Davis. Not to mention hosting the election

NOT THAT THERE'S ANY suggestion that this is holding him back. In the midst of the closest campaign anyone can remember, Neil's in his element. Here he is on the Tories: "It's an odd one - a messy campaign. In any previous postwar election, if the Government had the set of economic indicators that this Government has got, which are unprecedented, all the talk would be of a landslide. So why isn't it? "I think the Conservatives still face a big problem in big parts of the country that their brand is toxic...they are in danger of becoming a regional party of the South East."

And how about Labour? "I think the Labour rank and file will be pretty pleased with the way things are going just now. But Scotland is a major worry for them." Whereas it took the

Tories a generation - from 1955, when they were the biggest party in Scotland, to 1997, when they had no MPs at all... Labour might be about to achieve that in just six months... This is a major phenomenon."

And David Cameron and Ed Milliband? "In this election, Mr Cameron (and Neil) was reported, once described as the first Tory leader since Margaret Thatcher not to have him "reaching for the sick bag" - he says this must have been before he signed his BBC contract.) is stronger than the Tory brand and Labour's stronger than the Milliband brand." And what of the wrangles over the TV election debates? "Maybe we need a US-style debates commission to call the shots," he says. "Separate from the parties and the broadcasters."

Interestingly, in spite of numerous attempts to book them, neither Cameron nor Milliband (nor George Osborne) has dared to venture into a one-on-one interview with Neil. Does he take that personally? "In some ways it's a badge of pride. One prominent person in the Milliband campaign said to me only yesterday: 'None of

'The Conservatives risk becoming a regional party of the South East'

them - including my man - will come on because they're frightened of you." So that nice. It doesn't help the voter, though!

Does Neil think Paxman's "why is this lying \*\*\*\*" lying to me?" approach is the best one? "No, you see, unlike some interviewers, I love politics... overall I'm not anti-politicians at all. I recognise they are more important than me." Do you ever get genuinely angry with them? "Yes - when politicians sap-space around a question the viewer has every right to expect to be answered."

At least on this election night Neil will finally get a seat at the BBC's election programme top table - albeit the one vacated by Paxman - doing on-the-minute interviews and analysis. And at 6am he'll dash from the studio to College Green opposite Parliament to begin the process of unspiking what the result means.

Which, considering where he was at the last election, in 2010 - aboard the BBC's so-called "Ship of Fools", looking about on the Thames with only intermittent electricity - must be a move in the right direction? "I'm an insular insider - definitely not... but I don't think you could call me an outsider."

Steve Hewlett presents The Media Show on Wednesday at 5pm Radio 4

The road to No 10 News  
Mini TV debates to lay bare secrets of the coalition

Francis Elliott Political Editor

The secrets of the outgoing government are set to be laid bare as former coalition colleagues turn against one another in a series of television debates between Cabinet contenders.

Lib Dem ministers have already revealed some of the behind-the-scenes discussions, including a claim that a Tory minister admitted privately that the party was "for the bosses".

The allegation by Danny Alexander, the chief secretary to the Treasury, whose close working relationship with George Osborne was once hailed as the gold standard of the parties' co-operation, is part of a wider Liberal Democrat strategy to differentiate themselves from the Tories.

More dirty laundry could be aired in the nine hour-long television debates starting next Monday on BBC Two that will pit other former coalition colleagues against one another, as well as against representatives from Labour and two minor parties on each show.

Potential party leadership candidates, including Theresa May, Nicky Morgan, Yvette Cooper and Andy Burnham, will have the chance to parade their abilities during the debates that cover foreign affairs, health, defence, the economy and other areas.

One notable absence will be Ed Balls, the shadow chancellor, who pulled out of a clash with Mr Osborne when the BBC refused to accept his demand that he be allowed a head-to-head debate with his rival for No 10.

Andrew Neil, who will moderate the debates, suggested yesterday that the shadow chancellor was "chicken". The format of the *Daily Politics* election debates means that the risks for the politicians are unusually high. After an opening statement - given in an order chosen by drawing lots - the candidates face a grilling from Mr Neil and the main BBC reporter in the relevant field.

Among those most closely scrutinised will be Tim Farron, the Lib Dem's newly appointed foreign affairs spokesman. Mr Farron, the target of some internal briefing, was said last month to be receiving "Sarah Palin-style"



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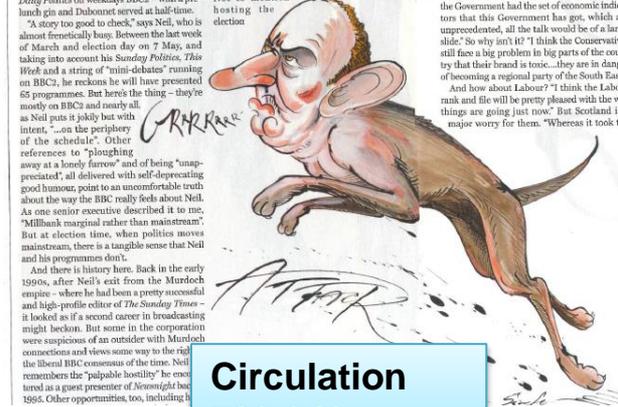
On tablet and at thetimes.co.uk/politics

information sessions to fill in gaps in his knowledge.

Other eagerly anticipated moments will include Michael Fallon's first appearance on a platform with a Labour politician since he accused Ed Milliband of being prepared to "stab the country in the back" as he had "stabbed his brother" by running against him for the leadership. Labour will expect Vernon Coaker, its defence spokesman, to seek vengeance for that incendiary claim.

The debate on the future of the health service is notable because it features three potential candidates to run for their parties' leadership after the election - Jeremy Hunt, Andy Burnham and Norman Lamb.

A BBC spokesman said that the exact balance of which minor parties were invited to the five-way clashes had been struck with regard to Oxford rulings on due prominence during election campaigns. Ukip appear in all but one, the Greens in seven while the SNP have been invited to three.



Circulation 783,042

“More dirty laundry could be aired in the nine-hour long television debates starting next Monday on BBC Two that will pit other former coalition colleagues against one another...”  
The Times

Circulation 393,826



# VICTORIA DERBYSHIRE interviewed about her news programme and career

Bolton News Weekend - April 18



Circulation  
486,025

The Telegraph - April 27



**“Victoria Derbyshire’s news, comment and interview-led show is a big departure both for her and for the BBC.. it is broadcast simultaneously on BBC Two and the BBC News channel every day. That’s almost 10 hours of high-visibility broadcasting. Derbyshire is suddenly the word made flesh”**

*As election day approaches, broadcaster Victoria Derbyshire talks about the challenges of stepping out of her comfort zone on radio for the front line of digital television news*

**“It’s more difficult to get answers from the politicians this time... They don’t want to put a foot wrong because the polls are so close. But it does feel stale. Access is harder.”**



**Allegra Stratton**  
Newsnight political editor

**What are the main issues you'll be grilling politicians on this year?**  
The EU, the over-65s, the under-35s. Labour wants to talk about the NHS. Tories, the economy. I want them to talk about everything else.  
**What's the best way to phrase a question to a politician?**  
Wages haven't gone up since the mid-2000s. I want to know how people are going to make a living and which skills they'll need.  
**Which topics interest you personally?**  
It'll sound a bit spotty, but I've never had a May when I wasn't getting excited about some sort of polling stat. It's a bit like studying earthquakes: you become interested in all the layers that caused it.  
**Are there any topics you dread coming up in interviews?**  
I have a slight shutters-down on personal finance and pensions. Also, certain politicians are very good at calling you on something - Peter Mandelson, George Osborne - although I don't dread them.  
**What's the biggest clash you've had with a politician?**  
The Ed Balls exchange [Maitlis pressed Balls on his inability to recall the surname of Bill Thomas, chair of Labour's small business taskforce]. Some people say he had a memory blank, others say it was the moment Labour lost the election.  
**Do you think politics is becoming more informal?**  
Pretend-informal. They come in their shirt sleeves, all chummy but when their special adviser has been ringing you six times in the hour before, you're thinking: "You're not that cool." **MEGAN CONNER**



**Emily Maitlis**  
BBC News presenter

**What are the main issues you'll be grilling politicians on this year?**  
I could reel off a list - health, defence, welfare - but I think we're in a post-manifesto age where nobody's going to promise anything, since we may have a coalition. It's almost up to politicians to set the agenda.  
**Which topics interest you personally?**  
I did an interview with Andy Burnham where twice he went: "Don't interrupt me!" and I hadn't - I was just sitting looking incredulous.  
**How can politics become more diverse?**  
It's about time we had a female chancellor. Rachel Reeves is incredibly clever, so is Justice Greening. You want to see them get the top jobs.  
**What is your reaction to voter apathy, Russell Brand-style?**  
We should involve under-18s in debates. You can marry and have a baby at 16 but not vote. What responsibility does that foster? **AR**



**Kirsty Wark**  
BBC Newsnight presenter

**What are the main issues you'll be grilling politicians on this year?**  
I really want to drill down into policy on the economy, Europe and immigration. I think there's a huge responsibility to be tough, because people are so confused about what might actually happen.  
**Which topics interest you personally?**  
It's a big step to decide to leave Europe. My father would be horrified at the idea after what he fought for in the Second World War.  
**What's the best way to phrase a question to a politician?**  
You want a one-two - a question that requires a second clarification. I asked Mrs Thatcher: "Do you understand why people in Scotland find you so patronising?" If the answer is yes, then why the hell are you patronising them? If it's no, then why don't you understand them?  
**What's the biggest clash you've had with a politician?**  
I did an interview with Andy Burnham where twice he went: "Don't interrupt me!" and I hadn't - I was just sitting looking incredulous.  
**How can politics become more diverse?**  
It's about time we had a female chancellor. Rachel Reeves is incredibly clever, so is Justice Greening. You want to see them get the top jobs.  
**What is your reaction to voter apathy, Russell Brand-style?**  
We should involve under-18s in debates. You can marry and have a baby at 16 but not vote. What responsibility does that foster? **AR**



**Tina Daheley**  
Radio 1 Newsbeat presenter

**What are the main issues you'll be grilling politicians on this year?**  
It's up to our audience to decide - at Radio 1 we're launching i survey. The concerns we expect to come up are inequality, the cost of living, immigration, jobs, zero-hour contracts, free speech.  
**Which topics interest you personally?**  
Subjects that aren't really covered elsewhere - things like revenge porn, self-harm, bullying, transgender issues, trust in the police.  
**How do you make politics feel exciting and engaging for your audience?**  
If you want to engage young people with politics don't use the word 'politics'. On *Free Speech* (the BBC 3 debate show for young people that Daheley co-hosts) we ask: what are the issues that matter to you, what do you care about? Also, engage them in conversation in the places they hang out, like Facebook, Twitter, Instagram.  
**What is your reaction to voter apathy, Russell Brand-style?**  
Look at the Scottish referendum: voter registration was 97%. Young people do care, they just think that politicians don't care about them. We also need to make it easier. Online voting should be the next step.  
**Do you think politics is becoming more informal?**  
If it is, that's a positive thing. But politics needs simplifying - the processes to do with Parliament, the language. Our listeners think 'MPs' is ridiculous: grown men acting like children and shouting. **EW**

“What are the main issues you'll be grilling politicians on this year? I really want to drill down into policy on the economy, Europe and immigration. I think there's a huge responsibility to be tough, because people are so confused about what might actually happen.”

- Kirsty Wark

Over 1,700 shares on social media

Circulation 196,420

BBC WOMEN POLITICAL PRESENTERS

# Poll stars

As the nation votes on Thursday, three women broadcasters will be leading the media pack  
Words by Caroline Wheeler

Romilly Weeks, 42, is Political Correspondent for ITV News.

She says: "Coming back to work after having children, it takes a while to find your feet again. It was also a good moment to have a pause and think about where I wanted to go with my career. I had been a general news reporter and also royal correspondent, but it was pretty clear to me that Westminster was the place where the most interesting paths were leading. It is a complete contrast to doing the royal job because you are actually getting to speak to the people you are talking about on a regular basis so I lobbied to enter the political sphere and ended up at Westminster. There can be a tendency for Westminster to feed on itself and to set up its own stories, especially with Twitter and other social media. But the important thing is to step back and think



## Circulation 385,365

### WELCOME TO POLITICS

Think it's all dull speeches and empty promises? Think again, says **Emily Maitlis**, because what happens in Westminster affects every part of our lives. Here are 11 more opinion makers, including our political leaders, explain why

### ELECTION 2015

Y ou know there's a general election coming, but when you think of it, you see a spiky wheel on a TV screen. There's a nagging feeling you should get involved, but another voice is saying, 'What's the point?' When you think of politics, all that comes to mind is men in grey suits driving on, promoting things you know they won't do. And nothing you can do will change anything anyway. Is this you? You're describing 'because it'll give me just five minutes of your time. I'm not trying to make like I am. I'm not suggesting you get an 80:20 map of the UK that colours up into political parties, or suggesting you play the MP version of Snog/Marry/Divorced post-Awaygate green-room drinking game. I am what they technically term 'a sag get'. But forget for one minute the grey suits - let's look at the issues. Last year, the independence referendum in Scotland nearly split the end of the UK. Then there's the question of whether you think it's worth spending £200 billion - almost the size of the entire NHS budget - on our nuclear defence option. Trident. Where you stand on this could help you decide who to vote for - the Conservatives want it, the Green Party, SNP and Plaid Cymru don't. Close to home, there's the issue of bedroom tax - if you're in council accommodation and have a spare room, your housing benefit is reduced. The Tories introduced it, Labour would get rid of it. There are actual policies that will hit your own pocket. Over the next five years, the government will be managing massive questions. Can the NHS survive in its current state? What's going to happen to care for the elderly as more and more people enter that age bracket? Are we going to allow scientists to revolutionise the way we cure disease? And, of course, more questions of security: how do you think we should be fighting ISIS? With soldiers on the ground? Or drones? Or better education here at home for all the young people who want to join jihadist fighters in Syria? Do you want the government to run more of our services privately? Or should we have a bigger safety net of support in the welfare state that gives out pensions, benefits and free school lunches? Politics helps us tackle these gigantic questions. But usually it's too complex: how do you want your money spent. And what sort of a country you think we should be. A general election is still the greatest adult mass participation event we have. Last time around, in 2010, 29 million of us (65% of the population)

made that cross in a box. That's more than the number of adults who watched the royal wedding, or the Olympic opening ceremony in 2012 - so don't tell me that democracy is dead.

But let's get back to the grey suits. I certainly hear that politicians are all the same! Really? Boris Johnson and George Osborne? Nigel Farage and Caroline Lucas? Diane Abbott and Zac Goldsmith? It'd be like to see the dinner party chat there. If they sound the same, it may be our fault. The media's relentless intensity means they may try to make themselves less identifiable. Or me a favour - cut through the boring bits 'til you find someone who makes sense to you. I find myself coming to the defence of politicians because I'm just so grateful I don't have to do what they do - the most hated job in the country. They get dragged on to print, voted on in public, abused in a way we wouldn't tolerate. We accuse them of being selfish, greedy narcissists (and yes, some are, but not all). And they keep on having to tell us how grateful they feel being allowed to serve the public. There are good politicians - and some who are truly fine. But it's a cheap shot to think they're 'all in it for themselves'. Spend a few minutes finding who isn't. Go to a local meeting or watch *Newswatch* or *Question Time*. Read the *Financial Times* or *Clarke's Column* on Twitter. It won't be dull if you find the right people for you. My friend recently told me about his mum. He said that in the 1950s, his dad asked if he wanted to be a secretary or a nurse - because those were the jobs that women did back then. In the 1960s, she tried to buy a house on her own and was laughed out of the bank. In the 1970s, she went to her doctor to ask for a contraceptive coil. He sent her home to get her husband's written permission. Her husband's written permission. Do you think those things would ever have changed if women didn't get involved with politics? Neither do I. Next time, the Lib Dem leader said that not voting is like going to hospital and letting someone else order for you. You can't then complain about what you're given. He has a point: the next election is wide open. We're all stamped for a forecast. The outcome will literally depend on who shows up. I happen to love my husband's hot chili. But if you have different tastes, different needs (and I suspect you do), then make that five-minute walk, pick up a pencil, and vote. >

Emily Maitlis is a political editor and presenter of BBC2's *Newswatch*

## Circulation 405,053

"A general election is still the greatest adult mass participation event we have"

Emily Maitlis, 44, is the 2015 Election Presenter for the BBC.

She says: "Down went the Christmas tree and I went an 8ft-high map of Britain on my sitting room wall. It sits there looking at me, and it is coloured up in party colours and I just go and stare at it. I imagine David Dimbleby throwing questions at me and saying: 'So, Emily, what kind of places would Ed Miliband expect to take back at the election?' And I need to get to the point where I will have that kind of information at my fingertips.

On election night itself, I will have access to the biggest touch screen in the world. It will work in different modes, so it can produce exit poll results within seconds of the polls closing and we'll be able to analyse that down into constituencies and also be able to look into regional and party patterns. It will look at the share of the vote as well as seats and we will have this 3D element to it, which I am excited about. There will also be plenty of time to play with it on the night as we will be on air for 20 hours solidly and I will be on screen for most of it.

The task is to keep up the energy and keep our coverage fresh, but the good news about an election is that the story is constantly moving and it never gets old. After all, it is not one election; it is 650 races and some of the best races will be right at the end. In the old days, there used to be more counts happening on the night of the election. Those declarations at four and five in the morning are a gift but it is the results that come in at 5pm the next day that do your head in. But they are all going to count this year and so every seat declared is going to be exciting. There are moments when you get so excited about a particular seat and then two hours later you can't even remember what happened.

It is easy to be open-minded about this election because there is no fear in saying, 'I don't know what is going to happen.' No one knows how it will play out, and that is actually really helpful for us as broadcasters because there is nothing worse than an election that is talked about as a foregone conclusion. You need that adrenaline to keep you going, and this one is wide open - whatever happens will be extraordinary. There is no precedent. So we are in this situation where something momentous is going to happen. It is just a question of what.

"I will have access to the biggest touch screen in the world"

I remember at the last election, one person said to me that the TV debates will change everything and one said the TV debates will change nothing, and they were both right. What was amazing about that is that everyone remembers the Gillian Duffy moment in Rochdale, and yet nobody remembers that she still voted Labour and the seat still went Labour. And the Liberal Democrats, for all of the Clegg mania, lost seats despite increasing their share of the vote. Nobody remembers that. The thing to remember is that the electorate are smart and they don't go around thinking, 'Och, Miliband has got two kitchens. I am not voting for him.' The electorate has its own mind and goes with a gut response - it is usually to do with basic things right on their doorstep, such as which candidate they like personally.

On polling day itself, before going to the studio, I will take my children to the polling station with me. They have to understand if I am not around what I am doing and that is why I am not around. But there is always that map hanging on the wall to help remind them, if they were ever to forget. >



"I imagine David Dimbleby throwing questions at me and saying 'So Emily what kind of places would Ed Miliband expect to take back at the election?' And I need to have that type of information at my fingertips...we will be on air for 20 hours solidly and I will be on screen for most of it"

## EMILY MAITLIS

**Evening Standard Magazine Cover - April 30**

Tina Daheley, Kay Burley and Susanna Reid talking about politics and the election



**Circulation 352,218**

**Over 200 shares on social media**

**“The most common reason people don’t vote is that they don’t think politics is for them – it’s not that they’re too lazy”**

**Metro 60 Seconds - May 7**

Tina Daheley talks about life at Newsbeat, young voters and election debates



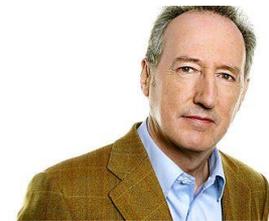
**“I knew social media was going to be important but every single day there's a hashtag related to the election”**

**Circulation 1.3 million**

**TINA DAHELEY**

# BBC ACCOUNTABILITY PROGRAMMES

- 7 interviews across 6 weeks
- Issues discussed: Leaders Debate, Impartiality, Young Voters



**Newswatch** with Ian Katz - May 2

“What have we learned from the series of interviews with party leaders?”

**Newswatch** with Ric Bailey - April 24

“Has the BBC’s election campaign coverage of the SNP been disproportionate?”

**BBC 4 Feedback** with Ric Bailey - April 24

“Impartiality during the election campaign”

**Newswatch** with Sue English - April 17

“Was this week’s BBC Opposition Leader’s Debate fair to all political parties?”

**Newswatch** with David Stenhouse (BBC Generation Editor) - April 4

“How is BBC news trying to appeal to younger voters in its election coverage?”

**BBC4 Feedback** with Louisa Compton - April 3

“How Newsbeat is luring young voters”

**BBC4 Feedback** with Katy Searle - March 27

“A day in the life of Millbank”

**“We had 4.6 million viewers this week. I just think you have to say that that many people, sitting down and watching two hours, and an hour and a half, of really thoughtful debate over a range of key public policy issues, in the run-up to an election - I think we should all be pleased that we can achieve that.”**

**Sun English on Newswatch**



# LEADER INTERVIEWS WITH EVAN DAVIS

Politics Home - April 15

Daily Express - April 16

## PM: I'll fail without a majority

By Macer Hall  
Political Editor

DAVID Cameron last night admitted that he would feel a failure if his party does not win a majority at the General Election.

In a candid BBC One interview, the Prime Minister accepted that a second hung parliament next month would be a major disappointment for him and his party.

"We are only 23 seats short and if I fall short of those 23 seats I will feel I have not succeeded," he said.



Cameron is determined

Politics Home  
ALL TODAY'S POLITICS IN ONE PLACE

Advertisement  
Written by Christopher Gage  
Last updated 15.04.15  
Posted on: 15.04.15

### David Cameron's leaders' interview with Evan Davis

David Cameron spoke to the BBC's Evan Davis in latest in the leaders' interview series.



Q Prime Minister I'd like to start by asking how many marks out of ten would you give yourself for your record so far as prime minister?

A I don't think any prime minister should mark their own homework. We've taken that out of schools and we don't think we should have it in politics either. Look, what I've tried to do, leading the first coalition government for 70 years, is effectively to turn the fortunes of the country and to turn the economy round. And two million more people in work, 750,000 more businesses operating in Britain, growing faster than the other major western countries. I think that's a strong record. But it's a foundation on which I want to build for the next five years.

The Guardian - April 23



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### Nigel Farage wins BBC viewers' vote in leader interviews

Ukip leader pulls in 2.5 million viewers for grilling by Evan Davis, more than David Cameron, Ed Miliband or Nick Clegg



Nigel Farage. Interview with Evan Davis drew 2.5 million viewers. Photograph: BBC

Nigel Farage emerged the ratings winner in BBC1's series of leader interviews with Evan Davis, watched by more viewers than tuned into David Cameron, Ed Miliband or Nick Clegg.

The Ukip leader's encounter with Davis, in which he accused the Newsnight presenter of being a member of the "liberal metropolitan elite", pulled in 2.5 million viewers, a 14% share, from 7.30pm on Wednesday.

Farage was up against ITV's Coronation Street, which attracted 6.4 million viewers, a 33.7% share.

The Ukip leader drew half a million more viewers than watched any of the other leader interviews, with just over 2 million tuning into Davis's head to head with the Lib Dem's Nick Clegg on 13 April and just under 2 million watching his grilling of Labour leader Ed Miliband on 20 April.

David Cameron trailed in last place in the overnight ratings, with an audience of 1.8 million for his BBC1 leader interview on 15 April.

the guardian  
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Most popular

Ukip in turmoil as campaign chief condemns Nigel Farage - Politics Live

Working-class Tories are not just Tories voting

Evening Standard - 29 April

## Miliband must beware being merely a pawn in Salmond's game

The Labour leader can see off the SNP if he gets voters to believe he can be a Prime Minister, not just a Tory hater

Matthew d'Ancona



THE model for our electoral politics is primarily athletic, rather than military. To explain: what counts in each constituency race is which candidate gets to the finishing line first, not who can amass the largest force to crush his enemies.

This "first past the post" principle permeates the rest of the system, which is why Nick Clegg has long argued that, in the event of a hung parliament, his party is obliged both by common sense and ethically to negotiate first with the leader who has won most seats. Opinion polls suggest that the electorate supports this working assumption.

The trouble is that it is no more than a working assumption: fair, sensible and popular but nowhere enacted in statute. Technically, whoever commands a

majority in the House of Commons after May 7," she told Davis, "we should band together to stop David Cameron getting back into Downing Street."

A similar principle underpinned the Lib-Lab pact of 1977-8 and the negotiations between Tony Blair and Paddy Ashdown before and after the 1997 election. The division of the Left-of-Centre into two or more parties had served the Tories well, especially in the Eighties.

Roy Jenkins, in particular, encouraged Blair and Ashdown in their confidential plan to bring Lib-Dems into the New Labour Cabinet with a view to eventual merger: a strategy code-named "TFM" for "The Full Monty".

Needless to say, the Monty, full or partial, was not achieved. But the dream of a parliamentary alliance to keep the Tories out of office has re-emerged in Sturgeon's open offer to Ed Miliband.

What makes her strategy so remarkable is its brazen ambition. She seeks not only to co-operate with Miliband but to educate his party, which she scorns as "Tory-lite". Her explicit objec-

strategy. The two-party system at Westminster, he observes, is declining. "But Westminster's difficulty," he writes, "is Scotland's opportunity." I'll say.

The adoption of fixed-term parliaments, Salmond continues, "greatly increases the potential power of minority parties". That power should be deployed to turn back the tide of austerity, reject Trident, ditch the EU referendum, enforce the Living Wage, and much else.

Indeed, he sees this prospective use of minority-party leverage as only one instance of a pan-European movement. "There is a general realisation," he writes, "across many European countries that there is a need to seize back the aspiration of a social Europe which was such a powerful vision in the Eighties and Nineties." Well, maybe there is. But - putting it mildly - it's a stretch to argue that this "vision" is the animating force in the 2015 general election.

Yet having failed (for the moment) to win the battle for independence in Scot-



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Ed Miliband could be in a bit of a bind

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Ed Miliband could be in a bit of a bind

City A.M - April 15

The Spectator - 13 April





# QUESTION TIME ELECTION LEADERS SPECIAL

“9 out of 10 for David Dimbleby. The Veteran broadcaster handled the audiences and politicians with flair. At his best when he directly asked Ed Miliband about any future deals with the SNP and got under the skin of Nick Clegg. He avoided making himself the star of the show, a la Jeremy Paxman” – **The Times**



- On twitter #bbcqt was used more than **275,000** times during the programme - making it a top worldwide trend

Tim Montgomery @montie: The BBC deserves enormous credit for tonight. Each of the party leaders have had their weaknesses probed very thoroughly #bbcqt **212 retweets**

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ELECTION 2015  
 3 hours ago  
 Conservatives win General Election securing overall majority

ITV REPORT 12 March 2015 at 3:18am

## A quarter of young people say they will definitely vote at the General Election poll finds



# YOUNGER VOTERS

Newsbeat youth survey – over 6,000 views on YouTube

ahead of the General Election on 7 May

Election 2015: Key findings from our massive survey | Radio 1 Newsbeat

BBC Newsbeat 7758

6,247

## Nigel Farage would make a bad PM say young people but they WOULD go for a drink with him

10:22, 13 March 2015 By Sophie Warnes

How do British 18-24 year-olds feel about the upcoming General Election? Who will they vote for? ComRes found out

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Nigel Farage would be great to go for a beer with, not so great at other things - according to young people

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 When will we know who has won the General Election?

Anna Foster  
 I present Olive on BBC Radio 5 live every weekday at four pm

## Helping a First Time Voter Make Sense of The Election

Posted: 09/04/2015 23:05 BST | Updated: 09/04/2015 23:59 BST

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“With four weeks to go until polling day, one thing does hearten me. People care. Just listen to some of the **BBC's Generation 2015 voices**, 200 young voters who you'll see and hear across everything we do on the election. The ones I've spoken to on my show have crackled with energy and enthusiasm” – **Anna Foster**  
 BBC Radio 5 Live presenter

"I'm trying to decide who to vote for" confided my 18-year-old niece at the weekend. Delighted, I prepared to dispense words of advice fitting for an auntie who spends her workdays immersed in news and politics.

# HUFF POST YOUNG VOICES UNITED KINGDOM

Mary Hassan  
 Mary Hassan is a BBC Generation 2015 contributor.

## #InMyShoes: What's the Difference Between Being Gay and Being Left-handed in Northern Ireland?

Posted: 27/02/2015 17:56 BST | Updated: 01/03/2015 16:16 BST

Joanna Freeman  
 Joanna Freeman is a BBC Generation 2015 contributor.

## #InMyShoes - Has This Election Become a Big Joke?

Posted: 07/05/2015 08:34 BST | Updated: 07/05/2015 08:59 BST

Victoria Poole  
 Victoria Poole is a BBC Generation 2015 contributor.

## #InMyShoes: Your Voice, Your Choice

Posted: 29/04/2015 14:04 BST | Updated: 29/04/2015 14:59 BST

Six of **BBC Generation 2015** contributors wrote blogs for Huffington Post 'Young Voices'

## David Cameron gets angry with teenagers in disastrous Radio 1 interview

10:43, 23 April 2015 By Ben Glaze Mikey Smith

The tetchy Tory leader forgot how much the living wage was and refused to rule out a deal with the DUP over their position on gay rights

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David Cameron seemed tetchy and irritable during a disastrous interview on Radio 1 last night when he was quizzed by teenage listeners.



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## Listen to David Cameron get savaged by young people in BBC Radio 1 interview

Ollie McAteer for Metro.co.uk Wednesday 22 Apr 2015 8:48 pm

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**Radio The Observer**

### The week in radio: David Cameron in the Live Lounge; PJ O'Rourke on the UK Campaign Trail

David Cameron held his ground with young voters, while PJ O'Rourke offered a 'confused' American's view of the election

Miranda Sawyer

Sunday 26 April 2015 07:00 BST

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David Cameron in the Live Lounge: 'seemed to genuinely wonder why housing was in a pickle'. Photograph: Radio 1 and Newsbeat Live Lounge

23 APRIL, 2015 COSMOPOLITICS REPORTS DAVID CAMERON GENERAL ELECTION 2015

## David Cameron gets in a flap over tampon tax and the living wage during Radio 1 interview

He basically got SCHOOLED by the listeners

**Cosmopolitan**

By Kate Lucy

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Ed Miliband takes the Cosmo Quiz



David Cameron was interviewed at BBC Radio 1 this week by a group of listeners and Newsbeat's Chris Smith, in what sounds like one of the most gruelling grillings since the start of the election campaign.



## The Telegraph

### Listen to David Cameron's hostile Radio 1 interview

Prime Minister faces toughest grilling of campaign from highly critical audience of young people in Radio 1's Live Lounge

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By Emily Gosden, video source BBC Radio One

7:11 PM BST 22 Apr 2015

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The BBC has been accused of launching a left-wing ambush on David

# NEWSBEAT LEADER INTERVIEW WITH DAVID CAMERON



**SWINGOMETER** Circulation  
176,157

The Guardian - April 28

The BBC renews its swingometer to cope with an unpredictable election

Celebrating the 60th birthday of the election swingometer, the BBC's latest incarnation involves four of them imposed onto a virtual Big Ben during a complex election day



Jeremy Vine in the BBC's green-screen studio with the 2015 swingometer. Photograph: Christian Sinibaldi for the Guardian



Circulation  
59,148

The Independent - May 2

THE SUNDAY TIMES Sunday Times - 3 May  
Circulation  
808,652

Swingometer faces its toughest test yet

Sanya Burgess and Stan Griffiths Published: 2 May 2015  
Comment (0) Print



After over 50 year, it's farewell to the swingometer  
It's been a familiar feature of almost every election since 1955, but there are fears that the swingometer may not be able to cope with the complexity of this week's poll.

Peter Snow – the king of the election swingers

BY JAMES MILLAR, 3 MAY 2015 7.25AM  
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“The BBC is set to employ an unprecedented four swingometers for this year’s General Election coverage to cope with political permutations”  
Sunday Post

Circulation  
59,148

The Independent - April 10

BuzzFeed NEWS  
16 million unique monthly browsers

News Buzz Life Quizzes V

The BBC Election Swingometer Through The Ages

And the rest of the BBC's election coverage, but we know what really matters.

posted on May 8, 2015, at 6:01 p.m.

Patrick Smith  
BuzzFeed News Reporter



The BBC's studio for covering the general election is as fancy as you'd expect.



It's even set up a huge map of the UK outside Broadcasting House showing all the constituencies.



# POLLING DAY – TV PREVIEW

## Dimbleby's last hurrah and Paxman's comedy turn

**TELEVISION**  
By **Kat Brown and Ross Prince**

THE battle between the television channels for audience share will be almost as fierce as that between the political parties for votes.

With David Dimbleby hosting his last election night as the BBC's presenter, and Jeremy Paxman appearing on Channel 4 following his departure from the corporation, here is our guide to channel surfing on election night.

**BBC**

Having presented every general election night special since 1979, David Dimbleby, 76, is making his final appearance.

Joining him will be Jeremy Vine, Emily Maitlis and Sophie Raworth, with Andrew Neil questioning politicians and commentators while Laura Kuenssberg keeps an eye on social media. A team of reporters, including Fiona Bruce, will be at polling stations.

**Reason to watch:** Dimbleby's last hurrah – and the BBC always does moments of history the best.

**Reason not to watch:** A little staid, a little formal, and, dare we say, a little establishment?

**How to watch:** BBC One 9.55pm-7am. How Edwards takes over until 1pm.

**ITV**

For eight hours, ITV will be an advert-free zone. Tom Bradby, the ITV News political editor, will anchor the night with commentary from Colin Fiddings, politics professor at Plymouth University, and Jane Green, of the University of Manchester. Julie Etchingham, who hosted ITV's leaders' debate, will provide data analysis.

**Reason to watch:** No adverts? ITV can easily try to match the BBC.

**Reason not to watch:** Lacks heavyweight clout.

**How to watch:** ITV 9.55pm-6am

**CHANNEL 4**

Jeremy Paxman will present the "Alternative Election Night" with the comedians David Mitchell. Familiar to Gogglebox, the Channel 4 programme that features people in their living rooms watching television, will be accompanying. By around 5am it stands a good chance of being the most entertaining thing on television. Unlike ITV, the adverts remain, but Channel 4 has little intention of taking this too seriously, so it should be fun.

**Reason to watch:** Paxman's final expression when surrounded by comedy.

**Reason not to watch:** "Alternative" can take a depressing slide into "twaddle".

**When to watch:** Channel 4 9pm-6am

**SKY**

Adam Boulton takes the helm at Sky News, with stalwart Kay Burley and other reporters at polling stations promising to be first with the news. Sky is also featuring every election result.

**Reason to watch:** Potentially embarrassing interviews with candidates and voters.

**Reason not to watch:** How many hours of Burley can one take?

**When to watch:** Sky News from 9pm

**RADIO**

BBC Radio 4 will offer eight hours of coverage led by the Radio show's James Naughtie and the ZFM presenter Carolyn Quinn. Reporters will call in from key constituencies and from Westminster, and Radio 4 will share the live results coverage as it comes in.

**Reason to listen:** No opportunity to shout abuse at the television.

**Reason not to listen:** You might be asleep in 10 minutes flat.

**When to listen:** Radio 4 from 10pm



### Election coverage on TV

#### How the big four channels are squaring up

**BBC**

The BBC is chiding off its "Colossus" style set from 2010 and has mobilised an army of 2,000 staff to cover election night. The corporation's coverage, which starts at 9.55pm, will be fronted by David Dimbleby, top, in his last outing as the BBC's anchor. Dimbleby will hand over to How Edwards in the morning (before heading off to a special Question Time later that day), leaving Vine with a 10-second update of the swingometer, which is celebrating its 60th birthday, with four of them super-imposed onto a virtual Sig Ben. Emily Maitlis will use a six-metre touchscreen, which comes complete with beams, to analyse results.

**ITV**

It will be Tom Bradby's first election as main anchor. Bradby will be on air from

9.55pm through the night and into Good Morning Britain until he hands over to Kirsty Stewart at 6.25am. ITV, which has about 650 staff working on election night, is not running any TV commercials during the coverage. Julie Etchingham, below, will be operating a results touchscreen, and have access to a "Concunna calculator", which will illustrate how the Commons is shaping up and whether any party can form a majority.

**Channel 4**

Channel 4 is offering an alternative to its rivals with Jeremy Paxman and comedian David Mitchell. Mitchell, one of the presenters in 2010, describes the approach as "irreverence and humour" but with "inquisitorial tenor". Channel 4 has not revealed how many staff

are working on election night which begins at 9pm. BBC staff intensive left away to Gogglebox a comedy chat show TV the results start piling

**Sky News**

Sky says that it is using a "results hub", not a set. Adam Boulton, right, will kick-off coverage from 9pm, handing over to Dermot Murraghan at 7pm. He will come in from present Burley and Edmond's wrap centres on the roll in from around 2.30pm and access to an from key marginal seats extends to a game which involves crew meet each time you Sky has 500 staff on night.

## Guardian TV

### Thursday 7 Television



**Election 2015**  
9.55pm, BBC1, ITV, Sky News

As you might expect, our nation's broadcasters are out in force on this most finely poised of election nights. BBC1 has that stoical veteran David Dimbleby in the presenter's chair, flanked by Fiona Bruce, Nick Robinson and, on his futuristic holo-deck, Jeremy Vine. Over on ITV, Tom Bradby is handed hosting duties with contributions from Julie Etchingham, while Sky's pompously titled Decision Time sees Adam Boulton, Faisal Islam and Michael Thrasher in the studio, with Kay Burley reporting from

vampires amiably hunt in fisher  
other fish

**The Gam**  
9pm, BB

Episode 11 spy drama are about Steven M; playing of calm belie enters predatory discovery problem f the team; share wha in might e the Soviet admirably

**Channel Night**  
9pm, Ch4

If you thin swingome Churchill ; on to Wes night of si might be f and David guesic In Richard O; themed ec

## The Times

# Election night survival guide

What to drink, what to eat and how to party your way through the proceedings

WHERE TO WATCH

BBC	ITV	SKY NEWS
When? <b>BBC One and BBC News Channel 9.55pm – 6am</b>	When? <b>9.55pm – 6am</b>	When? <b>9pm – 8am</b>
Who? Prepare for eight hours of the BBC's titans, with David Dimbleby covering his ninth general election special, assisted by Nick Robinson, Jeremy Vine, Emily Maitlis, Fiona Bruce, Sophie Raworth, Laura Kuenssberg, YouGov's Peter Kellner and Andrew Neil, but, alas, no Jeremy Paxman to rub salt in the wounds of the humiliated losers. How Edwards tipped as Dimbleby's successor, will take over from Tom "until the final result becomes clear," which is impressive, as that could take weeks.	Who? Presented by Tom Bradby and Julie Etchingham, who handled the seven-day leaders' television debate with upshot. The show will also feature Times commentators Phil Collins, Danny Finkelstein, Anna Russell and Matthew Parris alongside politics professors Colin Rallings and Jane Green, as well as Mark Austin and Mary Nightingale. It will feature an "opinion room" of commentators and bloggers, including The Times's Tim Montgomerie and LBC's Nick Ferrari.	Who? Adam Boulton, Faisal Islam and polling expert Michael Thrasher will lead Decision Time coverage from Sky's election studio. Kay Burley, Anna Botting, Jeremy Thompson and Andrew Wilson will be live from David Cameron, Nick Clegg, and Ed Miliband's seats and Nigel Farage's desired seat. Dermot Murraghan takes over from 5am.
		<b>CHANNEL 4</b>
		When? <b>9pm – 6am</b>
		Who? For an Alternative Election Night, you may

## G2

### Election 2015

9.55pm, BBC1, ITV, Sky News

As you might expect, our nation's broadcasters are out in force on this most finely poised of election nights. BBC1 has David Dimbleby in the presenter's chair, flanked by Fiona Bruce, Nick Robinson and, on his futuristic holo-deck, Jeremy Vine. On ITV, Tom Bradby is handed hosting duties with contributions from Julie Etchingham, while Sky's pompously titled Decision Time sees Adam Boulton, Faisal Islam and Michael Thrasher in the studio, with Kay Burley reporting from

*Witney, Gwilym Mumford*

## Daily Mirror

We love **BEST TV**  
By Jen Rodger

### Polls Apart

Undecided about where to get your General Election fix? Let us help you decide which TV show to vote for...

**SERIOUS PROPER COVERAGE**

**ELECTION 2015**  
Thur 9.55pm & ITV 9.55pm

David Dimbleby (right), plus the famous swingometer, will anchor the BBC's all-night coverage, while Julie Etchingham and Tom Bradby lead the ITV team.

**ALTERNATIVE ELECTION NIGHT**  
Thur 9pm

Jeremy Paxman (right) and David Mitchell will take a different slant on events, including special themed episodes of The Last Leg and Gogglebox.

**THE VOTE**  
Thur 10pm & ITV 8.55pm

This play, starring Catherine Tate (right), is set in a polling station during the final 90 minutes of an election. It will be broadcast live from London's Donmar Theatre to coincide with the polls closing.

**Daily Telegraph**

**"Reason to watch: the BBC always does moments of history the best"**

# START FOR BRITAIN

## Lasers, apps and a cast of thousands

BY HALINA WATTS

ELECTION day is not just about casting your vote at the ballot box, because the chances are you'll also be making a major choice with the remote control. TV broadcasters are spending a record amount - around £15million across the BBC, ITV, Channel 4 and Sky News - as they battle for poll position. And they are deploying more people than ever - the BBC have around 2,000 staff, ITV 650 and Sky 500.

Newsnight presenter Emily Maitlis will analyse results in the corporation's main studio in London, with the Colosseum-style set from the 2010 election being reused. ITV's coverage will be led by Political Editor Tom Bradby, joined by two professors, election analyst Colin Fiddes and Jane Green, a director of the British Election Study. Bradby will be joined by guests including former Labour MP Lord Mandelson.

News at Ten's Julie Etchingham will play a leading role in ITV's coverage. She will be interpreting key data in the studio from how the crucial target seats are behaving to the maths of the new Commons.

Channel 4 is presenting an alternative to its rivals, fronted by David Mitchell and Jeremy Paxman. There will be contributions from Googlebox and live coverage from comedy chat show The Last Leg, as well as monologues from Paxman and Mitchell.

"We'll tell viewers exactly what's happening," says Mitchell.

"They won't miss anything but we will also keep them amused. Sky News does not have a set more of a 'results hub' manned by Adam Boulton. Director of News John McAndrew says Sky coverage will be more "Softer Saturday than chat show". Sky will use paid students with digital cameras and a special app to report from 150 marginal seats. Together with Sky reporters it gives the network three or four times more locations than five years ago. Dermot Murnaghan will take over from Boulton at around 7a on Friday from a set in Westminster. His sixth election comedy chat show The Last Leg, as well as monologues from Paxman and Mitchell.

Which is why millions of us are expected to be glued to our TV sets tonight.

**1979**  
Angeles Ripston with the BBC swingometer in year Thatcher came to power

**2010**  
David Dimbleby at the BBC during the last election

**HOW IT WILL SWING**

Swing to Con  
Swing to Lab  
Overall about parity  
Overall Conservative Majority  
Overall Labour Majority

**Election coverage**  
BBC: From 9.55pm, Fiona Bruce is in Sunderland, which hopes to continue its record of being the first to declare a result.  
ITV: From 9.55pm, then from 6a on Good Morning Britain.  
Channel 4: 9pm-5am. Aftermath election night hosted by Jeremy Paxman and David Mitchell.  
Sky News: From 5pm, Decision Time hosted by Adam Boulton.  
Radio 5 Live: From 9.55pm, 22 hours of election prog. on air.  
Mirror online: Live blog covering all the news as it happens. [mirror.co.uk/all-about-general-election](http://mirror.co.uk/all-about-general-election)

**BBC** 1,000 staff  
Presenters: David Dimbleby, Emily Maitlis (left), Andrew Neil, Fiona Bruce, Jeremy Vine, Nick Robinson

**ITV** 650 staff  
Presenters: Tom Bradby and Julie Etchingham (above), Nina Hossain

**SKY** 500 staff  
Presenter: Adam Boulton



BBC: David Dimbleby leads the coverage

Start time: 9.55pm  
Finish time: 6am  
Host: David Dimbleby

BBC's bringing all the old familiars for its General Election coverage - David Dimbleby has the reins, with support from the likes of Fiona Bruce, Jeremy Vine, Emily Maitlis, and Nick Robinson. For all die-hard Dimbleby-fans, BBC is certainly the channel for you: it's his last time hosting election night coverage after 36 years of doing it, so he knows how to handle the onslaught of information.

Verdict: Familiar, reliable, steady hands

### Sunday Telegraph

#### TV CHOICE



**Election 2015: David Dimbleby anchors the coverage for the BBC**

#### Watchdog at 30

BBC ONE, 8.00PM

The **BBC One's** consumer affairs mainstay has campaigned against rogue traders and shoddy customer service for three decades. Tonight's celebratory documentary features satisfied customers and presenters past and present singing its praises.  
**Vicki Power**

### The Sun



It's expected to be the most closely-fought election in generations, but by the end of tonight's coverage we *should* know who is leading the country for the next five years. As the votes are counted, the BBC and ITV's experts are on hand to guide you through the results.

The BBC has David Dimbleby at the helm, Fiona Bruce in Sunderland to see the first seats announced, and Andrew Neil to grill political heavyweights in

the election centre. While over on ITV, Tom Bradby (left) is chairing the coverage as Julie Etchingham (right) makes sense of the data with graphics.

Will David Cameron or Ed Miliband gain an overall majority in the House of Commons? Will they need a coalition government, or will we face a second election later in the year? What we can predict is excitable presenters and some very nervous politicians.

### ariel

6 May 2015 Last updated at 10:51

#### Sophie Raworth puzzles it out



A giant map of the UK outside NBH's piazza will be presided over by Sophie Raworth as part of the BBC's coverage of the general election.

### Friday May 8

### Sunday Express

#### Question Time Election Special

**BBC1, 8.30pm**  
And let the analysis begin. As coalition deals are hammered out behind closed doors, *Question Time* - bumped from its usual Thursday night slot by the election itself - will no doubt be predicting outcomes and picking over the bones of last night's events. That hard-working Mr Dimbleby is back in the hot seat with a panel ready to give their twopenny's worth.



# Most retweeted images from @bbcnewspr

**BBC News Press Team @BBCNewsPR** · May 8  
The map on BBC piazza with @sophieraworth at 6.30am, showing political power balance changing across the UK #GE2015



131 48

**BBC News Press Team @BBCNewsPR** · Apr 13  
BBC debate line up: Ed Miliband, Leanne Wood, Natalie Bennett, Nicola Sturgeon & Nigel Farage [bbc.in/1IXdlbt](http://bbc.in/1IXdlbt)



103 46

**BBC News Press Team @BBCNewsPR** · Apr 16  
The stage is set...now all we need is David Dimbleby, 5 party leaders and an audience! #BBCDebate #Gen2015



36 14

**BBC News Press Team @BBCNewsPR** · May 6  
Tomorrow @sophieraworth will be at BBC NBH on map of the UK which shows constituency results as they come in #GE2015



35 56