**From:** Browning, Stephen

**Sent:** Sunday, 22 July 2018 12:19 PM **To:** Sally Virgoe; Jason Whittaker

**Subject:** Attribution

Hi Sally and Jason,

Re your potential story on attribution.

Here is a quote from Craig McPherson, Director of News and Public Affairs:

"The production mistake was acknowledged and fixed immediately. The EP apologised.

"Unlike the ABC which to this day continues to portray the telling vision of Peta Credlin and Stuart Robert, shot exclusively by 7 News, as its own. Repeated requests back in 2015 were continually ignored. It remains today on its website. \*

"But the real crime here is the attack on a young 7 News reporter thousands of kilometres away in Thailand. The social media ferals, some who it appears have journalistic and television pedigree, relentlessly targeted the reporter who would have no knowledge of what bugs and straps are or are not placed on screen. Those with any understanding of TV production would be aware of that. Their behaviour is reprehensible."

<sup>\*</sup> Editor note. The ABC says its use of the 2013 Credlin/ Robert vision was agreed to by the Channel 7 Melbourne News library as part of a 'vision swap'.