



**Australian Broadcasting Corporation**

**2019 Federal Election**

**Report of the Chairman,**

**Election Coverage Review Committee**

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## Attachments

- A. iSentia Media Coverage Report – cumulative, 6am 11 April to 6pm 18 May 2019
- B. Guidance Note on Elections
- C. ABC Policy for allocation of free broadcast time to political parties during election campaigns, 2014
- D. Production guidelines for free broadcasts by political parties, Federal Election 2016
- E. “ABC the nation’s leading destination for federal election coverage”, Media Release, 19 May 2019

## 1. Role of Election Coverage Review Committee

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The ABC convenes an Election Coverage Review Committee (ECRC) for each federal, state and territory election. The committee monitors coverage and complaints week-by-week to ensure compliance with the requirements of the *Australian Broadcasting Corporation Act 1983* (“ABC Act”) and the ABC Editorial Policies, particularly impartiality. The ECRC also administers the ABC Board’s allocations of free broadcast time on radio and television for eligible political parties.

Editorial Director Craig McMurtrie was the ECRC Chair for the 2019 Federal Election. The ECRC comprised experienced personnel from the main content-producing teams, as well as staff with expertise in communications, audience research and complaints handling.

## 2. Campaign period

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The writs for the 2019 election were issued on 11 April. The election period ran for 36 days, ending with the close of polling on election day, 18 May.

## 3. Share-of-voice data

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iSentia provided share-of-voice data for selected election coverage on the major ABC platforms of the candidates and party officials. The share-of-voice count began once the writs were issued and continued until polling day.

Share-of-voice data from each week’s election coverage was considered at weekly ECRC meetings. However, there were a number of issues which qualified the usefulness of the data.

- There was extensive media coverage of candidates who quit or were dropped during the campaign because of inappropriate messages on social media, or over section 44 concerns.
- Bob Hawke’s death at the end of the election period led to Bill Shorten effectively ceasing his campaign. By contrast Scott Morrison maintained his schedule until election day. Tributes and obituaries about Mr Hawke unrelated to the election were not included in the iSentia analysis.
- Mr Morrison was clearly the dominant voice of the Coalition campaign. Aside from Simon Birmingham and the Coalition treasury team, Coalition frontbenchers were otherwise largely absent from coverage.
- There were fewer picture opportunities with Mr Shorten overall and while the ALP adopted a big target strategy on policy, ABC producers and presenters found it difficult to secure interviews with many Labor frontbenchers.
- Bill Shorten appeared on Q & A and Insiders. Scott Morrison did not, despite being requested.

- Unusually, neither major party leader agreed to an interview on RN Breakfast or AM during the campaign.

The cumulative share of voice tally across ABC platforms was within acceptable parameters. As my predecessor has done, it's necessary to point out the limitations of share of voice data:

- Time on-air tells you nothing about what was discussed;
- Duration says nothing about tone or context;
- Some voices cut through with brevity, while others lack power despite length;
- Incumbents naturally tend to get more time.

The ABC has never monitored all of its election coverage which would be expensive and impractical, but instead focuses on a representative sample. Multiple continuous outlets for coverage and the potential duplication of content on more than one platform has undermined the usefulness of the data.

Some examples:

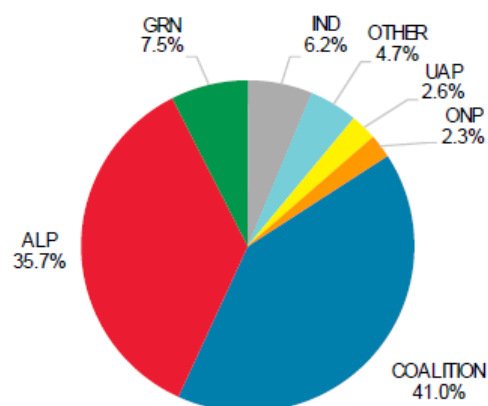
- Share of voice online included text content but not audio or video that had been included and counted on other platforms.
- The ABC News Channel provided extensive rolling coverage across the day, but monitoring could only cover limited periods of the day.
- Online stories could not be monitored 24 hours a day, but only harvested at specific times.

At state and territory elections, the ABC no longer relies on an external share-of-voice count but instead keeps internal counts and notes in each program area to measure and ensure balance. An alternative approach for future federal elections may be to confine the external share of voice count to certain key platforms where measurement is more straightforward (for example, by excluding continuous news platforms).

Below is an overview of key share-of-voice data for ABC platforms over the 2019 election campaign period. For further data, see **Attachment A** - *iSentia Media Coverage Report – cumulative, 6am 11 April to 6pm 18 May 2019*.

## Combined Share of Voice – Cumulative

Chart 8



## Leading Spokespeople – Cumulative

Table 12

SPOKESPERSON	PARTY	RADIO		TELEVISION		INTERNET		TOTAL
		HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS	%	
SCOTT MORRISON	COALITION	7:43:51	7.7%	13:38:40	24.5%	5,227	14.2%	13.7%
BILL SHORTEN	ALP	5:25:27	5.4%	11:43:24	21.0%	4,550	12.4%	11.1%

## 4. Guidance for staff

The ABC provides guidance to staff on compliance with editorial policies for campaigns.

It explains the benefits and the limitations of the share-of-voice count, reminds content makers of the key editorial standards and recommends that staff keep notes on opportunities to appear on ABC platforms that are offered to candidates and party representatives and are declined or unable to be accepted. A copy of the current guidance on elections (unchanged from the last federal election) see **Attachment B - Elections Guidance Note**.

As well as reminding all staff of this guidance, refresher training was delivered in the lead-up to the 2019 campaign by editorial policies advisers. This training was provided to staff across all relevant divisions and program areas, both capital city and regional, in all states and territories.

## 5. Free time election broadcasts

The ABC Board granted free broadcast time on ABC TV and ABC Local Radio throughout Australia to eligible political parties (see **Attachment C - Free Time Election Broadcasts Policy**). The parties prepare their own material and are required to comply with guidelines established

partly by law (ABC Act sections 79A and 79B) and partly by the ABC Board (see **Attachment D - ABC Election Production Guidelines 2016**).

The largest portion of the free broadcast time is allocated to the parties with a prospect of forming the next government. Time is apportioned to minor parties according to their existing parliamentary representation, the extent to which they field candidates, and their support in opinion polls.

During 2019 a number of members of Parliament who had previously been either representatives of other parties or independents formed new political parties to contest the election. The approach taken by the ABC was to adhere to board policy, offering free time to any minor party that had a sitting member and was running candidates in a sufficient number of seats in a sufficient number of states and territories. Minor parties without sitting members would need to demonstrate a minimum level of support in a recent reputable opinion poll. None qualified.

The result of this process was that, in addition to the free time granted to the Coalition, Labor and the Greens, free time was also allocated to One Nation, the Clive Palmer United Australia Party, Liberal Democrats, Australian Conservatives and the Fraser Anning Conservative National Party.

ABC Television and Radio prepared schedules for the free-time broadcasts that fairly distributed time-slots for policy announcements across the election period. The order in which the parties were scheduled for broadcast on radio and television was determined by ballot at a meeting to which the parties' representatives are invited.

Overseen by Senior Editorial Policies Manager Mark Maley, the free-time broadcasting process proceeded as planned. With one exception the parties provided their announcements for pre-broadcast review within the required timeframe. One Nation did not use its allocation.

## 6. Audience contacts and complaints

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During election campaigns, relevant audience contacts are reported to the ECRC on a weekly basis. This assists with the speedy identification of any issues which may have implications for the ABC's ongoing election coverage.

All written complaints which raise concerns about the ABC's editorial standards in its coverage of election issues are referred to ABC Audience and Consumer Affairs for possible investigation.

During the election period, the ABC received a total of 322 written editorial audience complaints relating to the Federal Election. This was 22% fewer than during the 2016 Federal Election.

Allegations of bias formed the category with the largest number of complaints (249). Of these, 61% alleged that coverage favoured the Opposition, while 28% alleged that it favoured the Government.

*Subject of editorial complaints relating to each week of the campaign.*

Category	Subcategory	Week						post	Total
		1	2	3	4	5	6		
Bias	Pro opposition/anti government	7	8	45	13	26	32	20	151
	Pro government/anti opposition		2	17	22	10	15	3	69
	Other/not stated	1	8	4	5	3	4	4	29
	<b>Sub total</b>	<b>8</b>	<b>18</b>	<b>66</b>	<b>40</b>	<b>39</b>	<b>51</b>	<b>27</b>	<b>249</b>
Factual inaccuracy		2	3	6	7	12	5	35	
Balance		1	8	3	1	7	6	26	
Unfair treatment				1		2	1	4	
Standards of interviewing				1	1	1		3	
Inappropriate content		1					1	2	
Failure to disclose					1		1	2	
Incidental advertising					1			1	
<b>Total</b>		<b>8</b>	<b>22</b>	<b>77</b>	<b>51</b>	<b>50</b>	<b>73</b>	<b>41</b>	<b>322</b>

## 7. Election night coverage

As well as being the top election broadcaster on election night and providing comprehensive coverage of issues and campaign events on all scheduled broadcast programming, the ABC also provided the following additional coverage for audiences:

- *Vote Compass* broke all records with 1.6 million complete responses;
- *You Ask, We Answer* generated 15 thousand audience questions;
- *Hidden Campaign* stories shone a light on less visible campaign tactics;
- ABC News live stream on iview achieved 300k plays;
- The ABC News Messenger Bot achieved 343,000 users;
- ABC News Digital recorded its highest daily unique audience result (2.9m) on Sunday May 19<sup>th</sup>

On election night, the ABC dominated the ratings across all platforms, delivering accurate and trusted coverage on radio, television and mobile & online platforms.

A full rundown of our performance on the night is included as **Attachment E**.

**Craig McMurtrie**

Editorial Director

Chairman, Election Coverage Review Committee

# ATTACHMENT A





# Media Coverage Report

Week 5: 11 May–6pm 18 May 2019

ABC Federal Election Monitoring

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# Share of Voice by Platform Trend Analysis – Comparative

## Major Parties Only

Chart 1 Radio

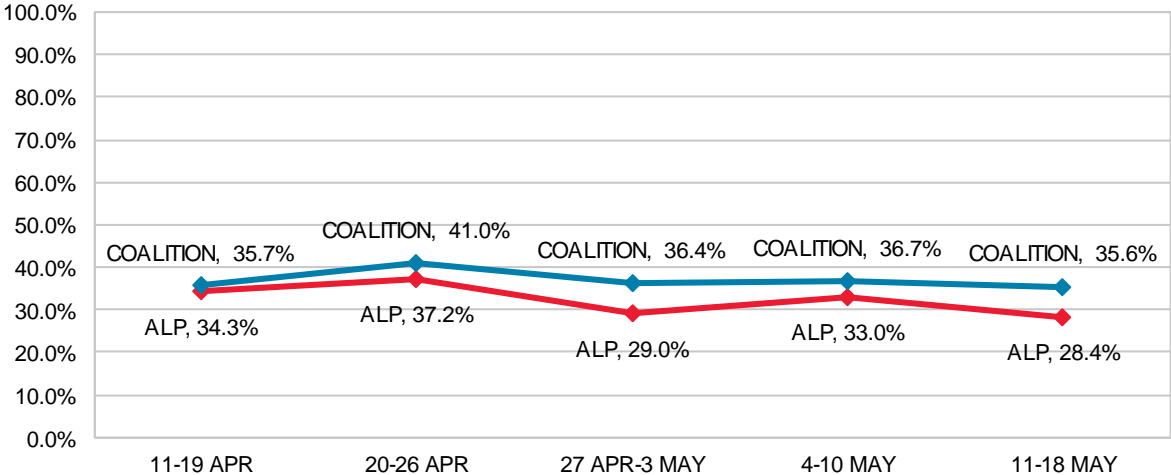


Chart 2 Television

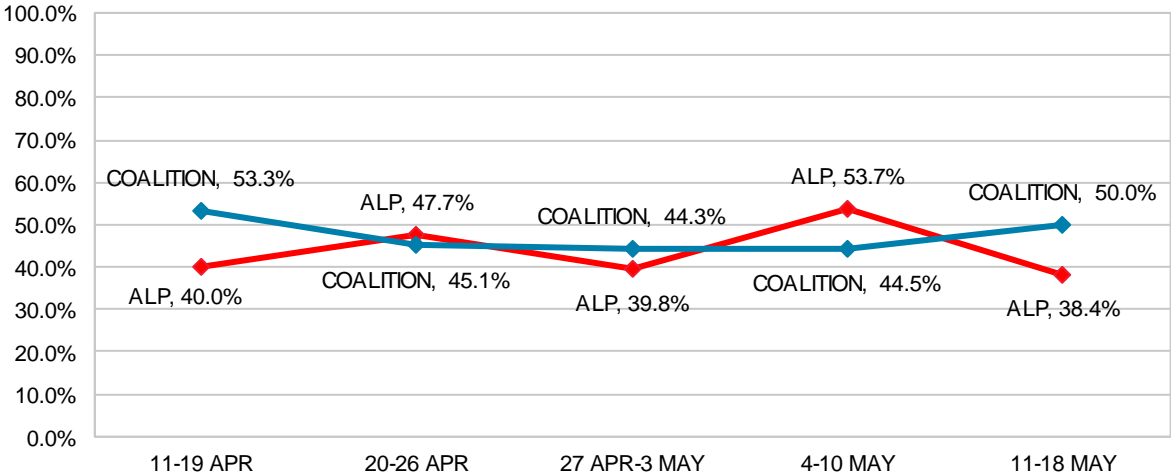
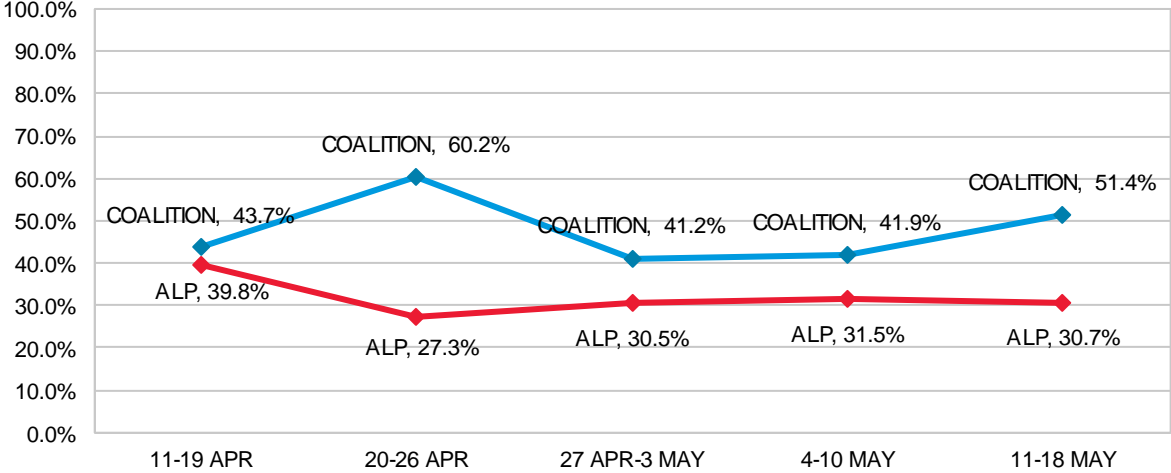


Chart 3 Internet



# Share of Voice by Platform Trend Analysis – Cumulative

## Major Parties Only

Chart 4 Radio

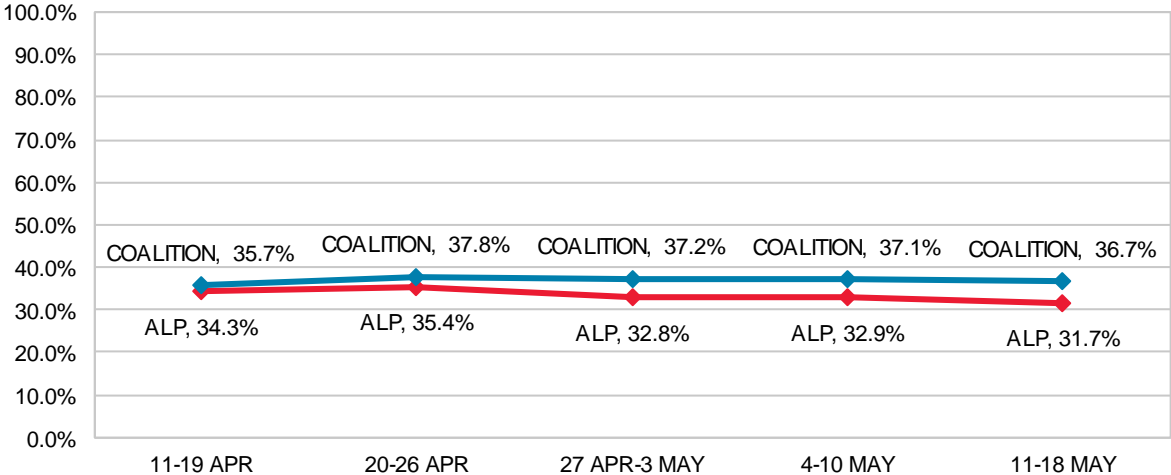


Chart 5 Television

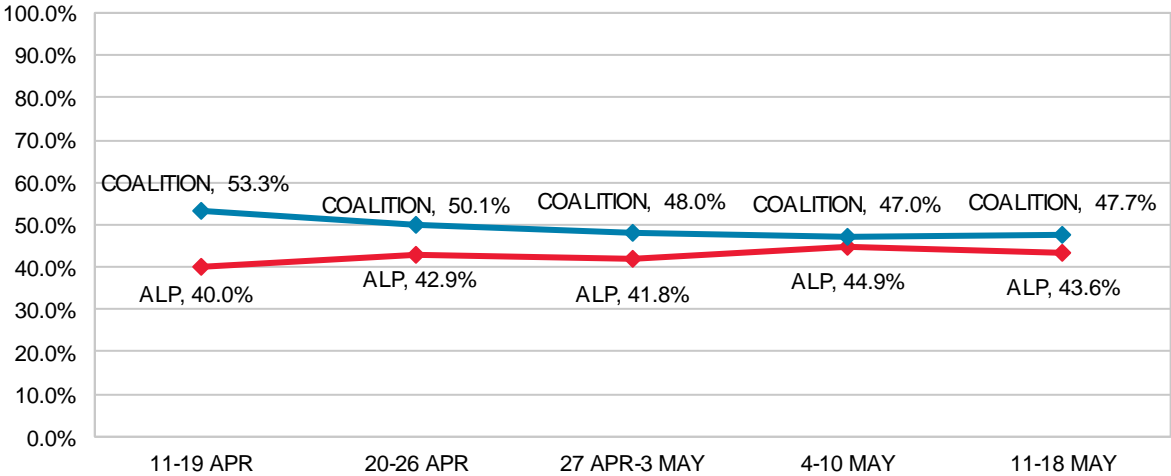
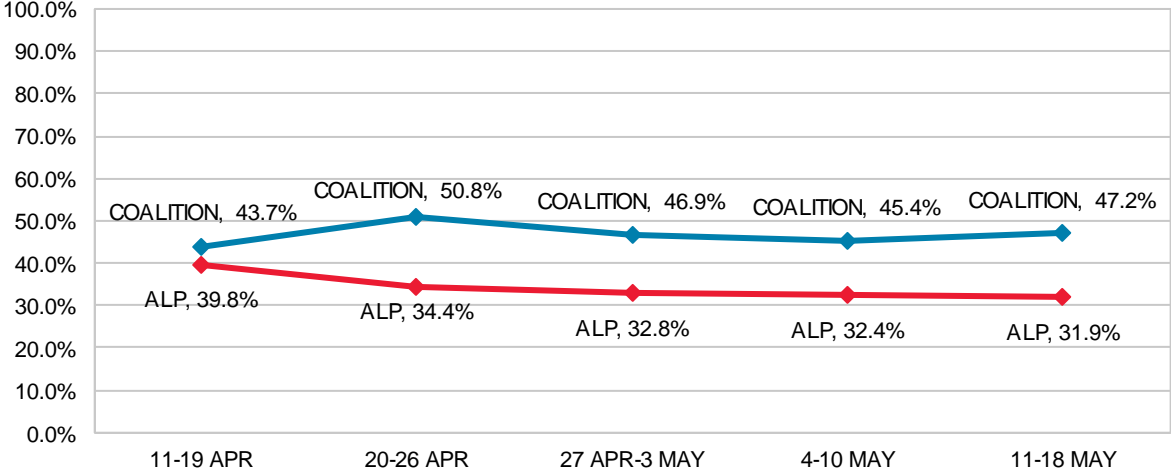


Chart 6 Internet



# Program Share of Voice – Week 5

Table 1 Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
RADIO											
	NATIONAL CURRENT AFFAIRS PROGRAMS										
		AM	0:25:58	59.0%	37.9%	0.0%	0.0%	0.0%	3.1%	0.0%	100.0%
		THE WORLD TODAY	0:06:22	29.8%	39.5%	3.4%	0.0%	0.0%	25.9%	1.3%	100.0%
		PM	0:10:22	48.4%	43.7%	7.9%	0.0%	0.0%	0.0%	0.0%	100.0%
	NATIONAL CURRENT AFFAIRS PROGRAMS TOTAL		0:42:42	52.1%	39.5%	2.4%	0.0%	0.0%	5.8%	0.2%	100.0%
	RADIO NATIONAL PROGRAMS										
		BREAKFAST	1:04:13	49.4%	22.1%	6.6%	0.3%	0.0%	21.4%	0.2%	100.0%
		RN DRIVE	1:19:28	36.7%	34.7%	18.7%	0.0%	0.0%	0.0%	9.9%	100.0%
	RADIO NATIONAL PROGRAMS TOTAL		2:23:41	42.4%	29.1%	13.3%	0.1%	0.0%	9.6%	5.5%	100.0%
	TRIPLE J										
		HACK	0:14:38	65.9%	34.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	TRIPLE J TOTAL		0:14:38	65.9%	34.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	ABC NEWS (FORMERLY ABC NEWSRADIO)										
		BREAKFAST	0:17:04	36.1%	35.2%	0.0%	0.0%	0.0%	28.7%	0.0%	100.0%
	ABC NEWS (FORMERLY ABC NEWSRADIO) TOTAL		0:17:04	36.1%	35.2%	0.0%	0.0%	0.0%	28.7%	0.0%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	LOCAL RADIO NEWS 7.45AM										
		ABC RADIO SYDNEY	0:01:11	25.4%	15.5%	19.7%	0.0%	0.0%	15.5%	23.9%	100.0%
		ABC RADIO MELBOURNE	0:01:52	52.7%	34.8%	12.5%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	0:00:28	25.0%	17.9%	0.0%	0.0%	0.0%	0.0%	57.1%	100.0%
		ABC RADIO ADELAIDE	0:01:31	37.4%	31.9%	13.2%	0.0%	0.0%	0.0%	17.6%	100.0%
		ABC RADIO PERTH	0:01:28	29.5%	58.0%	12.5%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:01:33	57.0%	20.4%	0.0%	0.0%	0.0%	5.4%	17.2%	100.0%
		ABC RADIO HOBART	0:01:12	65.3%	11.1%	0.0%	0.0%	0.0%	0.0%	23.6%	100.0%
		ABC RADIO DARWIN	0:01:54	43.9%	23.7%	11.4%	7.0%	0.0%	0.0%	14.0%	100.0%
	LOCAL RADIO NEWS 7.45AM TOTAL		0:11:09	43.9%	28.3%	9.6%	1.2%	0.0%	2.4%	14.6%	100.0%
	LOCAL RADIO NEWS 12PM										
		ABC RADIO SYDNEY	0:01:10	64.3%	31.4%	0.0%	0.0%	0.0%	4.3%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:01:35	55.8%	40.0%	0.0%	0.0%	0.0%	4.2%	0.0%	100.0%
		ABC RADIO BRISBANE	0:01:03	68.3%	31.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:01:58	37.3%	46.6%	0.0%	0.0%	0.0%	1.7%	14.4%	100.0%
		ABC RADIO PERTH	0:02:06	42.9%	49.2%	0.0%	7.9%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:01:21	70.4%	29.6%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO HOBART	0:02:07	44.9%	35.4%	12.6%	2.4%	4.7%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:01:42	44.1%	31.4%	15.7%	4.9%	3.9%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 12PM TOTAL		0:13:02	50.9%	38.1%	4.1%	2.3%	1.3%	1.2%	2.2%	100.0%



MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	LOCAL RADIO NEWS 6PM										
		ABC RADIO SYDNEY	0:01:07	50.7%	26.9%	22.4%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:01:04	60.9%	26.6%	0.0%	12.5%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	0:01:05	47.7%	40.0%	0.0%	12.3%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:01:07	65.7%	34.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:00:53	62.3%	37.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:01:07	47.8%	52.2%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO HOBART	0:00:59	71.2%	28.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:00:52	69.2%	15.4%	0.0%	15.4%	0.0%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 6PM TOTAL		0:08:14	58.9%	33.2%	3.0%	4.9%	0.0%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 10PM										
		ABC RADIO SYDNEY	0:00:39	48.7%	51.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:00:39	48.7%	51.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	0:00:39	48.7%	51.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:00:51	82.4%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:00:27	51.9%	48.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:00:39	48.7%	51.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO HOBART	0:00:39	48.7%	51.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:00:51	82.4%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 10PM TOTAL		0:05:24	59.6%	40.4%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	LOCAL RADIO MORNINGS										
		ABC RADIO SYDNEY	1:08:33	27.1%	18.9%	15.3%	0.0%	0.0%	38.7%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:56:38	29.3%	52.6%	15.6%	0.0%	0.0%	0.0%	2.6%	100.0%
		ABC RADIO BRISBANE	1:32:51	74.1%	7.8%	18.1%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:43:59	33.1%	50.9%	8.2%	0.0%	0.0%	0.0%	7.8%	100.0%
		ABC RADIO PERTH	0:23:03	27.4%	16.6%	0.0%	43.2%	12.8%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:00:32	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO HOBART	0:42:05	10.3%	25.9%	19.5%	0.0%	0.0%	19.2%	25.0%	100.0%
		ABC RADIO DARWIN	1:19:12	6.7%	20.7%	9.5%	0.0%	6.6%	21.7%	34.8%	100.0%
	LOCAL RADIO MORNINGS TOTAL		6:46:53	33.0%	25.6%	13.6%	2.4%	2.0%	12.7%	10.6%	100.0%
	LOCAL RADIO DRIVE										
		ABC RADIO SYDNEY	0:23:59	38.6%	33.9%	1.5%	1.9%	0.0%	24.1%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:51:15	28.1%	33.1%	0.0%	0.0%	7.8%	28.4%	2.7%	100.0%
		ABC RADIO BRISBANE	0:30:16	31.1%	25.4%	0.0%	43.5%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:26:21	30.4%	43.2%	0.0%	0.0%	0.0%	0.0%	26.4%	100.0%
		ABC RADIO PERTH	0:16:22	3.9%	76.9%	0.0%	0.0%	0.0%	0.0%	19.2%	100.0%
		ABC RADIO CANBERRA	0:35:45	54.3%	38.3%	7.4%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO HOBART	0:15:15	78.8%	7.5%	0.0%	0.0%	0.0%	0.0%	13.7%	100.0%
		ABC RADIO DARWIN	0:12:19	21.0%	17.9%	26.8%	0.0%	0.0%	34.4%	0.0%	100.0%
	LOCAL RADIO DRIVE TOTAL		3:31:32	35.8%	34.9%	3.0%	6.4%	1.9%	11.6%	6.4%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS										
		ABC NORTH COAST NSW	0:39:50	26.4%	28.9%	24.2%	0.0%	0.0%	20.5%	0.0%	100.0%
		ABC MID NORTH COAST NSW	0:50:01	21.6%	19.5%	15.1%	0.0%	0.0%	32.1%	11.7%	100.0%
		ABC SOUTH EAST NSW	1:04:35	33.2%	16.4%	8.7%	0.0%	17.1%	22.8%	1.9%	100.0%
		ABC ILLAWARRA-WOLLONGONG NSW	1:06:20	47.6%	29.1%	8.5%	0.0%	6.1%	6.9%	1.8%	100.0%
		ABC CENTRAL WEST NSW	0:23:47	53.7%	46.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC GOULBURN MURRAY ALBURY/WODONGA VIC	0:19:55	16.2%	30.1%	0.0%	0.0%	0.0%	53.7%	0.0%	100.0%
		ABC GIPPSLAND VIC	0:15:50	43.2%	56.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC SUNSHINE COAST MAROOCHYDORE QLD	0:02:12	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC TROPICAL NORTH QLD	0:06:03	16.0%	13.2%	0.0%	33.1%	29.2%	0.0%	8.5%	100.0%
		ABC CAPRICORNIA QLD	0:31:23	15.3%	30.3%	16.8%	37.6%	0.0%	0.0%	0.0%	100.0%
		ABC GOLD COAST QLD	0:00:24	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC WIDE BAY BUNDABERG QLD	0:16:16	12.2%	13.5%	41.2%	32.2%	0.0%	0.9%	0.0%	100.0%
		ABC FAR NORTH CAIRNS QLD	0:41:51	20.4%	17.6%	21.6%	0.0%	0.0%	21.9%	18.6%	100.0%
		ABC NORTH QLD TOWNSVILLE	0:44:29	41.3%	22.2%	0.0%	0.0%	5.8%	0.0%	30.7%	100.0%
		ABC SOUTHERN QLD	0:04:49	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC NORTH & WEST SA	0:40:36	43.5%	10.5%	18.8%	0.0%	0.0%	0.0%	27.2%	100.0%
		ABC SOUTH WEST BUNBURY WA	0:01:40	9.0%	0.0%	91.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS TOTAL		7:50:01	33.4%	23.7%	12.5%	4.0%	4.1%	13.5%	8.8%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	COUNTRY HOUR										
		NSW	0:01:30	66.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		VIC	0:07:58	47.7%	52.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		QLD	0:10:51	25.5%	23.8%	0.0%	0.0%	0.0%	0.0%	50.7%	100.0%
		SA	0:14:22	44.7%	37.5%	4.8%	0.0%	0.0%	0.0%	13.1%	100.0%
		WA	0:02:10	61.5%	38.5%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		TAS	0:04:37	21.7%	78.3%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		NT	0:02:30	40.0%	20.0%	40.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	COUNTRY HOUR TOTAL		0:43:58	39.4%	40.0%	3.8%	0.0%	0.0%	0.0%	16.8%	100.0%
	REGIONAL LOCAL RADIO DRIVE										
		ABC NEWCASTLE	1:14:17	18.9%	26.6%	18.2%	0.0%	0.0%	17.1%	19.3%	100.0%
		ABC NSW STATEWIDE DRIVE	0:23:28	46.9%	47.0%	0.0%	0.0%	0.0%	0.0%	6.1%	100.0%
		ABC VIC STATEWIDE DRIVE	1:01:38	27.1%	15.9%	7.8%	0.0%	0.0%	49.2%	0.0%	100.0%
		ABC GOLD COAST QLD	0:09:18	45.2%	54.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC FAR NORTH CAIRNS QLD	0:13:43	68.0%	32.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC QLD STATEWIDE DRIVE	0:18:59	46.8%	53.2%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC NORTH & WEST SA	0:31:06	29.8%	22.7%	15.9%	0.0%	0.0%	0.0%	31.5%	100.0%
		ABC WA STATEWIDE DRIVE	0:10:23	39.8%	34.7%	0.0%	2.6%	2.4%	0.0%	20.5%	100.0%
		ABC NTH. TAS REGIONAL RADIO	0:06:16	25.8%	74.2%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	REGIONAL LOCAL RADIO DRIVE TOTAL		4:09:08	31.8%	30.3%	9.3%	0.1%	0.1%	17.3%	11.1%	100.0%
<b>RADIO TOTAL</b>			<b>27:17:26</b>	<b>35.6%</b>	<b>28.4%</b>	<b>10.2%</b>	<b>2.7%</b>	<b>2.0%</b>	<b>12.5%</b>	<b>8.7%</b>	<b>100.0%</b>

Table 2 Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
TELEVISION											
	NATIONAL TV NEWS & CURRENT AFFAIRS										
		7.30	0:30:08	53.8%	44.7%	0.0%	0.1%	0.0%	1.4%	0.0%	100.0%
		ABC NEWS AT NOON	1:22:21	29.3%	70.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		NATIONAL PRESS CLUB ADDRESS	0:53:54	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		INSIDERS	0:14:26	8.2%	91.8%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		LANDLINE	0:22:11	47.3%	52.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		Q&A	0:50:51	30.0%	28.9%	26.2%	0.0%	0.0%	14.9%	0.0%	100.0%
		THE DRUM	0:12:29	70.2%	28.4%	0.0%	0.7%	0.7%	0.0%	0.0%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS TOTAL		4:26:20	48.8%	43.1%	5.0%	0.0%	0.0%	3.0%	0.0%	100.0%
	ABC NEWS										
		ABC NEWS BREAKFAST	0:53:39	45.4%	28.0%	9.4%	0.0%	0.0%	17.2%	0.0%	100.0%
		WEEKEND BREAKFAST	1:26:29	55.9%	38.4%	5.7%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC NEWS MORNINGS	1:42:21	60.8%	39.2%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		AFTERNOON BRIEFING	1:39:53	37.8%	28.0%	15.6%	0.0%	0.0%	11.5%	7.1%	100.0%
		ABC NEWS TONIGHT	0:11:38	10.7%	88.5%	0.0%	0.0%	0.0%	0.7%	0.0%	100.0%
	ABC NEWS TOTAL		5:54:00	49.1%	35.8%	7.2%	0.0%	0.0%	5.9%	2.0%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	STATE TV NEWS 7PM										
		SYDNEY ABN2	0:13:18	55.1%	25.3%	0.0%	0.0%	0.0%	19.5%	0.0%	100.0%
		MELBOURNE ABV2	0:08:05	53.8%	39.2%	3.9%	0.0%	0.0%	3.1%	0.0%	100.0%
		BRISBANE ABQ2	0:06:55	61.4%	37.1%	0.0%	0.0%	0.0%	1.4%	0.0%	100.0%
		ADELAIDE ABS2	0:09:42	61.5%	33.3%	2.1%	0.0%	0.0%	0.0%	3.1%	100.0%
		PERTH ABW2	0:10:05	64.3%	35.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		CANBERRA ABC2	0:09:42	55.8%	37.6%	0.0%	0.0%	0.0%	1.4%	5.2%	100.0%
		HOBART ABT2	0:07:57	58.5%	35.0%	2.3%	0.0%	0.0%	2.5%	1.7%	100.0%
		DARWIN ABD6	0:07:54	61.2%	35.0%	0.0%	0.0%	0.0%	1.3%	2.5%	100.0%
	STATE TV NEWS 7PM TOTAL		1:13:38	58.8%	34.1%	1.0%	0.0%	0.0%	4.6%	1.5%	100.0%
<b>TELEVISION TOTAL</b>			<b>11:33:58</b>	<b>50.0%</b>	<b>38.4%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>1.2%</b>	<b>100.0%</b>

Table 3 Internet

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
INTERNET											
	INTERNET										
		HTTPS://WWW.ABC.NET.AU/NEWS/TOPIC/FEDERAL-ELECTIONS/	10,912	51.4%	30.7%	3.2%	0.0%	2.6%	8.7%	3.4%	100.0%
		INTERNET TOTAL	10,912	51.4%	30.7%	3.2%	0.0%	2.6%	8.7%	3.4%	100.0%
	INTERNET TOTAL		10,912	51.4%	30.7%	3.2%	0.0%	2.6%	8.7%	3.4%	100.0%

# Program Share of Voice – Cumulative

Table 4 Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
<b>RADIO</b>											
NATIONAL CURRENT AFFAIRS PROGRAMS											
		AM	1:52:15	41.4%	43.5%	11.2%	0.5%	1.1%	0.7%	1.5%	100.0%
		THE WORLD TODAY	0:43:46	48.5%	34.2%	0.8%	2.2%	8.4%	4.3%	1.7%	100.0%
		PM	0:48:40	41.7%	35.5%	16.7%	0.0%	1.0%	4.2%	0.8%	100.0%
		<b>NATIONAL CURRENT AFFAIRS PROGRAMS TOTAL</b>	<b>3:24:41</b>	<b>43.0%</b>	<b>39.6%</b>	<b>10.3%</b>	<b>0.8%</b>	<b>2.6%</b>	<b>2.3%</b>	<b>1.4%</b>	<b>100.0%</b>
RADIO NATIONAL PROGRAMS											
		BREAKFAST	5:22:12	38.8%	38.9%	8.8%	2.4%	0.5%	6.6%	4.1%	100.0%
		RN DRIVE	5:28:30	41.3%	37.2%	7.6%	4.3%	0.0%	4.0%	5.5%	100.0%
		SATURDAY EXTRA	0:06:27	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		<b>RADIO NATIONAL PROGRAMS TOTAL</b>	<b>10:57:09</b>	<b>39.6%</b>	<b>38.7%</b>	<b>8.1%</b>	<b>3.3%</b>	<b>0.2%</b>	<b>5.2%</b>	<b>4.7%</b>	<b>100.0%</b>
TRIPLE J											
		HACK	1:34:37	47.9%	31.9%	10.5%	0.0%	0.2%	9.5%	0.0%	100.0%
		<b>TRIPLE J TOTAL</b>	<b>1:34:37</b>	<b>47.9%</b>	<b>31.9%</b>	<b>10.5%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>9.5%</b>	<b>0.0%</b>	<b>100.0%</b>
ABC NEWS (FORMERLY ABC NEWSRADIO)											
		BREAKFAST	1:57:19	46.7%	32.5%	7.7%	3.7%	2.8%	4.2%	2.5%	100.0%
		<b>ABC NEWS (FORMERLY ABC NEWSRADIO) NEWSRADIO TOTAL</b>	<b>1:57:19</b>	<b>46.7%</b>	<b>32.5%</b>	<b>7.7%</b>	<b>3.7%</b>	<b>2.8%</b>	<b>4.2%</b>	<b>2.5%</b>	<b>100.0%</b>



MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	LOCAL RADIO NEWS 7.45AM										
		ABC RADIO SYDNEY	0:06:14	42.2%	36.1%	9.4%	4.8%	0.0%	2.9%	4.5%	100.0%
		ABC RADIO MELBOURNE	0:06:23	49.9%	31.6%	7.6%	4.7%	0.8%	4.2%	1.3%	100.0%
		ABC RADIO BRISBANE	0:04:52	47.9%	26.0%	13.4%	6.2%	1.0%	0.0%	5.5%	100.0%
		ABC RADIO ADELAIDE	0:08:08	37.3%	38.3%	13.7%	3.9%	0.6%	0.0%	6.1%	100.0%
		ABC RADIO PERTH	0:09:18	48.4%	42.8%	2.5%	5.6%	0.7%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:05:19	52.0%	34.2%	0.9%	5.3%	0.9%	1.6%	5.0%	100.0%
		ABC RADIO HOBART	0:05:07	59.9%	16.9%	6.5%	9.4%	0.0%	0.0%	7.2%	100.0%
		ABC RADIO DARWIN	0:06:43	41.9%	36.5%	7.2%	6.2%	0.5%	0.0%	7.7%	100.0%
	LOCAL RADIO NEWS 7.45AM TOTAL		0:52:04	46.7%	34.1%	7.6%	5.6%	0.6%	1.0%	4.4%	100.0%
	LOCAL RADIO NEWS 12PM										
		ABC RADIO SYDNEY	0:06:26	61.7%	36.8%	0.8%	0.0%	0.0%	0.8%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:08:52	52.3%	40.8%	1.9%	0.0%	2.4%	0.8%	1.9%	100.0%
		ABC RADIO BRISBANE	0:06:29	51.4%	44.2%	0.0%	0.0%	4.4%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:09:12	36.6%	40.2%	5.6%	0.0%	5.8%	0.4%	11.4%	100.0%
		ABC RADIO PERTH	0:07:52	37.1%	42.6%	9.7%	5.3%	3.4%	1.9%	0.0%	100.0%
		ABC RADIO CANBERRA	0:06:20	51.1%	41.3%	0.0%	0.0%	6.3%	1.3%	0.0%	100.0%
		ABC RADIO HOBART	0:06:35	50.4%	39.2%	7.3%	0.8%	1.5%	0.8%	0.0%	100.0%
		ABC RADIO DARWIN	0:07:53	45.0%	42.5%	6.6%	1.1%	4.9%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 12PM TOTAL		0:59:39	47.5%	41.0%	4.2%	0.9%	3.7%	0.7%	2.0%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION / WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	LOCAL RADIO NEWS 6PM										
		ABC RADIO SYDNEY	0:06:21	49.1%	41.2%	3.9%	3.9%	0.0%	1.8%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:06:14	56.1%	37.2%	3.7%	2.1%	0.8%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	0:05:59	49.6%	39.3%	1.7%	2.2%	7.2%	0.0%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:07:25	46.5%	44.7%	5.2%	0.4%	3.1%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:05:15	56.5%	35.9%	0.0%	0.0%	7.6%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:05:41	50.7%	48.4%	0.0%	0.0%	0.9%	0.0%	0.0%	100.0%
		ABC RADIO HOBART	0:05:26	51.8%	42.0%	2.8%	0.0%	0.0%	3.4%	0.0%	100.0%
		ABC RADIO DARWIN	0:07:25	46.1%	39.6%	6.1%	1.8%	2.9%	0.0%	3.6%	100.0%
	LOCAL RADIO NEWS 6PM TOTAL		0:49:46	50.5%	41.1%	3.1%	1.4%	2.8%	0.6%	0.5%	100.0%
	LOCAL RADIO NEWS 10PM										
		ABC RADIO SYDNEY	0:07:15	50.8%	41.1%	0.0%	3.4%	3.0%	1.6%	0.0%	100.0%
		ABC RADIO MELBOURNE	0:07:15	50.8%	41.1%	0.0%	3.4%	3.0%	1.6%	0.0%	100.0%
		ABC RADIO BRISBANE	0:07:15	50.8%	41.1%	0.0%	3.4%	3.0%	1.6%	0.0%	100.0%
		ABC RADIO ADELAIDE	0:07:32	52.0%	41.8%	2.9%	0.0%	3.3%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:04:54	39.1%	43.5%	5.1%	0.0%	12.2%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:07:51	51.0%	41.6%	0.0%	3.2%	2.8%	1.5%	0.0%	100.0%
		ABC RADIO HOBART	0:07:15	50.8%	41.1%	0.0%	3.4%	3.0%	1.6%	0.0%	100.0%
		ABC RADIO DARWIN	0:07:32	52.0%	41.8%	2.9%	0.0%	3.3%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 10PM TOTAL		0:56:49	50.1%	41.6%	1.2%	2.2%	3.8%	1.0%	0.0%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	LOCAL RADIO MORNINGS										
		ABC RADIO SYDNEY	2:28:47	34.1%	27.7%	12.6%	0.3%	1.5%	23.8%	0.0%	100.0%
		ABC RADIO MELBOURNE	3:01:46	47.8%	31.8%	8.4%	0.0%	0.6%	8.5%	2.9%	100.0%
		ABC RADIO BRISBANE	2:47:20	46.8%	19.5%	10.6%	6.8%	0.4%	7.9%	8.0%	100.0%
		ABC RADIO ADELAIDE	2:04:05	27.5%	34.6%	10.4%	0.0%	11.3%	3.7%	12.6%	100.0%
		ABC RADIO PERTH	2:14:03	31.2%	29.9%	27.8%	7.9%	3.2%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:24:00	16.0%	17.4%	17.1%	0.0%	0.0%	0.0%	49.4%	100.0%
		ABC RADIO HOBART	4:51:29	26.5%	28.6%	8.8%	0.1%	6.5%	23.8%	5.7%	100.0%
		ABC RADIO DARWIN	3:44:19	11.8%	39.2%	8.6%	0.2%	8.3%	14.2%	17.7%	100.0%
	LOCAL RADIO MORNINGS TOTAL		21:35:49	30.8%	30.1%	11.7%	1.8%	4.6%	13.1%	7.9%	100.0%
	LOCAL RADIO DRIVE										
		ABC RADIO SYDNEY	1:42:47	39.0%	36.4%	6.8%	1.5%	1.2%	15.1%	0.0%	100.0%
		ABC RADIO MELBOURNE	3:12:17	36.7%	35.1%	7.8%	0.5%	2.1%	11.3%	6.6%	100.0%
		ABC RADIO BRISBANE	2:41:22	24.9%	32.9%	10.8%	9.0%	12.8%	9.8%	0.0%	100.0%
		ABC RADIO ADELAIDE	1:29:28	33.7%	36.2%	11.0%	0.5%	7.2%	0.0%	11.3%	100.0%
		ABC RADIO PERTH	0:53:20	24.8%	47.0%	0.8%	0.0%	4.6%	16.9%	5.9%	100.0%
		ABC RADIO CANBERRA	2:04:27	45.5%	37.3%	10.6%	0.4%	2.0%	4.2%	0.0%	100.0%
		ABC RADIO HOBART	1:52:05	47.2%	14.4%	14.7%	4.1%	0.0%	17.7%	1.9%	100.0%
		ABC RADIO DARWIN	1:06:27	32.1%	23.8%	16.1%	2.4%	0.3%	6.4%	19.0%	100.0%
	LOCAL RADIO DRIVE TOTAL		15:02:13	36.0%	32.6%	10.0%	2.7%	4.1%	10.1%	4.5%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS										
		ABC NEWCASTLE	0:10:11	0.0%	88.7%	0.0%	11.3%	0.0%	0.0%	0.0%	100.0%
		ABC NORTH COAST NSW	1:59:55	31.0%	23.7%	15.5%	0.0%	0.0%	9.9%	20.0%	100.0%
		ABC MID NORTH COAST NSW	2:07:34	24.3%	20.8%	10.9%	0.9%	10.0%	24.7%	8.4%	100.0%
		ABC SOUTH EAST NSW	2:24:35	46.6%	26.7%	8.1%	0.0%	7.6%	10.2%	0.8%	100.0%
		ABC ILLAWARRA-WOLLONGONG NSW	2:18:16	46.1%	27.7%	10.6%	0.0%	7.9%	3.3%	4.4%	100.0%
		ABC CENTRAL WEST NSW	1:06:09	42.8%	36.2%	1.8%	0.0%	0.0%	0.0%	19.3%	100.0%
		ABC GOULBURN MURRAY ALBURY/WODONGA VIC	1:45:09	34.7%	11.8%	1.3%	9.3%	7.5%	34.2%	1.3%	100.0%
		ABC GIPPSLAND VIC	0:47:29	41.6%	37.7%	8.3%	0.0%	6.1%	6.4%	0.0%	100.0%
		ABC SUNSHINE COAST MAROOCHYDORE QLD	0:47:49	43.8%	8.3%	4.4%	12.1%	8.8%	9.0%	13.6%	100.0%
		ABC TROPICAL NORTH QLD	0:42:57	12.2%	58.7%	10.6%	4.7%	4.1%	0.0%	9.7%	100.0%
		ABC CAPRICORNIA QLD	1:55:41	29.8%	27.4%	10.0%	15.9%	1.7%	10.4%	4.8%	100.0%
		ABC GOLD COAST QLD	0:34:02	45.8%	29.6%	3.2%	8.8%	0.0%	0.0%	12.5%	100.0%
		ABC WIDE BAY BUNDABERG QLD	1:17:43	32.3%	21.8%	15.3%	11.2%	0.5%	18.9%	0.0%	100.0%
		ABC FAR NORTH CAIRNS QLD	1:24:34	22.5%	36.8%	12.7%	2.9%	2.0%	12.1%	11.1%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
		ABC NORTH QLD TOWNSVILLE	1:50:42	46.7%	34.1%	0.0%	1.3%	5.7%	0.0%	12.3%	100.0%
		ABC SOUTHERN QLD	0:38:22	55.2%	42.0%	0.0%	2.8%	0.0%	0.0%	0.0%	100.0%
		ABC NORTH & WEST SA	1:25:11	47.2%	20.3%	9.0%	0.0%	0.4%	1.7%	21.4%	100.0%
		ABC SOUTH WEST BUNBURY WA	1:05:07	48.0%	17.2%	33.9%	0.9%	0.0%	0.0%	0.0%	100.0%
		<b>REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS TOTAL</b>	<b>24:21:26</b>	<b>37.5%</b>	<b>27.1%</b>	<b>9.4%</b>	<b>3.8%</b>	<b>4.2%</b>	<b>9.9%</b>	<b>8.1%</b>	<b>100.0%</b>
		<b>COUNTRY HOUR</b>									
		NSW	0:55:02	44.8%	38.0%	6.8%	0.0%	0.0%	10.4%	0.0%	100.0%
		VIC	0:38:32	32.1%	55.8%	12.2%	0.0%	0.0%	0.0%	0.0%	100.0%
		QLD	0:56:29	27.7%	49.2%	6.6%	0.0%	5.9%	0.9%	9.7%	100.0%
		SA	0:59:10	48.3%	30.9%	7.4%	0.0%	0.0%	0.0%	13.4%	100.0%
		WA	0:25:38	69.9%	30.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		TAS	0:23:28	50.4%	33.7%	15.8%	0.0%	0.0%	0.0%	0.0%	100.0%
		NT	0:39:08	51.4%	36.5%	12.1%	0.0%	0.0%	0.0%	0.0%	100.0%
		<b>COUNTRY HOUR TOTAL</b>	<b>4:57:27</b>	<b>44.1%</b>	<b>39.8%</b>	<b>8.4%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>2.1%</b>	<b>4.5%</b>	<b>100.0%</b>

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	REGIONAL LOCAL RADIO DRIVE										
		ABC NEWCASTLE	2:08:57	19.5%	30.8%	17.8%	2.8%	2.4%	9.8%	16.9%	100.0%
		ABC NSW STATEWIDE DRIVE	1:02:18	39.1%	37.9%	6.7%	0.7%	4.1%	0.0%	11.4%	100.0%
		ABC VIC STATEWIDE DRIVE	2:47:04	35.5%	22.3%	3.9%	3.2%	0.1%	18.2%	16.7%	100.0%
		ABC GOLD COAST QLD	0:33:37	42.0%	44.3%	1.3%	2.8%	9.6%	0.0%	0.0%	100.0%
		ABC FAR NORTHCAIRNS QLD	1:43:46	31.9%	28.0%	3.7%	5.7%	11.6%	5.3%	13.8%	100.0%
		ABC QLD STATEWIDE DRIVE	0:53:23	44.0%	51.5%	3.2%	0.6%	0.7%	0.0%	0.0%	100.0%
		ABC NORTH & WEST SA	1:26:50	26.1%	14.9%	16.8%	9.7%	3.0%	1.7%	27.8%	100.0%
		ABC WA STATEWIDE DRIVE	1:08:58	43.3%	26.5%	10.5%	6.4%	3.0%	0.0%	10.3%	100.0%
		ABC NTH. TAS REGIONAL RADIO	0:49:01	21.9%	18.3%	31.2%	0.0%	2.6%	18.3%	7.7%	100.0%
	REGIONAL LOCAL RADIO DRIVE TOTAL		12:33:54	32.2%	28.2%	10.2%	3.9%	3.6%	7.8%	14.1%	100.0%
<b>RADIO TOTAL</b>			<b>100:02:53</b>	<b>36.7%</b>	<b>31.7%</b>	<b>9.7%</b>	<b>2.8%</b>	<b>3.4%</b>	<b>8.8%</b>	<b>7.0%</b>	<b>100.0%</b>

Table 5 Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
TELEVISION											
	NATIONAL TV NEWS & CURRENT AFFAIRS										
		7.30	1:40:22	43.2%	47.7%	4.4%	2.6%	0.7%	1.3%	0.0%	100.0%
		ABC NEWS AT NOON	8:06:12	46.9%	49.6%	0.0%	0.3%	3.1%	0.0%	0.0%	100.0%
		NATIONAL PRESS CLUB ADDRESS	5:11:48	60.1%	24.6%	15.3%	0.0%	0.0%	0.0%	0.0%	100.0%
		INSIDERS	1:08:29	30.7%	46.9%	12.9%	0.4%	0.0%	0.3%	8.7%	100.0%
		FOUR CORNERS	0:00:55	69.1%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		LANDLINE	0:26:01	47.9%	51.6%	0.0%	0.0%	0.0%	0.6%	0.0%	100.0%
		Q&A	2:48:51	23.5%	53.9%	12.6%	5.5%	0.0%	4.5%	0.0%	100.0%
		THE DRUM	1:36:37	53.8%	30.2%	10.1%	0.1%	0.1%	5.8%	0.0%	100.0%
		AUSTRALIA VOTES – LEADERS' DEBATE	1:33:21	46.3%	53.7%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS TOTAL		22:32:36	46.4%	43.0%	6.8%	1.0%	1.2%	1.1%	0.4%	100.0%
	ABC NEWS										
		ABC NEWS BREAKFAST	3:37:47	48.5%	37.9%	5.8%	3.5%	0.1%	4.2%	0.0%	100.0%
		WEEKEND BREAKFAST	4:40:10	47.0%	48.4%	4.6%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC NEWS MORNINGS	11:00:48	55.3%	43.8%	0.0%	0.8%	0.1%	0.0%	0.0%	100.0%
		AFTERNOON BRIEFING	6:17:15	40.1%	43.3%	4.4%	0.2%	0.6%	7.6%	3.7%	100.0%
		ABC NEWS TONIGHT	1:20:39	39.8%	55.9%	0.8%	0.9%	0.8%	0.8%	0.9%	100.0%
	ABC NEWS TOTAL		26:56:39	48.6%	44.3%	2.7%	0.9%	0.3%	2.4%	0.9%	100.0%

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
	STATE TV NEWS 7PM										
		SYDNEY ABN2	0:52:38	46.5%	40.0%	2.1%	2.0%	1.4%	6.1%	1.8%	100.0%
		MELBOURNE ABV2	0:45:54	48.8%	44.7%	2.3%	1.7%	1.1%	1.1%	0.3%	100.0%
		BRISBANE ABQ2	0:49:12	47.1%	44.9%	2.9%	1.6%	1.9%	0.2%	1.4%	100.0%
		ADELAIDE ABS2	0:46:40	48.1%	41.6%	2.9%	2.7%	1.5%	0.0%	3.2%	100.0%
		PERTH ABW2	0:46:55	49.7%	43.0%	2.9%	1.8%	1.4%	0.0%	1.2%	100.0%
		CANBERRA ABC2	0:47:14	47.7%	44.0%	3.0%	1.4%	2.4%	0.3%	1.3%	100.0%
		HOBART ABT2	0:41:55	48.5%	43.4%	3.0%	1.9%	1.4%	0.5%	1.3%	100.0%
		DARWIN ABD6	0:47:35	46.8%	39.3%	1.8%	1.7%	1.9%	0.2%	8.3%	100.0%
	STATE TV NEWS 7PM TOTAL		6:18:03	47.9%	42.6%	2.6%	1.9%	1.6%	1.1%	2.4%	100.0%
<b>TELEVISION TOTAL</b>			<b>55:47:18</b>	<b>47.7%</b>	<b>43.6%</b>	<b>4.3%</b>	<b>1.1%</b>	<b>0.8%</b>	<b>1.7%</b>	<b>0.9%</b>	<b>100.0%</b>



Table 6 Internet

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	ONP	UAP	IND	OTH	TOTAL
INTERNET											
	INTERNET										
		<a href="https://www.abc.net.au/news/topic/federal-elections/">HTTPS://WWW.ABC.NET.AU/NEWS/TOPIC/FEDERAL-ELECTIONS/</a>	36,687	47.2%	31.9%	4.0%	4.1%	3.9%	5.7%	3.1%	100.0%
	INTERNET TOTAL		36,687	47.2%	31.9%	4.0%	4.1%	3.9%	5.7%	3.1%	100.0%
INTERNET TOTAL			36,687	47.2%	31.9%	4.0%	4.1%	3.9%	5.7%	3.1%	100.0%

# Commentary on the Fifth Week of the Campaign

## 11 May–6pm 18 May 2019

- > The Coalition had the highest share of voice in national radio current affairs program coverage in the fifth week of the campaign, with 52.1%, compared to 39.5% for the ALP and 5.8% for Independents. The Coalition also had the highest share of voice on Radio National programs, with 42.4% compared to 29.1% for the ALP and 13.3% for the Greens.
- > The Coalition also had the highest share of voice on *Hack* (65.9%), ahead of the ALP with 34.1%. The Coalition had a slightly higher share of voice than the ALP on *Breakfast on ABC News*, with 36.1% compared to 35.2%, while Independents had 28.7%.
- > Overall, the Coalition had the highest share of voice on metropolitan *Mornings* programs (33.0%), followed by the ALP (25.6%) and Greens candidates (13.6%).
- > The Coalition also led overall on metropolitan *Drive* programs, with 35.8%, while the ALP had 34.9%. Independents had the third highest share of voice, with 11.6%.
- > The ALP led the *Country Hour* (nationally), with 40.0%, followed by the Coalition with 39.4%. The Coalition led on regional *Mornings* (33.4%) and *Drive* programs (31.8%), while the ALP had 23.7% and 30.3% on these programs, respectively. Independent candidates had 13.5% of the share of voice on regional *Mornings* programs and 17.3% of regional *Drive* programs.
- > The major parties continued to dominate television this week. The Coalition had the highest share of all television coverage this week, with 50.0% compared to 38.4% for the ALP.
- > The Coalition also had the highest share of voice in week five internet coverage, with 51.4% compared to 30.7% for the ALP. Independent candidates had 8.7% of the total internet share of voice.

### NOTE

NO RELEVANT COVERAGE APPEARED ON THE FOLLOWING PROGRAMS IN WEEK 5:

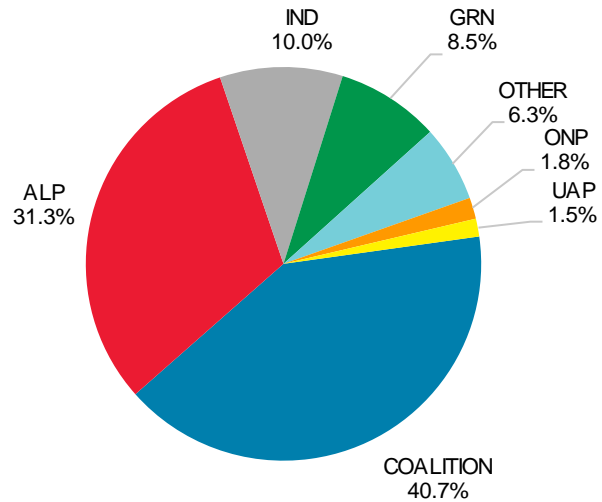
*FOUR CORNERS* ON ABC TELEVISION, *SATURDAY EXTRA* AND *COUNTERPOINT* ON RADIO NATIONAL, AND *MORNINGS* ON ABC NEWCASTLE.

### NOTE

PLEASE NOTE THAT TRIBUTES TO BOB HAWKE WERE EXCLUDED FROM THE ANALYSED CONTENT, HOWEVER DISCUSSION ON HOW HIS DEATH WOULD IMPACT THE ELECTION CAMPAIGN WAS INCLUDED.

# Combined Share of Voice – Week 5

Chart 7



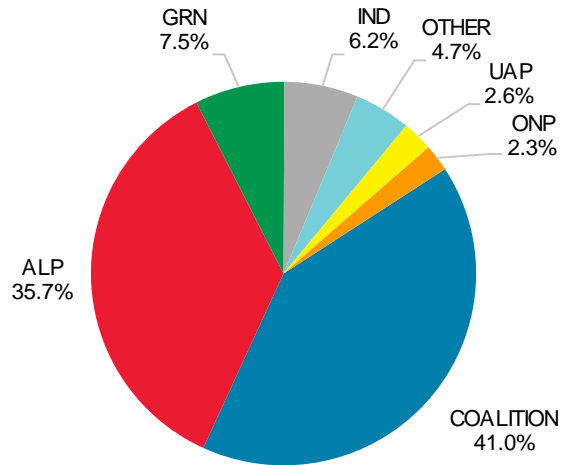
- > The Coalition had the highest share of voice across all media in the fifth week of the federal election campaign. The Coalition had a share of voice of 40.7%, well ahead of the ALP’s share of 31.3%.
- > The Coalition had the highest share of voice in each media type this week, with 50.0% of the share of voice in television coverage and 51.4% of the share of voice in internet coverage.
- > Independents had a 12.5% share of radio and an 8.7% share of internet, and overall had 10.0% of the total share of voice, ahead of the Greens with 8.5%.

Table 7

	RADIO		TELEVISION		INTERNET		TOTAL
	HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS		%
COALITION	9:42:11	35.6%	5:47:07	50.0%	5,613	51.4%	40.7%
ALP	7:44:47	28.4%	4:26:36	38.4%	3,353	30.7%	31.3%
IND	3:24:25	12.5%	0:32:13	4.6%	948	8.7%	10.0%
GRN	2:47:24	10.2%	0:39:37	5.7%	344	3.2%	8.5%
OTHER	2:22:46	8.7%	0:08:13	1.2%	372	3.4%	6.3%
ONP	0:43:53	2.7%	0:00:07	0.0%	0	0.0%	1.8%
UAP	0:32:00	2.0%	0:00:05	0.0%	282	2.6%	1.5%
<b>TOTAL</b>	<b>27:17:26</b>	<b>100.0%</b>	<b>11:33:58</b>	<b>100.0%</b>	<b>10,912</b>	<b>100.0%</b>	<b>100.0%</b>

# Combined Share of Voice – Cumulative

Chart 8



- > The Coalition had the highest share of voice over the five weeks of the federal election campaign, with 41.0%, ahead of the ALP's 35.7%.
- > The Coalition had the highest share in each media type, while the ALP had the second highest share of voice in each media type.
- > Greens candidates had the third highest share of overall cumulative voice, with 7.5%.

Table 8

	RADIO		TELEVISION		INTERNET		TOTAL
	HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS		%
COALITION	36:41:22	36.7%	26:35:13	47.7%	17,324	47.2%	41.0%
ALP	31:40:52	31.7%	24:18:18	43.6%	11,713	31.9%	35.7%
GRN	9:41:49	9.7%	2:24:55	4.3%	1,485	4.0%	7.5%
IND	8:45:54	8.8%	0:57:36	1.7%	2,076	5.7%	6.2%
OTHER	7:01:04	7.0%	0:29:46	0.9%	1,145	3.1%	4.7%
UAP	3:26:35	3.4%	0:26:18	0.8%	1,438	3.9%	2.6%
ONP	2:45:17	2.8%	0:35:12	1.1%	1,506	4.1%	2.3%
<b>TOTAL</b>	<b>100:02:53</b>	<b>100.0%</b>	<b>55:47:18</b>	<b>100.0%</b>	<b>36,687</b>	<b>100.0%</b>	<b>100.0%</b>

# Issues – Week 5

Table 9

ISSUE	RADIO	TELEVISION	INTERNET	TOTAL
ELECTION CAMPAIGN	744	373	127	1,244
HOUSING	77	115	14	206
ENVIRONMENT	73	27	3	103
TAXES	42	7	3	52
PRIMARY INDUSTRIES ISSUES	47	2		49
INDUSTRIAL RELATIONS	36	9	2	47
JUSTICE, LAW & ORDER	20	23	3	46
BUDGET COSTINGS	24	15		39
ECONOMY	26	11		37
COMMUNITY SERVICES	23	5	8	36
REGIONAL DEVELOPMENT	30	3		33
MINING/RESOURCES	21	6	3	30
IMMIGRATION	10	20		30
HEALTH	27		2	29
TERRORISM/SECURITY	19	7	3	29
EDUCATION	7	17	3	27
ENERGY POLICIES	25			25
FOREIGN AFFAIRS	18	4	3	25
WATER ISSUES	24			24
ROADS/TRANSPORT	8	10	3	21
INDIGENOUS AFFAIRS	14	3		17
INFRASTRUCTURE	13	3		16
SPORT/EVENTS	7	3		10

ISSUE	RADIO	TELEVISION	INTERNET	TOTAL
COMMUNICATIONS/INTERNET	9			9
MARRIAGE EQUALITY	5	3		8
LOCAL GOVERNMENT	4			4
SCIENCE/TECHNOLOGY/ INNOVATION	3			3
LEADERSHIP	3			3
DROUGHT	2			2
ARTS/CULTURE	1	1		2
GAMBLING	1			1
<b>TOTAL</b>	<b>1,363</b>	<b>667</b>	<b>177</b>	<b>2,207</b>

- > General election commentary continued to be the leading issue in the fifth week of federal election coverage. Topics that contributed to general election coverage this week included preference deals, and broad discussions about why each party was better-equipped to form government than the other parties.
- > Housing was the second leading issue in week five of the federal election campaign, with discussion about the major parties' policies regarding negative gearing and assistance for first home buyers.

# Issues – Cumulative

Table 10

ISSUE	RADIO	TELEVISION	INTERNET	TOTAL
ELECTION CAMPAIGN	3,203	1,994	441	5,638
ENVIRONMENT	320	183	23	526
TAXES	191	209	16	416
WATER ISSUES	243	88	24	355
HEALTH	183	121	14	318
BUDGET COSTINGS	182	113	8	303
FOREIGN AFFAIRS	116	170	9	295
HOUSING	87	117	14	218
INDUSTRIAL RELATIONS	164	44	6	214
MINING/RESOURCES	111	76	19	206
IMMIGRATION	84	106	3	193
JUSTICE, LAW & ORDER	119	50	13	182
PRIMARY INDUSTRIES ISSUES	135	30	1	166
ECONOMY	78	56	4	138
TERRORISM/SECURITY	81	48	4	133
COMMUNITY SERVICES	88	17	10	115
ROADS/TRANSPORT	50	31	9	90
DEFENCE	45	44		89
EDUCATION	28	35	4	67
ENERGY POLICIES	49	13	1	63
INFRASTRUCTURE	40	21		61
REGIONAL DEVELOPMENT	53	5		58
INDIGENOUS AFFAIRS	42	7		49

ISSUE	RADIO	TELEVISION	INTERNET	TOTAL
FAMILIES	22	15	5	42
LEADERSHIP	26	9		35
SPORT/EVENTS	18	16		34
DROUGHT	21	1		22
COMMUNICATIONS/INTERNET	17	2	3	22
MARRIAGE EQUALITY	6	10		16
MANUFACTURING	4	1	4	9
SCIENCE/TECHNOLOGY/ INNOVATION	4	4		8
EMERGENCY SERVICES	1	7		8
LOCAL GOVERNMENT	5	2		7
ARTS/CULTURE	3	3		6
SOCIAL ISSUES	3	3		6
FINANCIAL REGULATION	5			5
GAMBLING	4			4
TRADE	1	2		3
POPULATION	1			1
SENATE REFORM	1			1
<b>TOTAL</b>	<b>5,834</b>	<b>3,653</b>	<b>635</b>	<b>10,122</b>

# Leading Spokespeople – Week 5

Table 11

SPOKESPERSON	PARTY	RADIO		TELEVISION		INTERNET		TOTAL
		HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS	%	%
SCOTT MORRISON	COALITION	1:43:36	6.3%	3:38:50	31.5%	1,768	16.2%	14.0%
BILL SHORTEN	ALP	1:06:49	4.1%	2:40:27	23.1%	1,026	9.4%	9.7%
SIMON BIRMINGHAM	COALITION	0:24:29	1.5%	0:36:28	5.3%	118	1.1%	2.5%
ANDREW LAMING	COALITION	0:56:31	3.5%	0:00:00	0.0%	0	0.0%	2.2%
TANYA PLIBERSEK	ALP	0:06:31	0.4%	0:30:44	4.4%	254	2.3%	1.7%
DAVID LITTLEPROUD	COALITION	0:26:00	1.6%	0:10:30	1.5%	2	0.0%	1.5%
RICHARD DI NATALE	GRN	0:06:35	0.4%	0:27:39	4.0%	0	0.0%	1.4%
PAUL KEATING	ALP	0:27:41	1.7%	0:03:50	0.6%	161	1.5%	1.4%
JOSH FRYDENBERG	COALITION	0:12:45	0.8%	0:17:59	2.6%	83	0.8%	1.3%
HELEN HAINES	IND	0:19:58	1.2%	0:07:35	1.1%	0	0.0%	1.1%
ALL OTHER SPOKESPEOPLE		21:26:31	78.6%	2:59:56	25.9%	7,500	68.7%	63.3%
<b>TOTAL</b>		<b>27:17:26</b>	<b>100.0%</b>	<b>11:33:58</b>	<b>100.0%</b>	<b>10,912</b>	<b>100.0%</b>	<b>100.0%</b>

- > Prime Minister Scott Morrison was the leading spokesperson in the fifth week of the federal election campaign, with 14.0% overall. Morrison had the highest share of voice in each media type, with a notable 31.5% share of television. Opposition Leader Bill Shorten had the second highest share of voice in each media type, and 9.7% overall.
- > Tanya Plibersek was the only other current ALP MP in the leading 10 spokespersons in the final week of the campaign, with 1.7% of the share overall. Five of the leading 10 spokespersons were Coalition candidates, while Greens leader Richard Di Natale had 1.4% of the share, and Independent Helen Haines had 1.1%.

## Leading Spokespeople – Cumulative

Table 12

SPOKESPERSON	PARTY	RADIO		TELEVISION		INTERNET		TOTAL
		HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS	%	%
SCOTT MORRISON	COALITION	7:43:51	7.7%	13:38:40	24.5%	5,227	14.2%	13.7%
BILL SHORTEN	ALP	5:25:27	5.4%	11:43:24	21.0%	4,550	12.4%	11.1%
RICHARD DI NATALE	GRN	2:47:10	2.8%	1:40:04	3.0%	348	0.9%	2.7%
TANYA PLIBERSEK	ALP	2:06:02	2.1%	1:36:13	2.9%	432	1.2%	2.3%
JOSH FRYDENBERG	COALITION	1:10:03	1.2%	2:29:06	4.5%	381	1.0%	2.3%
SIMON BIRMINGHAM	COALITION	1:43:59	1.7%	1:43:23	3.1%	127	0.3%	2.1%
CHRIS BOWEN	ALP	1:04:51	1.1%	1:59:10	3.6%	823	2.2%	2.0%
MICHAEL MCCORMACK	COALITION	1:35:41	1.6%	1:28:10	2.6%	260	0.7%	1.9%
DAVID LITTLEPROUD	COALITION	1:32:58	1.5%	0:48:12	1.4%	59	0.2%	1.4%
PAULINE HANSON	ONP	1:38:05	1.6%	0:19:29	0.6%	692	1.9%	1.3%
ALL OTHER SPOKESPEOPLE		73:14:46	73.2%	18:21:27	32.9%	23,788	64.8%	59.2%
<b>TOTAL</b>		<b>100:02:53</b>	<b>100.0%</b>	<b>55:47:18</b>	<b>100.0%</b>	<b>36,687</b>	<b>100.0%</b>	<b>100.0%</b>



# Methodology

Each reference has been individually assessed using the following methodology:

Analysis began on Thursday 11 April 2019 at 6am.

## Television & Radio

All election material is individually assessed in the following manner:

- > Identification of party spokespeople in each reference;
- > All reported references tallied; and
- > Share of voice determined for each of the identified parties.

Length of direct quotes (min:sec) is determined on all relevant references to determine share of voice by issue, spokespeople and political party.

## Internet

The <http://www.abc.net.au/news/topic/federal-elections> site is monitored daily. All election material is individually assessed in the following manner:

- > Identification of party spokespeople in each reference;
- > All reported references tallied; and

- > Share of voice determined for each of the identified parties.

Word counts of direct quotations and paraphrasing of identified parties are conducted on all relevant published references to determine share of voice by issue, spokespersons and political party.

## Share of Voice

Comments by candidates/party spokespeople\* are timed (radio and television) and counted (internet) to calculate the share of voice. This form of report does not take into account comment by ABC presenters or non-party commentators.

Percentages have been rounded to the nearest single decimal place.

\*Official party spokespeople are defined as:

- > Current federal MPs and Senators, and all candidates for the upcoming federal election; or
- > "Party officials", including a person who is an office-holder (or former office-holder) of the party (eg the President, Director, Secretary, Treasurer); or
- > Designated spokespeople (eg someone who is identified as an authorised spokesperson); or
- > Current state or territory politicians, or former premiers, chief ministers or state ministers or state opposition leaders who comment on federal election issues; or
- > Former federal party leaders (ex-prime ministers and ex-leaders of the opposition) or former federal ministers who comment on federal election issues.

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# ATTACHMENT B



editorial  
policies

# Elections

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Issued: 13 February 2014  
Revised: 22 October 2014

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**NB:** This Guidance Note is provided to assist interpretation of the Editorial Policies in the context of coverage of Federal, State and Territory Elections (see “Status of Guidance Note”).

## Introduction

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The ABC's coverage of federal, state and territory elections is determined by the duties, standards and guidance contained in the ABC Act, the ABC Editorial Policies (as updated from time to time), and associated materials.

The challenges of providing accurate and impartial election coverage create a particular need for interpretation and advice. When questions arise, the usual processes of upward referral should be followed. Content makers and editorial managers are also able to see advice from members of the Election Coverage Review Committee (ECRC) which is brought together for each state and federal election. All the relevant Divisions are represented on the ECRC, which contains people with long experience of the ABC's standards and how to apply them.

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One of the key roles of the ABC is to facilitate the democratic process in Australia. This conception of the ABC's role, together with the Editorial Policies, particularly section 9, provide the foundation for the detailed advice that the ECRC gives on the issues that may arise in campaign coverage. The ABC's obligations relating to accuracy, impartiality and providing an opportunity to respond are also relevant. These key editorial standards are set out at the end of this Guidance Note. You should also be familiar with the guidance notes on [Impartiality](#), [Accuracy](#) and [Fair Opportunity to Respond](#).

5

The ABC expects that the Editorial Policies will be upheld with particular care during election campaigns with the overarching aim of providing high quality coverage through:

- the reasoned application of news values;
- responsiveness to events and issues as and when they arise; and
- good faith efforts to fairly and accurately obtain, scrutinise and report the actions and policies of those seeking election, especially those parties with a practical prospect of forming the next Government.

## Legal obligations

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### Election blackout

The ABC is not required to comply with the electronic media blackout that runs from midnight on the Wednesday before polling day until the end of polling on the Saturday.<sup>1</sup> Nevertheless, the ABC has decided as a matter of policy to observe the election blackout and accordingly will not schedule free time election broadcasts to run after midnight on the Wednesday before polling day.

The ABC's editorial coverage, including news, current affairs and set pieces like Press Club events, is unaffected by the blackout.

### Identifying electoral commentary published on ABC websites and ABC social media accounts

The ABC is not required to name or identify individuals posting comments on the ABC's website or on its official social media pages.<sup>2</sup> However, it would nevertheless be good practice to ensure that every ABC webpage and ABC social media account (e.g., on Facebook or Twitter) that posts or hosts electoral material relating to a federal, state or territory election clearly identify the ABC as the responsible operator.

This can be done by including the ABC's name and contact details on the site or otherwise making clear that the space is an official ABC one.

## Use of social media

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### Use of personal social media accounts during the election period

During election periods, there can be particular scrutiny of the ABC and the way it upholds its standards. ABC staff and contractors are reminded of the ABC's [Use of Social Media Policy](#) and the four standards set out in that policy:

1. Do not mix the professional and the personal in ways likely to bring the ABC into disrepute.
2. Do not undermine your effectiveness at work.
3. Do not imply ABC endorsement of your personal views.
4. Do not disclose confidential information obtained through work.

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As always, take care not to make comments or post content on official or personal accounts that might compromise the ABC's impartiality or bring the ABC into disrepute. Editorial staff should avoid advocating for a group or cause, or expressing a partisan view on political or controversial issues, where this is likely to create a reasonable perception of bias that may compromise their ability/credibility to report or cover these issues for the ABC.

More detailed guidance is available on managing [personal social media accounts](#) and operating [official ABC social media accounts](#).

### Moderation of ABC accounts on social media sites (e.g. Facebook)

The ABC Editorial Policies provide latitude in moderating ABC social media accounts – see the [Guidance Note on Moderating User Generated Content](#), which states:

*As social networking sites and other forms of user interactivity are evolving, the ABC needs to take a flexible approach to assessing when and how it intervenes. The approach adopted by the ABC in each case should be sensitive to the expectations, customs and conventions of existing users of the third-party site, and to the ABC's need to maintain its own reputation as an innovator with integrity.*

*In considering how to handle particular circumstances it can be helpful to refer back to the Principles in section 9 of the Editorial Policies, especially the reference to editorial responsibility being proportionate to the level of control.*

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ABC social media accounts which actively encourage political debate should consider more active moderation during the election period. It may be necessary to respond quickly, especially to content that defames, racially vilifies, or is otherwise unlawful. The ABC must exercise appropriate editorial control to ensure that unlawful or otherwise inappropriate content is not posted or is removed as soon as the ABC becomes aware. This requires judgement, since it is the ABC's role to facilitate and allow the sort of robust debate and discussion that is likely to occur during an election period. If in doubt, refer up.

It may also be appropriate to moderate the ABC's account to ensure it is a forum for robust debate and not dominated by an organised campaign of one particular group

or party. And, as in talkback radio, there may be occasions when it is appropriate to ask a candidate who posts to declare themselves as being a candidate.

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When the ABC determines that it is appropriate to moderate UGC on any of its social media accounts (such as on its Facebook pages), the grounds on which comments or other UGC are deleted or otherwise moderated should generally be posted. This can be done by referring or linking to the relevant sections of the [ABC's Conditions of Use](#) and, where appropriate, the House Rules or Moderation Statement associated with the particular ABC page. Before establishing rules for moderation of an ABC account on a third party site, consideration must be given to the site's terms and conditions and, where appropriate, Legal should be consulted.

4

## Fair and balanced coverage

### Keeping good notes

Staff are required to take care to keep a note of their efforts to offer candidates and party officials opportunities to appear on ABC platforms. It will usually be sufficient to keep a brief note of date, time, the person's name/party, the issue they are being approached about and, if relevant, the reason the opportunity was not taken up. Divisions may wish to develop templates to circulate to staff to promote the keeping of consistent and transparent records.

5

The purpose of the note-taking requirement is to assist the ABC to respond adequately in cases where it may be claimed later that a given candidate or party was not given a fair go. The reason an opportunity was not taken up may be that the person could not be contacted or declined to comment. The notes show the efforts to reach them and to provide an opportunity to comment or to be interviewed or otherwise participate. It is evidence of efforts to be fair, accurate and impartial. In some instances, of course, deadlines and other factors make it impossible to obtain material relevant to coverage of a given story or issue in the same program or on the same day. That understanding of the practicalities is reflected in the relevant sections of the Editorial Policies, for example through the use of terms such as "reasonable efforts" in sections 2.1 and 5.3.

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Notes kept by program teams and content areas should also include any other relevant matters which may affect balance and impartiality during election campaign coverage (for example, a major international event or natural disaster during a campaign may require extensive coverage from a Foreign Minister or Prime Minister that could distort normal balanced coverage of daily political issues. Alternatively, a scandal involving a particular politician may lead to a particular focus on one individual).

All notes should be preserved in case they are required in future to respond to claims of unfair or partial treatment. They are not required to be forwarded to the ECRC unless sought.

### State and territory politicians commenting on federal election issues and vice versa

Staff should keep notes of the opportunities they extend to politicians from other jurisdictions to speak on election issues.

State and territory politicians, especially Ministers, from other jurisdictions are constantly appearing on ABC platforms to speak and be questioned about a wide

variety of matters, mostly to do with their specific responsibilities. They might speak – whether solicited or unsolicited – about federal election issues at least some of the time. In this way, they become part of the federal campaign, even though they serve in a parliament elsewhere.

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Likewise, a federal politician appearing on ABC platforms may comment on a current state or territory campaign, particularly if they hail from that state or territory.

Where the ABC considers it appropriate to seek a response or include an unsolicited response about an election issue from a politician from another jurisdiction, it is important to keep a note of whether the opportunity to respond was taken up and, if not, why. Conversely, if a politician’s comment on an election issue is considered to require an opportunity to respond be given to a candidate or party official, keep a note of whether the opportunity to respond was taken up and, if not, why.

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### **Former party leaders (ex-Prime Ministers, Premiers and Chief Ministers and ex-Leaders of the Opposition)**

Coverage of former leaders is relevant to the overall assessment of fairness and balance of our coverage. Staff should keep notes of the opportunities they extend to former party leaders to speak on election issues. It is recognised that not all ex-leaders make public comments that align with the contemporary views of their party. Some become regular commentators on politics and may express views that differ from those their party currently espouses. Some may intervene on specific issues only, stating a view from which their party may have moved. So it is not automatic that an ex-leader backs their party’s current position on every issue. When these situations arise, think about what an ex-leader is saying in the contemporary context. If in doubt in particular circumstances, refer up.

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### **Not “making up the difference” when candidates decline invitations to participate**

In some elections, candidates and party officials from a major party repeatedly decline invitations to participate in ABC programs for a range of reasons. This can lead to a temptation by ABC staff to “make up the difference” to balance coverage, even when there is no formal count of share-of-voice. This could include limiting comment by the opposing side or by providing greater coverage to that party during the final weeks or days of the campaign to achieve balance, regardless of news values. Such an approach would seriously distort our coverage and should be resisted.

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## **Free-time party election broadcasts**

### **Allocation to eligible parties**

Eligible political parties may be allocated free broadcast time on ABC1 and ABC Local Radio to broadcast policy announcements. Major parties are also eligible for broadcast time for their final pitches at the end of the campaign period. Additional allocations may be made for minor or new parties who meet threshold criteria. Once election broadcasts have gone to air, they are usually posted on the ABC’s Election site.

For more information about eligibility criteria and broadcast allocations, see the ABC Board’s policy statement: <http://about.abc.net.au/wp-content/uploads/2013/07/FreeTimeElectionBroadcastsPolicyJune2013FCT.pdf>.



## Independents

The ABC does not allocate free election broadcast time to independent candidates.

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The ABC – in its allocation of free broadcast time and its general news and information coverage – strives for balanced treatment for the major parties over the course of the campaign, but this does not require equal treatment across all candidates, including independents and those from minor parties.

The broad principles behind the allocation of free broadcast time are:

- the bulk of the time is given to the parties which, if successful, would be in a position to form government; and
- the criteria to determine time given to minor or new parties deal not just with existing representation but also consider the party's degree of formal participation in the election (seats contested) and support state-wide (polls). For details, see ABC Board's policy statement: <http://about.abc.net.au/wp-content/uploads/2013/07/FreeTimeElectionBroadcastsPolicyJune2013FCT.pdf>.

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As a public broadcaster, the ABC views the allocation of free time from a jurisdiction-wide perspective (whether federal, state or territory-wide), rather than from a local electorate perspective. Independent members and candidates are quintessentially locals, whose fortunes – unlike those of parties – are determined within the boundaries of a single electorate.

Minor party candidates and Independents may of course be newsworthy. Leaving to one side the free broadcast time issue, in approaching election coverage in news and information programs, ABC staff are advised to determine coverage of minor parties and independents according to news value, and to provide coverage that is proportionate to the role of minor parties and independents in the campaign or in particular issues before the electorate.

### Requests for assistance in producing free time party election broadcasts

When a party representative asks to use ABC studio facilities to produce a free-time party election broadcast that will air on ABC TV or ABC Radio, refer to the ABC's [Production Guidelines for Free Broadcasts by Political Parties](#), a copy of which is provided to parties prior to the allocation of free time. These Guidelines state:

*Subject to production commitments and studio availability, and provided adequate notice is given, ABC studio facilities in capital cities may be made available for speakers to pre-record their material. The ABC will make available studios for the straightforward recording of a speaker only. ABC staff will not assist or advise in relation to the content or presentation style nor otherwise act in any way that may compromise ABC independence and integrity. The ABC will charge for the use of its resources on a cost-recovery basis.*

*Except as set out in these Production Guidelines, the ABC will not edit material provided by the parties unless for technical reasons. If editing is required for technical reasons, the relevant party will be asked to approve it in writing.*

If you have any question about providing production assistance, refer upwards.

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## Related material

- ABC Board policy statement on [Allocation of Free Broadcast Time to Political Parties during Election Periods](#), 2013.
- ABC [Production Guidelines for Free Time Election Broadcasts – Federal Election 2013](#).
- ACMA, [Broadcasting and Communication of Political and Election Matter](#), Fact sheet, last update 5 April 2013.
- Australian Electoral Commission, [Electoral Backgrounder – Electoral Advertising](#), July 2013.

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## Status of Guidance Note

This Guidance Note, authorised by the Managing Director, is provided to assist interpretation of the Editorial Policies in the context of coverage of federal, state and territory elections. The Editorial Policies contain the standards enforceable under the ABC's internal management processes and under the ABC's complaints-handling procedures.

It is expected that the advice contained in Guidance Notes will normally be followed. In a given situation there may be good reasons to depart from the advice. This is permissible so long as the standards of the Editorial Policies are met. In such situations, the matter should ordinarily be referred upwards.

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## Key Editorial Standards

Excerpts of key editorial standards relevant to this Guidance Note are set out below. Other editorial standards may also be relevant, depending on the specific circumstances applying in each case.

### 2 Accuracy

- 2.1 Make reasonable efforts to ensure that material facts are accurate and presented in context.
- 2.2 Do not present factual content in a way that will materially mislead the audience. In some cases, this may require appropriate labels or other explanatory information.

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### 4 Impartiality and diversity of perspectives

- 4.1 Gather and present information with due impartiality.

### 5 Fair and honest dealing

- 5.3 Where allegations are made about a person or organisation, make reasonable efforts in the circumstances to provide a fair opportunity to respond.

### 9 Public access and participation

- 9.1 Free broadcast time or publication space may be provided to enable individuals or organisations to communicate directly with the ABC, the audience and each other, provided that:
  - a the content is broadcast or published as a public service;

- b** the content is relevant and suitable in the context in which it appears;
- c** the ABC maintains editorial control; and
- d** ABC independence and integrity are maintained.

- 9.2** Opportunities to participate must be administered fairly and respectfully.
- 9.3** Do not knowingly mislead audiences about the nature of the content.
- 9.4** Clearly distinguish content generated and submitted to the ABC from content produced, commissioned or acquired by the ABC.
- 9.5** Do not accept money or other benefit in exchange for broadcasting or publishing the content generated through public access and participation.

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## Endnotes

<sup>1</sup> The blackout period under the *Broadcasting Services Act 1992 (Cth)* bans community and commercial broadcasters from airing election advertisements. “Election advertisements” are defined to include paid broadcasts that are directed at soliciting votes for a candidate or commenting on a party or election issue. The blackout applies in relation to elections to the Commonwealth Parliament, a State Parliament, or a Territory legislature.

This election advertising blackout does not apply to the ABC because:

- national broadcasters like the ABC are not in the list of broadcast licensees who are subject to the blackout provision; and, in any event,
- the ABC does not broadcast paid election advertisements.

Election broadcasts on the ABC – that is, the time the ABC makes available to the parties for campaign launches and short announcements created by the parties themselves – are regulated under the *ABC Act*, which does not expressly restrict or “black out” election matters on the ABC at any time.

<sup>2</sup> The *Commonwealth Electoral Act* requires that any announcement on the internet intended to affect voting in a federal election must identify the name and address of the person who authorised the announcement. The ABC is not required to comply with these provisions because:

- the ABC does not broadcast or publish paid electoral advertisements;
- the ABC has a broad discretion under section 79A(1), *ABC Act*, to determine the manner and extent to which it broadcasts political matters;
- national broadcasters like the ABC are not subject to the licence conditions in Schedule 2, *Broadcasting Services Act*, that apply to commercial, community and subscription broadcasters;
- in relation to election broadcasts (or “political matter [broadcast] at the request of another person”), the ABC is instead required to comply with similar identification provisions under section 79A(2)-(5), *ABC Act*; and
- in relation to electoral material published online, the Commonwealth legislation does not apply in any event to material that forms part of a general commentary on a website: section 328A, *Commonwealth Electoral Act 1918*.

This exclusion of online commentary is consistent with the treatment of “letters to the editor” in newspapers and talkback callers on radio – none of which are required by law to be identified during an election.

# ATTACHMENT C

# ALLOCATION OF FREE BROADCAST TIME TO POLITICAL PARTIES DURING ELECTION PERIODS

Statement of policy approved by the  
Australian Broadcasting Corporation Board



## LEGISLATIVE AND POLICY BACKGROUND

Under Section 79A of the *Australian Broadcasting Corporation Act 1983*, the ABC may determine to what extent and in what manner it will broadcast political matter.

The ABC supports fundamental democratic principles, among them parliamentary democracy. Since its inception in 1932, the national public broadcaster has facilitated the democratic process by making broadcast time available to registered political parties so that they may have an opportunity to explain directly to the electorate the policies for which they are seeking voters' support.

The ABC Board has determined that free broadcast time shall be allocated to political parties during election periods according to the eligibility and allocation criteria set out in this document.

The criteria and guidelines to be applied in allocating free election broadcast time are founded on some basic propositions:

- For the proper functioning of representative government in a democracy, it is essential that the public are fully informed on issues of current debate and on the policies of those parties competing for political office.
- The public is entitled to hear a range of principal relevant perspectives on matters of public importance.
- Providing opportunities for the expression of a diversity of perspectives is inherent in the concept of impartiality, which is among the ABC's statutory duties.
- Exchange of opinion is one of the safeguards of free institutions and of democracy itself.

The ABC Board reserves the right to grant or withhold free broadcast time to political parties, including those not currently represented in the Parliament, on the basis of the number of seats contested, the measure of demonstrated public support and any other factors deemed relevant.

Free time election broadcasts are quite separate from the ABC's news and current affairs coverage of elections. Their transmission does not imply ABC support for the views contained in them.

## SCHEDULING AND PRODUCTION

Free time election broadcasts comprise parties' policy announcements and, for the Government and official Opposition, final pitches in the last week of the election period. The ABC aims to give eligible parties maximum possible freedom in how they use their time, consistent with the proper operation of a public broadcaster. Production guidelines issued by the ABC from time to time set out conditions for the lawful and efficient administration of free time election broadcasts.

Allocations are made in general election campaign periods and not in by-elections, local elections or elections involving only the upper house of a parliament.

An “election period” runs from the day the writ is issued until the close of polling on election day. Although the ABC is not required to comply with the election blackout under the *Broadcasting Services Act 1992 (Cth)*, the ABC has determined as a matter of policy to observe the blackout period and accordingly will not schedule free time election broadcasts after midnight on the Wednesday before polling day.

Free time election broadcasts are broadcast on ABC1 Television and ABC Local Radio. Once broadcast on ABC1 Television or ABC Local Radio, the ABC may at its discretion post or otherwise make available the election broadcast on any of the ABC’s other broadcasting or digital media services. If the party agrees and it is practicable, the ABC may make an election broadcast available on a digital media service, such as abc.net.au, earlier than its formal scheduled broadcast time on the television or radio service for which it was made.

## **ALLOCATION OF FREE BROADCAST TIME TO THE GOVERNMENT AND THE OFFICIAL OPPOSITION**

### **1. Automatic eligibility for grant of time**

The Government and the official Opposition in an outgoing Federal, State or Territory Parliament or Assembly are granted equal time by the ABC for election broadcasts within the relevant jurisdiction during election campaigns. When political parties are in coalition, either as a Government or as the official Opposition, the ABC will provide an equal allocation of time to the Government and to the official Opposition, leaving it to the parties which are in coalition to divide the time between them as they see fit.

The “official Opposition” means the second largest political party or coalition of parties after the Government in the Lower House which stands ready to form a government should it win a majority at a general election.

In assessing whether a minor party is “in coalition” with the Government or official Opposition parties, regard will be given to factors such as any formal agreement in place between the parties, public statements about the nature of the parties’ affiliation, and the extent to which the parties have agreed to act in a unified way on legislative and policy matters.

### **2. Time allocated**

In **federal elections**, the Government and official Opposition parties will be granted 31 minutes 30 seconds of free time on ABC1 Television and 31 minutes 30 seconds on ABC Local Radio. The time is allocated as follows:

- 18 minutes for policy announcements on television and radio, divided into twelve 90-second spots on ABC1 and twelve 90-second spots on ABC Local Radio; and
- 13 minutes 30 seconds for the party’s final pitch in the last week of the election period.

In **state and territory elections**, the Government and official Opposition parties will be granted 22 minutes of free time on ABC1 Television and 22 minutes on ABC Local Radio. The 22 minutes are allocated as follows:

- 12 minutes for policy announcements on television and radio, divided into eight 90-second spots on ABC1 and eight 90-second spots on ABC Local Radio; and
- 10 minutes for the party’s final pitch in the last week of the election period.

Parties will not be permitted to divide up or combine their allocations, for example to make one 90-second spot into three 30-second spots or to make two 90-second spots into a 3-minute spot.

## **ALLOCATION OF FREE BROADCAST TIME TO ELIGIBLE MINOR PARTIES**

The following criteria have been established by the ABC Board to determine whether a minor party is eligible for a grant of free election broadcast time.

### **1. Threshold Criteria: Registered political party standing a requisite number of candidates**

To qualify for an allocation of free election broadcast time, a political party must be registered with the electoral commission in the jurisdiction in which the election is to be held. Parties must stand candidates in at least 10% of vacant seats in the House of Parliament in which the party is contesting seats.

In a Federal Election, there is an additional criterion. Parties must stand candidates in the majority of States and Territories. This means that parties must stand candidates in at least five of the eight States and Territories.

### **2. Additional Criteria: Demonstrated public support**

A minor party, whether it is already established or a new party, must satisfy the threshold criteria and also demonstrate electoral support in the jurisdiction in which the election is being held according to the criteria set out below.

**Established minor parties** – being parties, other than those in coalition with the Government or the official Opposition, which have contested a previous election in the jurisdiction in which the election is being held – must demonstrate electoral support according to any one of the following criteria:

- election of at least one member to the Parliament concerned at the immediately preceding election or in the case of the Senate, at the previous Senate election; or
- the polling of at least 5% of first preference votes cast for either House at the immediately preceding election for the Parliament concerned; or
- having at least 5% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised, and published independent poll.

**New parties** – being those parties which have not previously contested an election in the jurisdiction in which the election is being held – must demonstrate either:

- having at least 5% nationwide, State-wide or Territory-wide support (depending on the election concerned) in a recent, recognised, and published independent poll; or
- having as a member of their party a member of Parliament who left a party that contested the previous election and, while remaining a member of Parliament, has joined the new party.

### **3. Time allocated**

If an eligible minor or new party meets the twin criteria of contesting at least 10% of vacant seats in an election and demonstrates at least 5% public support in votes cast or in a recent recognised and published independent poll, or has at least one member in the existing parliament, then the party may be granted two 90-second spots on ABC1 Television and two 90-second spots on ABC Local Radio for policy announcements.

If an eligible minor or new party meets the twin criteria of contesting at least 20% of vacant seats in an election and demonstrates at least 10% public support in votes cast or in a recent recognised and published independent poll, then the party may be granted two additional 90-second spots on ABC1 Television and two additional 90-second spots on ABC Local Radio for policy announcements.



## **FACTORS THE BOARD MAY CONSIDER IN EXERCISING ITS DISCRETION TO ALLOCATE FREE BROADCAST TIME**

Whether or not a party meets the criteria set out above and is granted one or an additional allocation, the ABC Board retains a discretion to allocate free election broadcast time.

In assessing whether – and how much – time to grant to a minor party, the Board has determined factors relevant to the exercise of its discretion include:

- the number of candidates the party fielded in the immediately preceding election in one or both Houses of Parliament;
- the percentage (above 10%) of vacant seats the party is contesting in the current election;
- the percentage of first preference votes obtained at the immediately preceding election in the House in which the party stood candidates;
- the proportion of electorates in which the party obtained at least 5% of first preference votes at the immediately preceding election;
- the number of seats won by the party at the immediately preceding election;
- whether seats were won in the lower House of Parliament where government is formed;
- any change, since the immediately preceding election, in the number of sitting members of Parliament who were members of that political party;
- any relationships that exist between a political party and any other political party, such as an agreement to enter into or withdraw from an affiliation with another party;
- any special recognition given to the party under the relevant Parliamentary rules and orders in force during the immediate past session of Parliament, such as questions allotted to the party during Question Time or the time allocated to the party's members for Private Members Business;
- the results of any recent, recognised and published independent poll;
- any change in poll results since the immediately preceding election; or
- the desirability of providing a fair opportunity – relative to each party's level of demonstrated public support – to eligible political parties to convey their policies to the electorate.

# ATTACHMENT D



# FREE TIME ELECTION BROADCASTS

2016 Edition

Production Guidelines

**Note:** These Production Guidelines apply to all Federal, State & Territory Elections. The ABC may revise these election production guidelines from time to time, at the ABC's sole discretion.

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# Free Time Election Broadcasts

## PRODUCTION GUIDELINES FOR FEDERAL, STATE & TERRITORY ELECTIONS

### INTRODUCTION

This document sets out the ABC's production guidelines for party broadcasts during election campaigns, including our technical and other requirements.

These guidelines have been drafted in accordance with the [ABC Act](#), our [Editorial Policies](#) and the [policy statement of the ABC Board](#).

### FORM AND PRESENTATION OF YOUR BROADCAST

#### Guiding principles and obligations

The ABC is obliged to ensure that:

- the ABC acts in accordance with principles of fairness and objectivity in our election coverage;
- the national broadcasting service is not used as a medium for personal attack, as distinguished from criticism of a party and its policies;
- the ABC does not broadcast material which, in the opinion of the ABC, is defamatory or otherwise unlawful; and
- the ABC does not broadcast election advertisements, as distinct from broadcasts of political matters.

Subject to the matters set out above, accuracy is the responsibility of the parties making the broadcasts. The parties must use the time on ABC platforms for announcements of policy on particular issues and, for the major parties, the party's final pitch.

## Material must inform and not be in the nature of an advertisement

Since the ABC is not permitted to broadcast advertisements, the material provided by each political party must be in the form of a political comment or statement only and must not be in the nature of an advertisement.

Policy announcements and final pitches must aim to inform voters about election policy matters. In determining whether material submitted for a party election broadcast is “political matter” or is an “advertisement”, the ABC will take into account:

- the content; and
- the presentation of the material, including style, tone and emphasis.

Material that is in the nature of an advertisement might include: stylised images, misleading non-verbal impressions, unduly frequent or unduly prominent use of catchwords, slogans or jingles, and attempts to associate parties or candidates with anything universally approved or, conversely, universally condemned.

The ABC reserves the right at its sole discretion to refrain from broadcasting any material which it considers may constitute an advertisement.

## Speakers must be candidates or sitting members

A party’s policy announcements must be made by one or more speakers who are sitting members or candidates at the relevant election. (The formal introductory and closing announcements may be in a different voice but must be identified.)

A party’s final pitch must be made predominantly by the leadership team, but other speakers may be used provided they are candidates or sitting members.

## News and current affairs style interviews

News and current affairs style interview presentations will not be permitted where this may create a misleading impression that the interview is being carried out by the ABC or using a style associated with ABC news and current affairs programs.

## Use of graphics etc.

Use of graphics or vision to illustrate key points is permitted provided they are informative and not accompanied by sound effects or other characteristics of advertising. Where a party proposes to include a drawing or illustration of an identifiable person who is not the party’s candidate, that person’s permission must be obtained and evidenced to the satisfaction of the ABC as and when required—see “Participants’ consent” below.

## Use of music

Use of music is permitted provided it is non-intrusive background music only and does not include lyrics, prominent musical stings or any other intrusive elements which drive the narrative of the announcement.

## Telephone numbers, website addresses etc.

Telephone or text numbers, email addresses and references to web pages or other services must not be included in announcements or final pitches.

## CONSENTS AND CLEARANCES

### Indemnity

The ABC requires that each political party executes a suitable form of release and indemnity in favour of the ABC in respect of any liability which may arise out of any such election broadcast. The ABC shall also retain the right in its absolute discretion to refrain from broadcasting or publishing online any material which it considers may be of a defamatory nature or unlawful in any other respect.

### Participants' consent

Where a political party proposes to use any material in which an identifiable person appears and that person is not that party's candidate, the party must obtain permission of the person concerned and provide evidence of that permission to the ABC as and when required. If the identifiable person is a child, the child's parents or guardian's permission must be obtained.

Consent is not required for those individuals who appear in footage shot at policy launches or other events held for party supporters, in which case permission from audience members is implicit.

ABC content containing vision or sound of an identifiable person will not be released for use in political party advertisements unless that political party has obtained permission from the person concerned.

To minimise any administrative delay in material being approved for broadcast, parties should—at or prior to the time of delivery—provide an assurance to the ABC that all necessary consents have been obtained.

### Copyright clearance

Where a political party proposes to use any material (such as stock photos) in which it does not own copyright, it is the responsibility of that political party to obtain copyright clearance and to ensure the use of the material in a political broadcast—including when posted online—complies with all relevant license terms and conditions set by the copyright owner.

As a general rule, the ABC does not license any of its own identifiable ABC content for use in either free time announcements or political advertising.

## LENGTH OF BROADCAST – FEDERAL ELECTIONS

The duration of each broadcast includes opening and closing party identification announcements (see “Identification as a party election broadcast” below).

### Government and Opposition parties

For **Federal Elections**, the ABC has determined that Government and Opposition parties will each be granted approximately 31 minutes 30 seconds of free time on ABC Television and on ABC Local Radio:

	ABC Local Radio	ABC Television
<b>Policy announcements</b>	(12 x 86 seconds*)	(12 x 90 seconds)
<b>Final pitch</b>	13 minutes 26 seconds*	13 minutes 30 seconds

\*For technical reasons, policy announcements on Radio must not exceed 86 seconds, and final pitches on Radio must not exceed 13 minutes 26 seconds. Note that if the audio from a television broadcast is to be used in the party’s radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

### Minor and new parties

If a minor or new party meets the minimum eligibility criteria for free broadcast time, then the party may be granted time on ABC Television and on ABC Local Radio for broadcasting policy announcements:

	ABC Local Radio	ABC Television
<b>Initial allocation</b>	2 x 86 seconds**	2 x 90 seconds
<b>Further allocation</b>	2 x 86 seconds**	2 x 90 seconds
<b>Additional allocation of time is at the discretion of the ABC Board</b>		

\*\*For technical reasons, policy announcements on Radio must not exceed 86 seconds. Note that if the audio from a television broadcast is to be used in the party’s radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

## LENGTH OF BROADCAST – STATE AND TERRITORY ELECTIONS



The duration of each broadcast includes opening and closing party identification announcements (see “Identification as a party election broadcast” below).

## Government and Opposition parties

For **State and Territory Elections**, the ABC has determined that Government and Opposition parties will each be granted approximately 22 minutes of free time on ABC Television and on ABC Local Radio:

	ABC Local Radio	ABC Television
<b>Policy announcements</b>	(8 x 86 seconds*)	(8 x 90 seconds)
<b>Final pitch</b>	9 minutes 56 seconds*	10 minutes

\*For technical reasons, policy announcements on Radio must not exceed 86 seconds, and final pitches on Radio must not exceed 9 minutes 56 seconds. Note that if the audio from a television broadcast is to be used in the party’s radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

## Minor and new parties

If a minor or new party meets the minimum eligibility criteria for free broadcast time, then the party may be granted time on ABC Television and on ABC Local Radio for broadcasting policy announcements:

	ABC Local Radio	ABC Television
<b>Initial allocation</b>	2 x 86 seconds**	2 x 90 seconds
<b>Further allocation</b>	2 x 86 seconds**	2 x 90 seconds
<b>Additional allocation of time is at the discretion of the ABC Board</b>		

\*\*For technical reasons, policy announcements on Radio must not exceed 86 seconds. Note that if the audio from a television broadcast is to be used in the party’s radio broadcast, editing may be required to meet this technical requirement and to allow time for the closer to include identifying the name of the person doing the voiceover.

## SCHEDULING AND TRANSMISSION OF BROADCASTS

## Transmission on ABC Television and ABC Local Radio

Party election broadcasts will be scheduled on the ABC Television main channel and on ABC Local Radio throughout Australia.

## Publication on ABC Online

Following or at the same time as broadcast on television or radio, the ABC may, at its discretion, post on ABC Online the video or audio of any party election broadcast.

Any party election broadcast material posted online by the ABC will be presented in such a manner as to preserve the independence and integrity of the ABC.

The ABC reserves the right to remove any such party election broadcast material.

## The broadcast schedule

The ABC will prepare a schedule of available time-slots for policy announcements. The schedule will not be varied where a party fails to provide its material in time to fill its scheduled spots. The allocation of schedule times among the parties will be determined randomly and in a transparent manner at a meeting of Party representatives and the ABC.

Final pitches will be broadcast during the final week of the election period. The ABC follows, as a matter of policy, the “election blackout” period which runs from midnight on the Wednesday before polling day.

Broadcast times may be altered at the ABC’s discretion.

## Parties may elect to waive or reduce their time

A party may elect to waive its final pitch broadcast or any of its 90-second announcement broadcasts, but cannot convert the final pitch broadcast into extra 90-second announcements. Parties will not be permitted to divide up or combine their allocations, for example to make one 90-second spot into three 30-second spots, or to make two 90-second spots into a 3-minute spot. Any decision not to proceed with a broadcast, or to submit material that will run significantly less than the allocated time, must be notified to the ABC in advance. This is to ensure that the ABC can deal appropriately with the scheduling and/or technical consequences of such a decision.

## Repeat broadcasts

A party may choose to repeat a previously approved announcement if it misses a deadline or otherwise wishes to repeat. Where material is to be repeated, the party should advise the ABC of this no later than 9.30 am (AEST) on the day before scheduled transmission.

## IDENTIFICATION AS A PARTY ELECTION BROADCAST

The **party** must include the following Opener and Closer as part of its policy announcements and final pitch. Announcements with incomplete or missing openers or closers will not be broadcast.

### Radio openers and closers

The **Radio Opener** must state that the broadcast is by a named person or persons speaking on behalf of the party for the coming election. To illustrate:

**RADIO OPENER:**

**“Here is a broadcast by [Name of candidate/s who speak] for the [Name of party] for the (Name of election) Election.”**

The **Radio Closer** must announce the name of the natural person authorising the broadcast for the party, the name of the party, the town/city/suburb where the party’s principal office is situated, the names of the candidate/s speaking and the name of the person voicing the opening and closing announcements. To illustrate:

**RADIO CLOSER:**

**“Authorised by [Name of party official authorising] for the [Name of party], [Town/city/suburb where party’s principal office is situated].**

**Spoken by [Name of candidate/s who speak and name of the person who does the voiceover].”**

All names identified in the Opener and Closer must be clearly audible to the average listener. If a party intends to use the audio from its television broadcast as its radio broadcast, editing may be required to ensure all names in the closer are clearly audible. Note that, in contrast to television broadcasts, radio closers have to include an additional name (that of the person doing the voiceover) and, for technical reasons, radio broadcasts are reduced by 4 seconds (see the “Length of Broadcast” section).

### TV openers and closers

The **TV Opener** must include an image of the party’s identification logo or graphic and be accompanied by a voiceover that states the broadcast is by a named person or persons speaking on behalf of the party for the coming election. To illustrate:

**TV OPENER:**

Voiceover says, **“Here is a broadcast by [Name of candidate/s who speak] for the [Name of party] for the (name of election) Election.”**

Show on-screen image of party logo/graphic.

The **TV Closer** must include a voiceover that announces the name of the natural person authorising the broadcast for the party, the name of the party, and the town/city/suburb where the party’s principal office is situated. This must be accompanied by text on–screen conveying the same information, as well as the names of the candidate/s speaking and the name of the person voicing the opening and closing announcements. To illustrate:

**TV CLOSER:**

Voiceover says, **“Authorised by [Name of party official authorising] for the [Name of party], [Town/city/suburb where party’s principal office is situated].”**

Show on-screen the text:

**Authorised by [Name of party official authorising] for the [Name of party], [Town/city/suburb where party’s principal office is situated].**

**Spoken by [Name of candidate/s who speak and name of the person who does the voiceover].**

## Allowing for on–screen crawls in TV broadcasts

The **ABC** will insert into a party’s final pitch and policy announcements an on–screen crawl stating:

**“This is an election broadcast for the <Party Name>”.**

In the 90–second policy announcements, the crawl will run twice: at approximately 30 seconds and at 60 seconds into the announcement.

In the major parties’ final pitch, the crawl will run three times: at approximately 3 minutes, at 6 minutes, and at 10 minutes into the pitch.

## TECHNICAL REQUIREMENTS

### Radio

Radio technical standards required: audio recordings to be provided as MP3 files. The quality should be at least 320k.

These should be delivered via email to: –

[Obrien.James@abc.net.au](mailto:Obrien.James@abc.net.au)

Alternatively, you may email those addresses with details of a Drop box address for download, or mail material to the following postal address:

James O'Brien  
Network Development Manager, ABC Local Radio  
Australian Broadcasting Corporation  
700 Harris St  
Ultimo, NSW 2007  
T: 02 8333 1481 / M: 0403 075 031

### Television

Material may be delivered to the ABC on Digital Betacam or via Hightail and must be made to professional broadcast standards. Format should be standard definition. High definition will not be accepted.

**Digibeta Delivery to:**

Toni Williams

TV Broadcast Operations

Australian Broadcasting Corporation

Level 3A, 700 Harris Street

Ultimo, NSW 2007

T: 02 8333 3504 (alt. 8333 2741) / M: 0437 767 920

Tapes shall be protected by suitable packaging and be delivered in manufacturer's purpose-designed cases to the ABC and the packaging be clearly labelled to match the supplied program.

Tapes shall be of the highest professional quality and shall not cause the channel indicators on the videotape machine to deviate from green to either amber or red during the program.

Time code must be continuous, sequential and unbroken throughout the entire program area of the tape.

There must be no spurious time code at the head of the tape. If it is not sequential with the rest of the tape it must be ascending and less than the program start by at least 15 seconds.

At no time can the time code cross over the 00:00:00:00 point (i.e. it must have no component that is less than zero, (e.g. 23:59:50:15).

Audio should start 12 frames after first vision and end 12 frames before the nominated duration. Countdown should go to black at 2 seconds before first vision. Audio must be fully mixed and either dual mono or stereo.

The leader on the tape must accurately reflect the program details. The countdown leader must be in the same aspect ratio as the program. Countdown should go to black at 2 seconds before program start.

Any necessary paperwork/program sheets should be complete and accurate and include the identifying key /program/house number and other details as required.

### **Hightail Delivery to:**

<https://www.hightail.com/u/Election2016>

Files shall be uploaded with vision encoded as a QuickTime (.mov) with the Apple Prores422 HQ codec, in Standard Definition 720 X 576 pixel (16:9 anamorphic aspect ratio), 25fps, and with audio encoded as 48Khz, 16-bit sample rate.

- File master to be exported as a self contained file
- Export from the first to last frame of timed vision
- Please time out duration to the whole second
- Export with timecode starting from 00:00
- Export audio on tracks 1 and 2 only

### **Aspect Ratio**

ABC preference is for all programs to be supplied in full height anamorphic 16:9 format.

### **Closed captioning**

The **ABC** is responsible for closed captioning (offline), and deadlines for delivery of material will reflect the time required to achieve proper closed captioning.

### **Technical check**

Every program submitted to the ABC from external sources for broadcast must pass a technical check carried out on ABC equipment by qualified operators to ensure that it meets ABC requirements.

Any programs not meeting these requirements will be rejected and will need to be corrected and redelivered within the specified delivery time frame.

## **Delivery deadlines**

**All recordings for television and radio must be available at the ABC for checking no later than 9.30 am (AEST) on the day before scheduled transmission. Where announcements are scheduled for Saturdays, Sundays or Mondays, recordings must be available to the ABC by 9.30 am (AEST) on the preceding Friday.**

# ATTACHMENT E





# ABC THE NATION'S LEADING DESTINATION FOR FEDERAL ELECTION COVERAGE

**Sunday 19 May 2019**

More Australians turned to the ABC for federal election coverage than any other network.

After delivering the most comprehensive local and national coverage throughout the federal election campaign, the ABC was the nation's leading destination for election news on Saturday.

ABC television coverage across the main channel and the ABC NEWS channel was the most watched, reaching 5.3 million Australians between 4pm and midnight with a network metro prime-time share of 30.6%.

Digital audiences also soared and the ABC's radio coverage reached listeners across Australia.

Other headline audience results:

- ABC main channel was the top primary channel of the night and ABC NEWS the top multi-channel
- The ABC NEWS live stream on iView achieved a record 300,000 plays
- Users of the ABC News website and app were the second highest on record yesterday (behind the 2016 US Election), considerably above the 2016 Federal Election results
- Vote Compass had 1.6 million completes, ahead of the 2016 federal election result of 1.2 million
- 14,000 questions have been submitted to You Ask, We Answer

Poll night was the culmination of five weeks of on the ground coverage, with the ABC's news, radio and regional teams reporting from across Australia's 151 electorates.

During the campaign the ABC did more than 60 election-related outside broadcasts, visiting dozens of communities in every state and territory.

Teams hitting the road included ABC Radio, Audio Current Affairs, the 7pm News, The Drum, News Breakfast, triple j's Hack and Q&A.

### **Media Contact:**

Sally Jackson  
ABC NEWS Communications Lead  
[jackson.sally@abc.net.au](mailto:jackson.sally@abc.net.au)