
From: Katrina Ray
Sent: Thursday, 5 July 2018 12:34 PM
To: Dallas Krueger; [REDACTED]
Subject: RE: [REDACTED] - Jonathan Sequeira: Action required – DIRECT RESPONSE

Hi [REDACTED]

Below is my rejection email to Jonathan.
Happy to discuss further and assist with the drafting.

From: Katrina Ray [mailto:[REDACTED]@abc.net.au]
Sent: Monday, 28 May 2018 12:32 PM
To: jonathan@[REDACTED]
Cc: [REDACTED]
Subject: RE: Descent into the Maelstrom

Hi Jonathan

I'm afraid I'm not getting in touch with good news. We will be passing on Descent into the Maelstrom.

We aren't acquiring for Aus Music Month so unfortunately we don't have a slot for it.

I'm sorry that the outcome hasn't been more favourable. You mentioned to me in your last call that there were other plans in the wings for the film so I wish you all the best with those.

Thanks for the chance to consider it.

Kind regards
Katrina

Thanks
Katrina

From: Dallas Krueger
Sent: Thursday, 5 July 2018 11:20 AM
To: [REDACTED] Katrina Ray [REDACTED]@abc.net.au>
Subject: FW: [REDACTED] - Jonathan Sequeira: Action required – DIRECT RESPONSE

Hi [REDACTED]

Here's the email corro from Jonathan Sequeira.

There's an email that he sent to David Anderson, Katrina and myself as well that I'll forward on to you as well.

As discussed, it would be great if you could draft a response. Would be good to get something over to him tomorrow.

Katrina, if there's any additional background that you have on this that you can provide to Luci that would be great.

Regards
Dallas

From: TV Acquisitions
Sent: Tuesday, 3 July 2018 11:22 AM
To: [REDACTED]
Subject: FW: [REDACTED] Jonathan Sequeira: Action required – DIRECT RESPONSE

FYI

From: ABC [REDACTED]
Sent: Tuesday, 3 July 2018 11:08 AM
To: TV Acquisitions [REDACTED] abc.net.au>
Subject: [REDACTED] Jonathan Sequeira: Action required – DIRECT RESPONSE

Dear Acquisitions Docos,

Contact [REDACTED] from Jonathan Sequeira has been assigned to you for action.

Please ****do not**** respond to this email. Send your response directly to the audience member [REDACTED]

Audience & Consumer Affairs does not intend to follow-up on this contact. Please note that the contact will reach the 30 day response deadline on 2 August 2018.

If you have any questions, please contact [REDACTED]

To: Audience & Consumer Affairs
From: Jonathan Sequeira [REDACTED]
Subject: Minister for Communications and the Arts letter
Date: 3-Jul-2018 11:01

Below is the result of your feedback form. It was submitted by Jonathan Sequeira [REDACTED]

ABC program:

Response required: Yes

Date of program:

Contact type: Complaint

Location: NSW

Subject: Minister for Communications and the Arts letter



From: Dallas Krueger
Sent: Thursday, 12 July 2018 3:18 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Contacting the ABC
Attachments: s 11C [REDACTED]

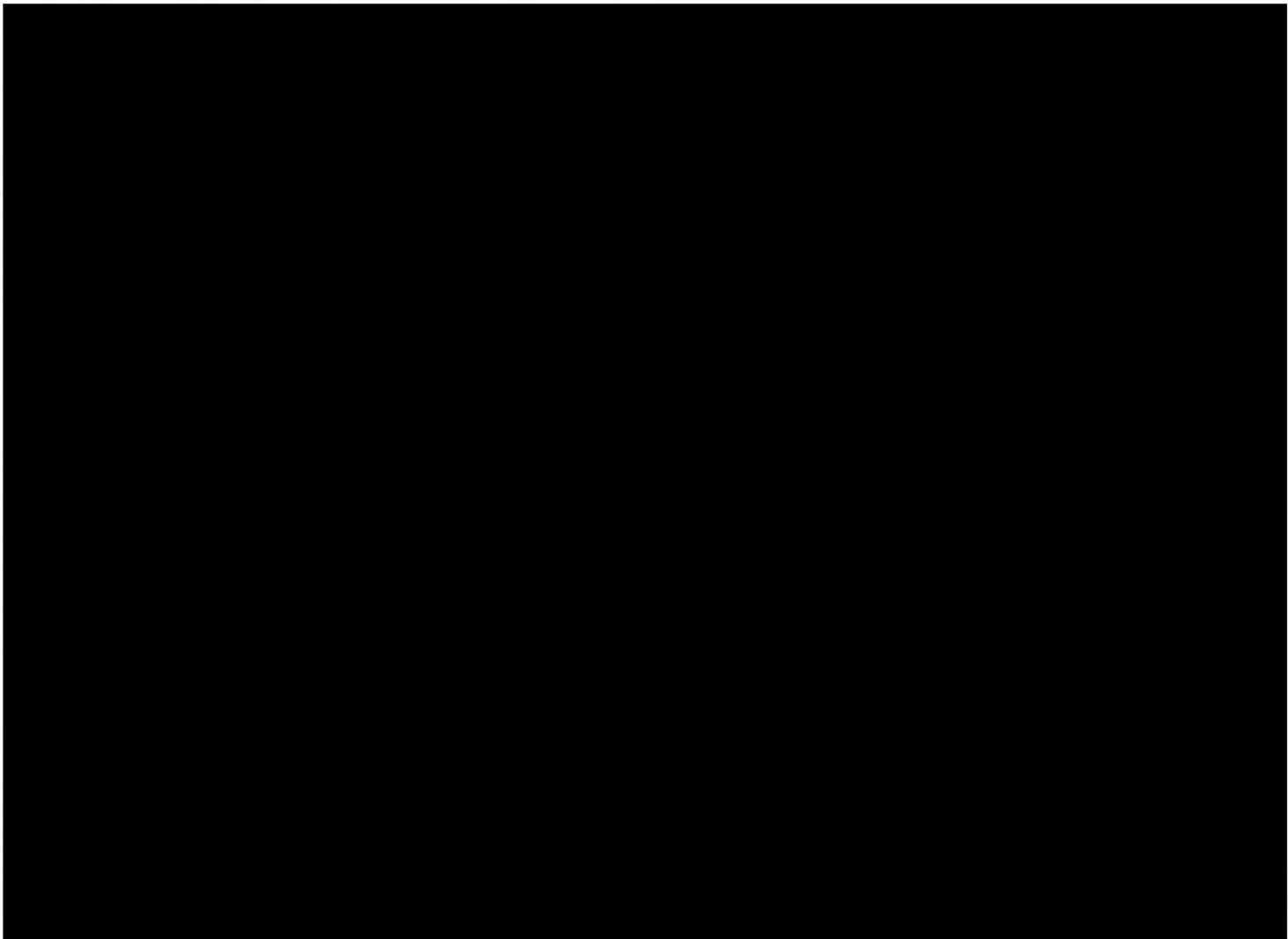
Hi [REDACTED]

Further to our conversation in the cab, here's the correspondence following (and a transcript from the producer) attached for your reference.

For the record, contrary to the transcript, I did not have anyone with me in the meeting room transcribing the conversation.

Regards
Dallas

From: jonathan [REDACTED]
Sent: Thursday, 12 July 2018 12:48 PM
To: Dallas Krueger <Krueger.Dallas@abc.net.au>
Cc: David N Anderson <[REDACTED]@abc.net.au>; Rachael [REDACTED]@abc.net.au>; [REDACTED]@abc.net.au>; Katrina Ray <[REDACTED]@abc.net.au>
Subject: RE: Contacting the ABC





s 11C

From: Katrina Ray [mailto: [REDACTED]@abc.net.au]
Sent: Monday, 9 July 2018 3:24 PM
To: jonathar [REDACTED]
Cc: Dallas Krueger; David N Anderson; Rachael Nathan
Subject: FW: Contacting the ABC

Dear Jonathan,

Thank you for your detailed correspondence and for your patience. I understand that Dallas touched base with you on Friday, unfortunately he isn't in the office today but wanted to send you our written response sooner rather than later.

Your dedication and passion to bringing *Descent into the Maelstrom – The Radio Birdman Story* to an Australian audience is clear and we appreciate the opportunity to consider it for the ABC.

When we received *Descent into the Maelstrom – The Radio Birdman Story* it was considered for Australian Music Month. The ABC is committed to highlighting and supporting Australian Music Month and has done so for a number of years, commissioning related content specifically for primetime broadcast. As time progressed it came to light that we would not be acquiring content for Australian Music Month as the commissions we had would be covering our needs.

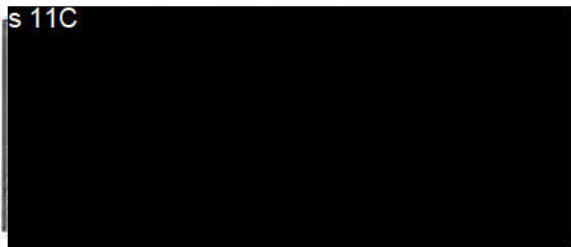
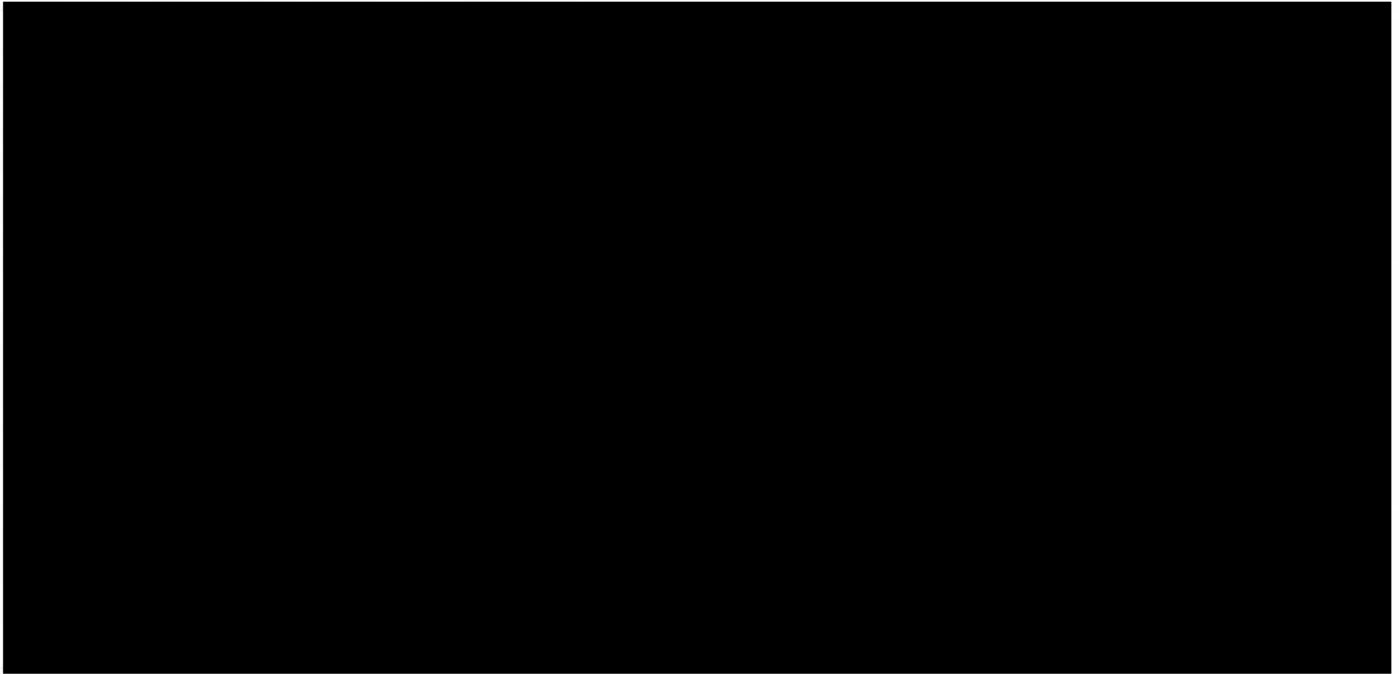
Although we appreciate the cultural significance of Radio Birdman, unfortunately we do not feel we can accommodate *Descent into the Maelstrom – The Radio Birdman Story* elsewhere in the schedule. We assess content based on the quality of the production and our schedule needs at the time.

We have a limited amount of established slots for which we acquire and as the public broadcaster are unable to acquire content that we do not have an existing need for.

Please be confident that *Descent into the Maelstrom – The Radio Birdman Story* was thoroughly considered. It was discussed within the Acquisitions team and referred to senior ABC Channel Management for review.

I understand that this is disappointing and wish we had better news for you on this occasion.

Sincerely,
Katrina Ray on behalf of Dallas Krueger



From: anonymous@your [redacted]

Sent: Tuesday, 3 July 2018 11:00 AM



This email provides a copy of your comments recently submitted to the ABC via the online email form located on this webpage :

<http://abc.net.au/contact>.

Yours sincerely,

ABC Audience & Consumer Affairs

****IMPORTANT NOTE:** Please do not reply to this message. You are welcome to submit any further comments you may have using the form available here - <http://abc.net.au/contact> **

From: [REDACTED]
Sent: Monday, 9 July 2018 12:21 PM
To: Dallas Krueger
Subject: FW: Re. Descent into the Maelstrom – The Radio Birdman Story

Hi
[REDACTED]

Have you sent this response out? If not, I would want to make a few tweaks in light of the rejection I have already sent to him.

Firstly, thank you for your detailed correspondence and for your patience. Your dedication and passion to bringing *Descent into the Maelstrom – The Radio Birdman Story* to an Australian audience is clear and we appreciate the opportunity to consider it for the ABC.

When we received *Descent into the Maelstrom – The Radio Birdman Story* it was considered for Australian Music Month. The ABC is committed to highlighting and supporting Australian Music Month and has done so for a number of years, commissioning hours of related content specifically for primetime broadcast. As time progressed it came to light that we would not be acquiring content for Australian Music Month as the commissions we had would be covering our needs.

Although we appreciate the cultural significance of Radio Birdman, unfortunately we do not feel we can accommodate *Descent into the Maelstrom – The Radio Birdman Story* elsewhere in the schedule. We assess content based on the quality of the production and our schedule needs at the time. We have a limited amount of established slots for which we acquire and as the public broadcaster are unable to acquire content that we do not have an existing need for.

Please be confident that *Descent into the Maelstrom – The Radio Birdman Story* was thoroughly considered. It was discussed within the Acquisitions team and referred to senior ABC Channel Management for review.

I understand that this is disappointing and wish we had better news for you on this occasion.

Thanks
[REDACTED]

From: [REDACTED]
Sent: Friday, 6 July 2018 12:59 PM
To: Dallas Krueger [REDACTED]@abc.net.au>
Subject: Re. Descent into the Maelstrom – The Radio Birdman Story

Hi Dallas – please see draft below and let me know if I can amend.

Dear Jonathan

Firstly, thank you for your detailed correspondence and for your patience. Your dedication and passion to bringing *Descent into the Maelstrom – The Radio Birdman Story* to an Australian audience is clear and we appreciate the opportunity to consider it for the ABC.

The ABC is committed to highlighting and supporting Australian Music Month and has commissioned hours of related content specifically for primetime broadcast. Although we appreciate the cultural significance of Radio Birdman and the fact *Descent into the Maelstrom – The Radio Birdman Story* is an Australian music documentary, unfortunately we do not feel it is the right fit for the Australian Music Month strand. We assess content based on the quality of the production and our schedule needs at the time. As much as we may personally favour a film, we

have a limited amount of established slots that we acquire for and as the public broadcaster are unable to acquire content that we do not have an existing need for.

Please be confident that *Descent into the Maelstrom – The Radio Birdman Story* was thoroughly considered. It was discussed within the Acquisitions team and referred to senior ABC Channel Management for review. We aim to respond to distributors as soon as possible although unfortunately the decision making process can often take time and we do apologise for the delay in our decision.

I understand that this is disappointing and wish we had better news for you on this occasion. If you would like to contact me directly.....



From: [redacted]
Sent: Monday, 27 August 2018 10:01 AM
To: [redacted]
Subject: RE: Descent into the Maelstrom

He's not suggesting we fix it, is he?



P
M
E [redacted]@abc.net.au
W abc.net.au



From: [redacted]
Sent: Monday, 27 August 2018 9:03 AM
To: [redacted]
Subject: FW: Descent into the Maelstrom

FYI

From: [redacted]
Sent: Sunday, 26 August 2018 10:38 PM
To: [redacted]@abc.net.au>
Subject: RE: Descent into the Maelstrom

Cheers for this [redacted] I just flicked through it tonight. The archive material was amazing.

It's a shame the interviews are so dull! It's a doco only intense fans could love. A real shame.

I can see exactly how to fix this doco, by interviewing other bands, a few critics, younger fans... then do an entirely different edit. You could take the band back to the Funhouse location, walk through the venue, go to a different rehearsal space, talk through writing their big songs etc... A tight one hour edit could really show the energy of the band and be something non fans could get around.

Thanks for forwarding it on.

Cheers

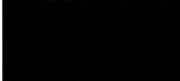


From: [redacted]
Sent: Tuesday, 21 August 2018 9:50 AM
To: [redacted]
Subject: FW: Descent into the Maelstrom

Hi [REDACTED]

Here you go. If you're a fan there's a lot of archive you'll no doubt enjoy!

s 11C [REDACTED]

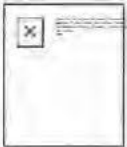


From: [Redacted]
Sent: Thursday, 23 August 2018 4:10 PM
To: [Redacted]
Subject: FW: Radio Birdman

From: [Redacted]
Sent: Thursday, 23 August 2018 11:08 AM
To: David N Anderson [Redacted]@abc.net.au>; [Redacted]@abc.net.au>
Cc: [Redacted]
Subject: Radio Birdman

Hi all,
We are inclined to release a short statement about this decision, pre-empting a [Redacted] in the Guardian Media section tomorrow. I appreciate that we don't usually comment about programming decisions but we are keen to get on the front foot, rather than finding ourselves playing catch up to critics. Also, the involvement of Albo elevates things slightly.
With that in mind, I have drafted a short statement about the decision. It is deliberately conversational and light-hearted in tone – including the use of "Aloha" from the title of one of the band's best-known songs (thanks Wikipedial!).
Just wanted you to cast your eye over it before I send it to [Redacted] – when the statement will likely change again.
I feel that we need to include a reference to the fact that the doco is not very good – I would prefer to be up front and frankly the director deserves it in this case. But happy for any feedback.
Cheers, [Redacted]

DRAFT STATEMENT
"Aloha Radio Birdman fans. We hope there are no hard feelings about our decision to pass on the Radio Birdman documentary *Descent Into the Maelstrom*. The 1970s Sydney band played an important role in Australia's music history and the development of our independent music scene. Credit to them for their high energy, uncompromising attitude and, as one prominent fan put it, 'outlaw reputation'.
"But there are so many significant Australian bands and only so much time in the day. Our slate for Ausmusic Month is already chockers with programs celebrating Australian music and artists, including a new music show, live performances, drama series and documentaries about Australian artists past and present, plus our unrivalled commitment to emerging and established Australian musicians on triple j, Double J and triple j Unearthed. We will also launch new children's programs to inspire Australia's next generations of punks, rockers, metalheads, rappers, pop artists, hip hoppers, country acts, classical musicians, ambient dubbers, jazz fusion aficionados and more.
"We regularly make such decisions in line with our budget and our priority on commissioning new and distinctive content for audiences. As a responsible public broadcaster we are unable to acquire content that we do not have a need for. In this case, it didn't make sense to spend money on a 110-minute documentary that would arguably have limited appeal for many Australians. And, sadly, the quality of the documentary does not quite live up to the quality of the band and its contribution to the Australian music industry."



[Redacted]
[Redacted]
[Redacted]@abc.net.au

From: David N Anderson
Sent: Tuesday, 28 August 2018 10:18 PM
To: s 11C
Subject: Re: Descent into the Maelstrom - ABC's Response

Thanks

It means they were quoting an old response

The one I amended with s 22 today had a different response - so that's good

But we have to send it tomorrow

Thanks

D

David N Anderson
Director Entertainment & Specialist
ABC

P s 22
M

On 28 Aug 2018, at 9:53 pm, s 11C wrote:

No. Was I supposed to do that? Sorry.. will sort that out tmrw morning too.

On 28 Aug 2018, at 9:49 pm, David N Anderson s 22 <<mailto:s22@abc.net.au>> wrote:

Hi

Have we sent a letter back to Albo yet?

D

David N Anderson
Director Entertainment & Specialist
ABC

P s 22
M

Begin forwarded message:

s 11C