



Australian Broadcasting Corporation
2016 Federal Election
Report of the Chairman,
Election Coverage Review Committee

Content

| | |
|---|---|
| 1. ROLE OF ELECTION COVERAGE REVIEW COMMITTEE | 3 |
| 2. CAMPAIGN PERIOD | 3 |
| 3. SHARE-OF-VOICE DATA | 3 |
| 4. GUIDANCE FOR STAFF | 6 |
| 5. FREE TIME ELECTION BROADCASTS | 6 |
| 6. AUDIENCE CONTACTS AND COMPLAINTS | 7 |
| 7. ELECTION COVERAGE | 7 |

Attachments

- A ABC Federal Election Monitoring: Quantitative share-of-voice data compiled by iSentia, cumulative, 16 May – 2 July 2016
- B ABC Policy for allocation of free broadcast time to political parties during election campaigns, 2016
- C Production guidelines for free broadcasts by political parties, Federal Election 2016
- D “Australians vote #1 for ABC’s Federal Election Coverage”, Media Release, 3 July 2016
- E Guidance Note on Elections

1. Role of Election Coverage Review Committee

At each federal, state and territory election, the ABC convenes an Election Coverage Review Committee (ECRC). The ECRC's brief is to monitor 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 Chair also administers the ABC Board's allocations of free broadcast time on radio and television for eligible political parties.

The Editorial Director, Alan Sunderland, was the ECRC Chair for the 2016 Federal Election. The ECRC comprised experienced personnel from the main content-producing divisions of News, Television, Radio, Regional and Digital Networks, as well as staff with expertise in communications, audience research and complaints handling.

2. Campaign period

The writs for the 2016 election were issued on 16 May. The election period ran for 47 days, ending with the close of polling on election day, 2 July.

3. Share-of-voice data

The ABC once again commissioned iSentia to provide 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.

The ECRC considered the share-of-voice data from each week's election coverage at its weekly meetings. As usual, the data was of some use in formulating questions for discussion by the ECRC week-by-week. However, there were a number of issues which undermined the usefulness of the data and raise issues for future discussion.

In relation to the specific issues which influenced the share-of-voice data for this election, discussions with the relevant program areas revealed the following factors:

- There were a range of significant non-campaign stories during the election campaign which required comment from the Government but *not* balancing comment from the Opposition. These included the Nigeria kidnapping, Brexit, the Sydney storms and the Tasmanian floods.
- Widely differing media strategies from the Coalition and Labor, resulting in far more campaign appearances by senior Government ministers across the campaign, and a lack of similar availability from Labor spokespeople. This is reflected in the share-of-voice of key spokespeople for the parties, where Mr

Turnbull and Mr Shorten received almost identical time across the campaign but the Coalition provided significantly more spokespeople.

- Negative stories about disunity and/or fundraising controversies within the Coalition often included little or no Labor comment, but were all counted in the Coalition table.
- Similarly, stories about the impact of the Xenophon party in key Liberal seats or about the battle between Tony Windsor and Barnaby Joyce added nothing to the Labor count and contributed to a misleading sense of imbalance where none existed.

In addition to those specific matters, for a number of years now the various Chairs of the ECRC have pointed to significant limitations around the value of share of voice data. These limitations and the attendant reasons for caution were set out in detail in the ECRC report on the 2007 Federal Election and in condensed form in ECRC reports on elections held since then. Briefly, they are:

- 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;
- opportunities to appear on ABC platforms may be consciously declined by political professionals for their own reasons, or missed through no-one's fault;
- incumbents naturally tend to get more time.

During the 2016 campaign, however, additional structural problems emerged which further compromised the usefulness of the data.

Due to cost and practicality issues, the ABC has never monitored all of its election coverage, but instead focussed on a representative sample. While this has been relatively straightforward in the past, the proliferation of multiple continuous outlets for coverage and the potential duplication of content on more than one platform has undermined the usefulness of the data. The extensive and expanding coverage on platforms including News 24, News Radio, News Online, mobile platforms and a range of social media outlets meant it was difficult to avoid either over or under counting of content. The end result was that on many occasions the ECRC followed up on discrepancies in the count only to find there were technical reasons for differences that were unrelated to issues of balance.

To provide some examples:

- share of voice for News Online included text content but not audio or video that had been included and counted on other platforms.

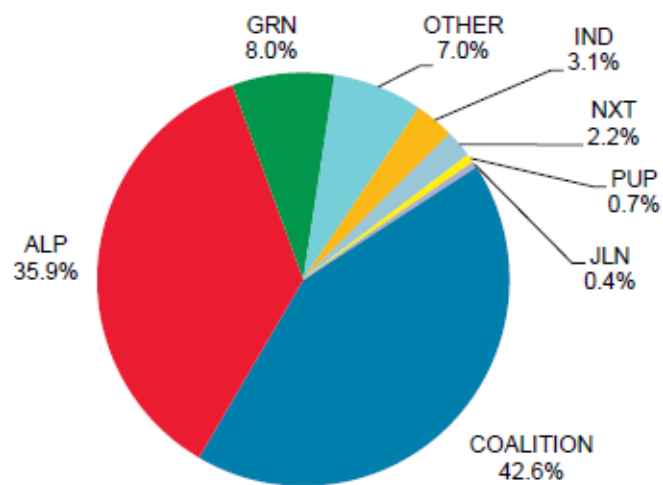
- News 24 provided extensive rolling coverage across the day, but monitoring could only cover limited periods of the day.
- Online stories could not be monitored 24 hours a day, but only harvested at specific times each day.

All of these factors served to undermine the usefulness and accuracy of the data, and this will need to be considered for future campaigns. 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. This may be a suitable approach to adopt for future Federal Elections. Another alternative 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 2016 election campaign period. For further data, see **Attachment A**.

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 | % | |
| BILL SHORTEN | ALP | 7:52:21 | 5.4 | 18:42:01 | 22.9 | 18,353 | 15.4 | 12.1 |
| MALCOLM TURNBULL | COALITION | 8:55:46 | 6.1 | 16:39:01 | 20.4 | 20,501 | 17.2 | 11.9 |

4. Guidance for staff

During election campaigns, the ABC provides guidance to staff on compliance with editorial policies.

This guidance 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 note on elections is at Attachment E.

As well as reminding all staff of this guidance, specific refresher training was rolled out in the lead-up to the 2016 campaign by editorial policies advisers. This training was delivered 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 B). The parties prepare their own material and the ABC requires that they comply with guidelines established partly by law (ABC Act sections 79A and 79B) and partly by the ABC Board (see Attachment C).

The largest portion of the free broadcast time is allocated to the parties with a prospect of forming the next Government. Efforts are made to apportion time fairly to minor parties according to their existing parliamentary representation, the extent to which they field candidates, and their support in opinion polls.

The challenge during the 2016 campaign was that 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. This had the potential to lead to confusion and complexity around eligibility requirements for free time on the ABC. The approach taken by the ABC was to err on the side of simplicity and consistency, and to offer 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. On this occasion, none were able to do so.

The result of this process was that, in addition to the free time granted to the Labor Party, the Coalition and the Greens, free time was also provided to the Nick Xenophon Team, the Palmer United Party, the Liberal Democrats and Family First.

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 TV was determined by ballot at a meeting to which the parties' representatives are invited. Two of the minor parties – Palmer United and Family First – only became eligible for free time after the ballot had been conducted and once all nominations had closed, and so they were later included in the schedule in as fair and reasonable a way as possible.

The free-time broadcasting process proceeded as planned. The parties all provided their announcements for pre-broadcast review within the required timeframe. On a small number of occasions, scheduled free-time announcements were not broadcast on Local Radio due to technical or human error. In each case, the Corporation rebroadcast the announcement at the first available alternative slot.

6. Audience contacts and complaints

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 recorded a total of 1,189 written audience complaints relating to the Federal Election. This was almost 20% more than during the 2013 Federal Election, but it should be remembered that the 2016 campaign was significantly longer. In 2010, there had been 1,447 written complaints.

Allegations of bias formed the category with the largest number of complaints (669). Of these, 63% alleged that coverage favoured the Government, while 24% alleged that it favoured the Opposition.

7. Election coverage

The ABC provided unparalleled coverage of the election campaign at a regional, state and national level across multiple platforms and services, coordinated by a cross divisional committee which met regularly during the campaign.

As well as providing extensive coverage of issues and campaign events on all scheduled broadcast programming, the ABC also provided the following additional coverage for audiences:

- Live rolling coverage of key campaign events, media conferences and policy announcements on NewsRadio and News 24;
- Innovative social media coverage including regular “Facebook Live” streaming content and purpose-made Snapchat coverage aimed at younger voters;
- “Curious Campaign” on News Online, a new feature which answered audience questions about all aspects of the election process;
- Antony Green’s comprehensive guide to all candidates and all electorates;
- *Vote Compass*, the engagement tool designed to explore policy issues, which once again proved to be one of our most popular features with more than 1.2 million visits;
- A dedicated policy page on News Online, which provided detailed information on the key policy positions of the major parties.

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 D.

Alan Sunderland
Editorial Director
Chairman, Election Coverage Review Committee
14 July 2016

Media Coverage Report

Week 7: 25 June – 6pm 2 July 2016

ABC Federal Election Monitoring

Contents

| | |
|---|----|
| SHARE OF VOICE BY PLATFORM TREND ANALYSIS – COMPARATIVE | 3 |
| SHARE OF VOICE BY PLATFORM TREND ANALYSIS – CUMULATIVE | 5 |
| PROGRAM SHARE OF VOICE – WEEK 7 | 7 |
| PROGRAM SHARE OF VOICE – CUMULATIVE | 17 |
| COMMENTARY ON THE SEVENTH WEEK OF THE CAMPAIGN | 28 |
| COMBINED SHARE OF VOICE – WEEK 7 | 29 |
| COMBINED SHARE OF VOICE – CUMULATIVE | 30 |
| ISSUES – WEEK 7 | 31 |
| ISSUES – CUMULATIVE | 32 |
| LEADING SPOKESPEOPLE – WEEK 7 | 33 |
| LEADING SPOKESPEOPLE – CUMULATIVE | 34 |
| METHODOLOGY | 35 |

Share of Voice by Platform Trend Analysis – Comparative

Major Parties Only

Chart 1 Radio

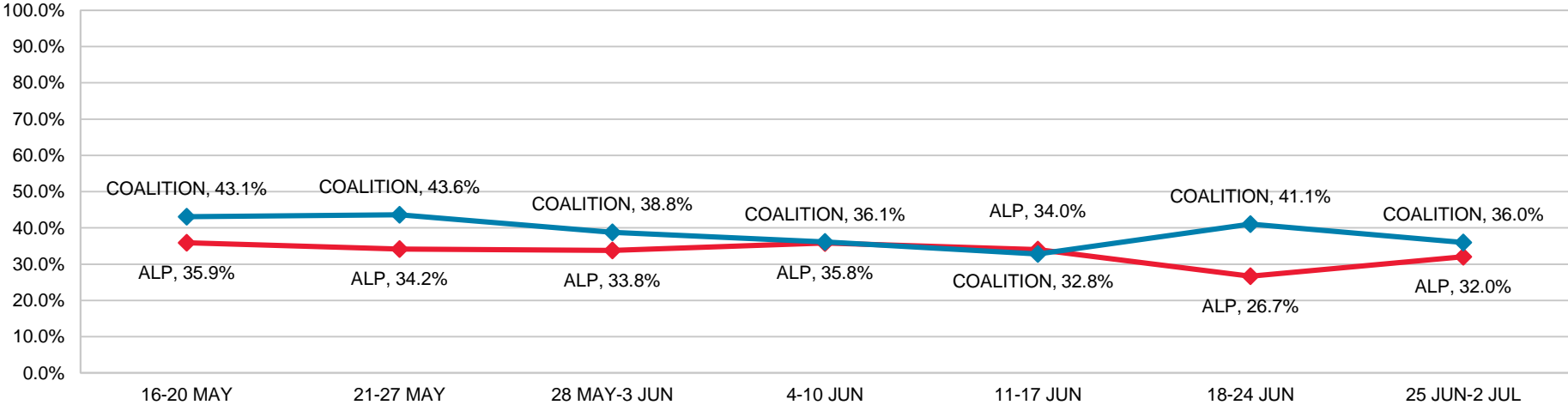


Chart 2 Television

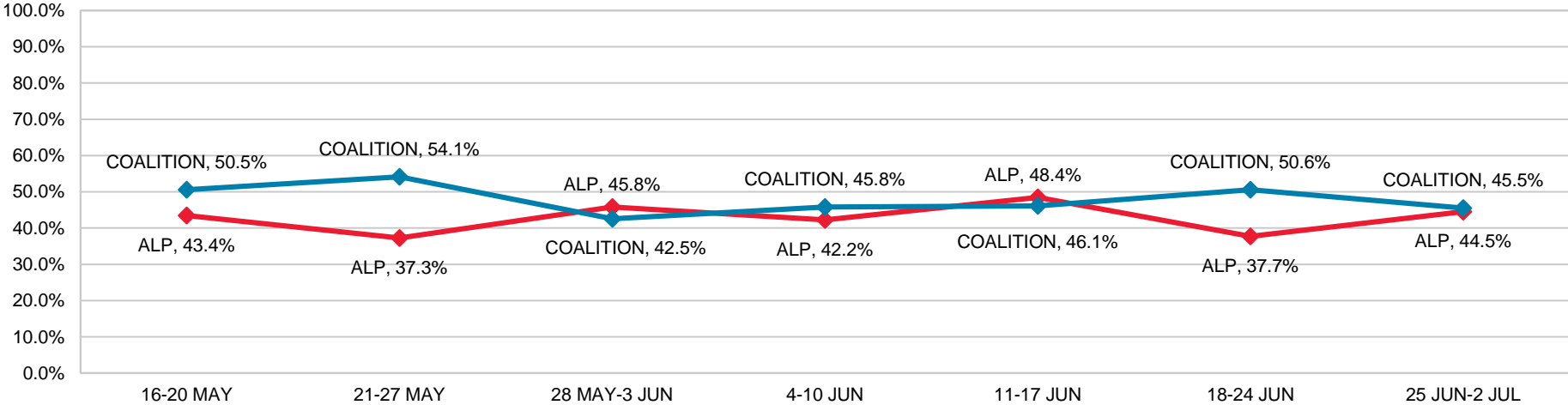
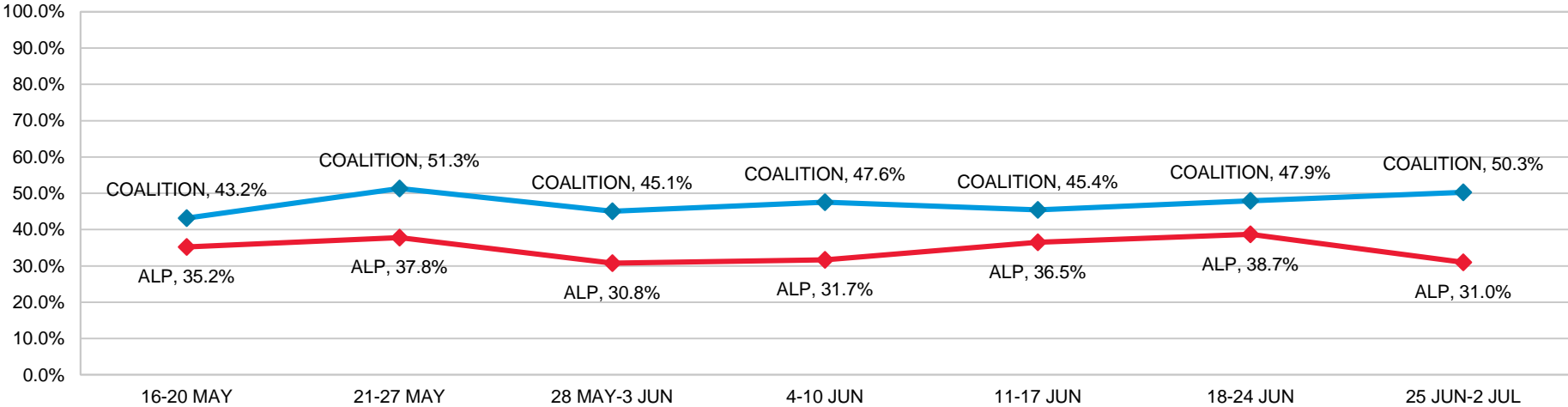


Chart 3 Internet



Share of Voice by Platform Trend Analysis – Cumulative

Major Parties Only

Chart 4 Radio

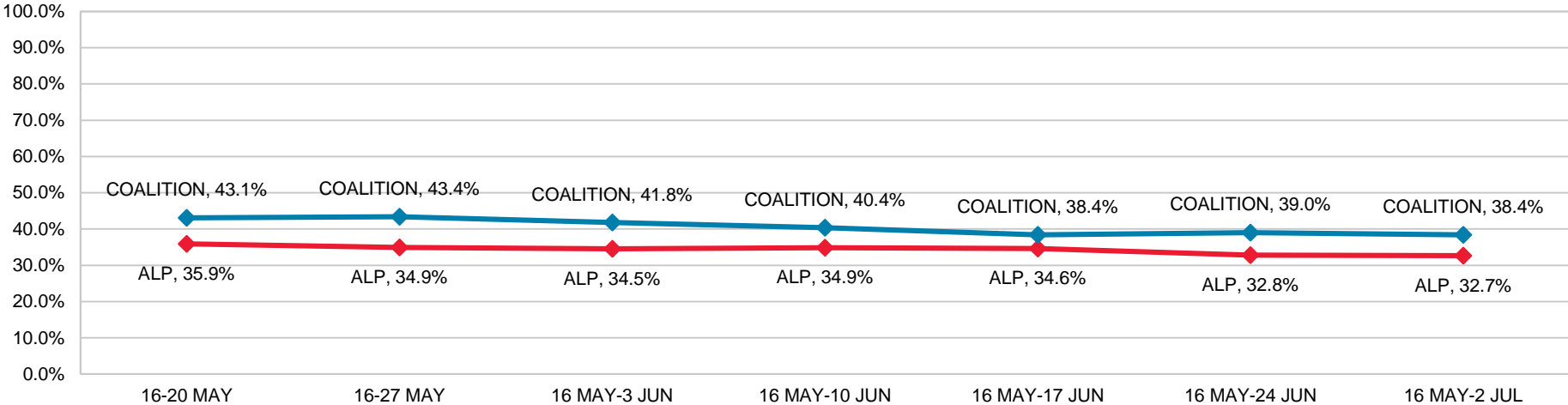


Chart 5 Television

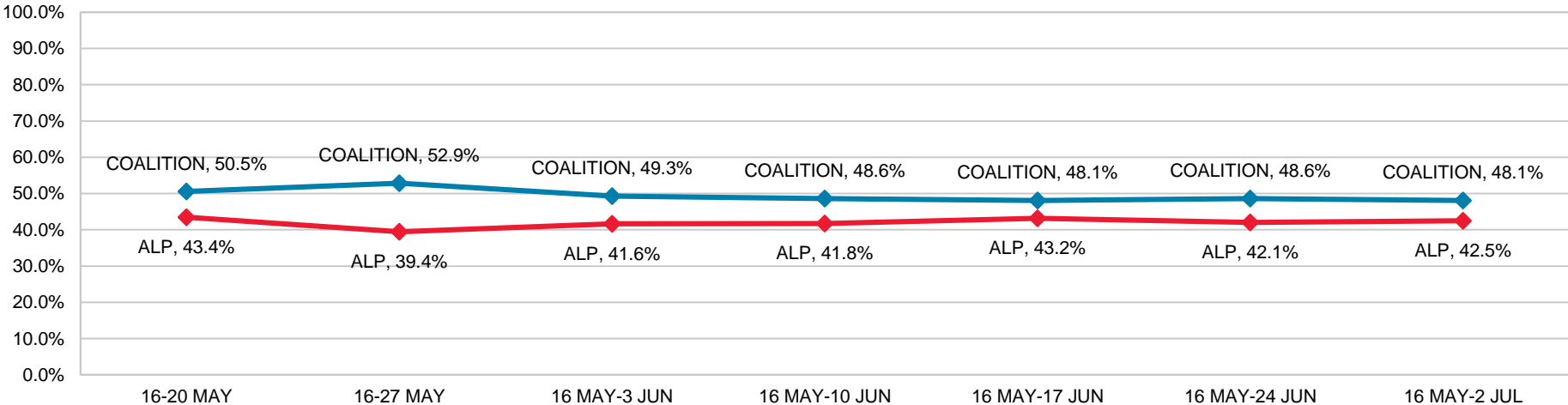
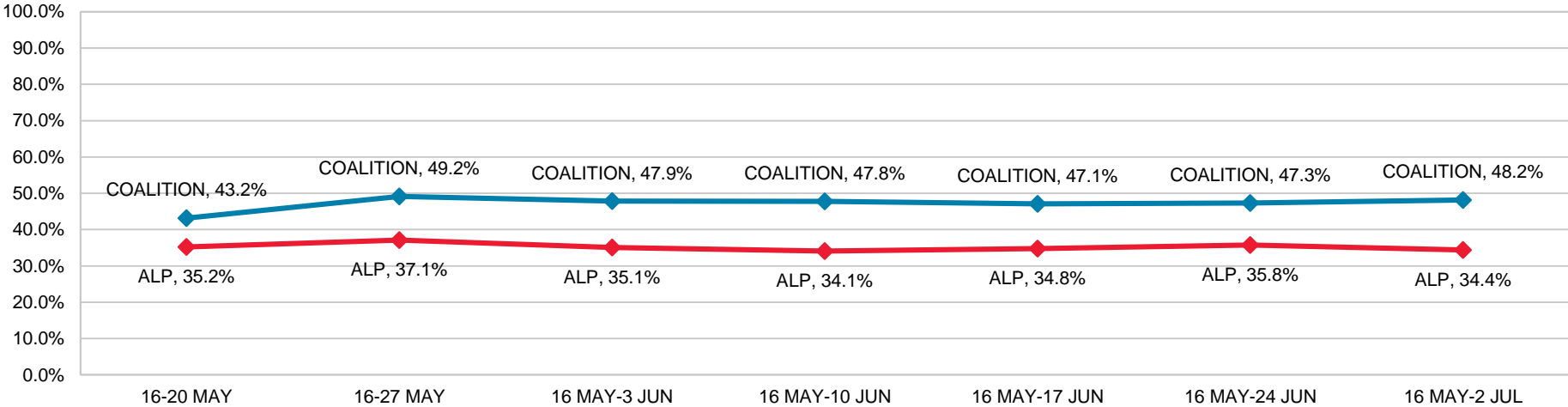


Chart 6 Internet



Program Share of Voice – Week 7

Table 1 Radio

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|-----------------------------------|---------|--|-----------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| RADIO | | | | | | | | | | | | |
| NATIONAL CURRENT AFFAIRS PROGRAMS | | | | | | | | | | | | |
| | | AM | 0:43:54 | 43.1 | 56.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | THE WORLD TODAY | 0:35:59 | 43.0 | 31.9 | 24.0 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | PM | 0:17:00 | 50.0 | 38.8 | 1.2 | 5.5 | 4.5 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NATIONAL CURRENT AFFAIRS PROGRAMS TOTAL | 1:36:53 | 44.2 | 44.5 | 9.1 | 1.4 | 0.8 | 0.0 | 0.0 | 0.0 | 100.0 |
| RADIO NATIONAL PROGRAMS | | | | | | | | | | | | |
| | | BREAKFAST | 1:32:22 | 38.0 | 35.6 | 1.3 | 7.1 | 0.0 | 5.7 | 0.9 | 11.4 | 100.0 |
| | | RN DRIVE | 1:01:04 | 27.5 | 61.1 | 0.0 | 11.4 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | SATURDAY EXTRA | 0:01:13 | 46.6 | 53.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | RADIO NATIONAL PROGRAMS TOTAL | 2:34:39 | 33.9 | 45.8 | 0.8 | 8.8 | 0.0 | 3.4 | 0.5 | 6.8 | 100.0 |
| TRIPLE J | | | | | | | | | | | | |
| | | HACK | 1:01:59 | 33.9 | 50.1 | 1.7 | 9.0 | 0.0 | 0.2 | 0.0 | 5.1 | 100.0 |
| | | TRIPLE J TOTAL | 1:01:59 | 33.9 | 50.1 | 1.7 | 9.0 | 0.0 | 0.2 | 0.0 | 5.1 | 100.0 |
| NEWSRADIO | | | | | | | | | | | | |
| | | BREAKFAST | 0:40:59 | 45.7 | 53.2 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NEWSRADIO TOTAL | 0:40:59 | 45.7 | 53.2 | 0.0 | 0.0 | 1.1 | 0.0 | 0.0 | 0.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|-------------------------------|-------------------|-----------------------|-----------|------|------|-----|-----|-----|------|-----|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | LOCAL RADIO NEWS 7.45AM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:01:47 | 57.9 | 19.6 | 15.0 | 0.0 | 7.5 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:03:10 | 47.9 | 38.9 | 8.4 | 0.0 | 4.7 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:02:45 | 53.3 | 32.1 | 9.1 | 0.0 | 5.5 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:01:42 | 62.7 | 21.6 | 15.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:03:10 | 56.3 | 22.6 | 7.9 | 0.0 | 4.2 | 0.0 | 8.9 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:01:37 | 53.6 | 30.9 | 3.1 | 3.1 | 9.3 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:03:05 | 52.4 | 27.0 | 8.6 | 0.0 | 0.0 | 0.0 | 9.7 | 2.2 | 100.0 |
| | | 105.7 ABC DARWIN | 0:02:53 | 59.5 | 19.1 | 9.2 | 0.0 | 4.6 | 0.0 | 7.5 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 7.45AM TOTAL | | 0:20:09 | 54.9 | 27.0 | 9.3 | 0.2 | 4.2 | 0.0 | 4.0 | 0.3 | 100.0 |
| | LOCAL RADIO NEWS 12PM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:01:40 | 30.0 | 54.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:01:58 | 50.0 | 39.8 | 10.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:01:21 | 69.1 | 21.0 | 9.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:02:05 | 51.2 | 12.0 | 29.6 | 7.2 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:02:07 | 44.1 | 55.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:01:36 | 65.6 | 20.8 | 13.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:01:57 | 48.7 | 35.0 | 9.4 | 6.8 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:01:55 | 59.1 | 13.9 | 19.1 | 0.0 | 0.0 | 0.0 | 7.8 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 12PM TOTAL | | 0:14:39 | 51.5 | 32.0 | 11.7 | 1.9 | 0.0 | 0.0 | 2.8 | 0.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|-----------------------------|-------------------|-----------------------|-----------|------|------|------|-----|-----|-----|-----|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | LOCAL RADIO NEWS 6PM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:00:36 | 47.2 | 52.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:00:55 | 81.8 | 18.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:01:09 | 78.3 | 21.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:01:30 | 32.2 | 42.2 | 0.0 | 18.9 | 0.0 | 0.0 | 0.0 | 6.7 | 100.0 |
| | | 720 ABC PERTH | 0:00:48 | 62.5 | 37.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:00:43 | 62.8 | 37.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:00:44 | 77.3 | 22.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:00:57 | 45.6 | 54.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 6PM TOTAL | | 0:07:22 | 59.3 | 35.5 | 0.0 | 3.8 | 0.0 | 0.0 | 0.0 | 1.4 | 100.0 |
| | LOCAL RADIO NEWS 10PM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:00:47 | 34.0 | 66.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:00:32 | 34.4 | 65.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:00:47 | 34.0 | 66.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:00:33 | 30.3 | 69.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:02:07 | 21.3 | 63.0 | 15.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:00:47 | 34.0 | 66.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:00:32 | 34.4 | 65.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:00:34 | 32.4 | 67.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 10PM TOTAL | | 0:06:39 | 29.6 | 65.4 | 5.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|----------------------------|-------------------|-----------------------|-----------|------|------|------|------|-----|------|-------|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | LOCAL RADIO MORNINGS | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:34:05 | 42.7 | 21.1 | 0.0 | 0.0 | 0.0 | 0.0 | 4.1 | 32.1 | 100.0 |
| | | 774 ABC MELBOURNE | 0:50:24 | 41.8 | 26.5 | 23.2 | 0.0 | 0.0 | 0.0 | 3.3 | 5.2 | 100.0 |
| | | 612 ABC BRISBANE | 1:04:35 | 30.8 | 5.1 | 10.0 | 0.0 | 13.9 | 0.0 | 0.5 | 39.8 | 100.0 |
| | | 891 ABC ADELAIDE | 0:01:06 | 47.0 | 47.0 | 6.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:35:56 | 42.6 | 56.9 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:11:03 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | 100.0 |
| | | 936 ABC HOBART | 1:24:07 | 29.3 | 29.5 | 18.3 | 1.0 | 0.0 | 0.0 | 10.9 | 10.9 | 100.0 |
| | | 105.7 ABC DARWIN | 0:22:35 | 61.2 | 34.8 | 2.3 | 0.0 | 0.0 | 0.0 | 1.7 | 0.0 | 100.0 |
| | LOCAL RADIO MORNINGS TOTAL | | 5:03:51 | 36.1 | 25.5 | 11.3 | 0.3 | 2.9 | 0.0 | 4.3 | 19.6 | 100.0 |
| | LOCAL RADIO DRIVE | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:18:54 | 35.8 | 44.9 | 0.0 | 19.3 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 1:00:42 | 38.4 | 38.9 | 22.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 1:20:44 | 42.9 | 26.3 | 17.5 | 0.4 | 0.0 | 0.0 | 0.0 | 13.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:14:48 | 0.0 | 22.1 | 24.5 | 53.4 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:35:31 | 40.5 | 20.8 | 0.0 | 4.6 | 0.0 | 0.0 | 8.5 | 25.5 | 100.0 |
| | | 666 ABC CANBERRA | 0:35:22 | 59.6 | 38.2 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:28:49 | 15.2 | 49.3 | 7.1 | 1.7 | 0.0 | 0.0 | 26.8 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:11:05 | 49.5 | 50.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | LOCAL RADIO DRIVE TOTAL | | 4:45:55 | 38.5 | 34.0 | 12.0 | 4.9 | 0.0 | 0.0 | 3.8 | 6.8 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|--|---------|-----------------------|-----------|------|------|-----|------|-----|------|------|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS | | | | | | | | | | | |
| | ABC NEWCASTLE | | 0:44:36 | 4.4 | 0.0 | 16.4 | 0.0 | 15.8 | 0.0 | 0.0 | 63.4 | 100.0 |
| | ABC NORTH COAST NSW | | 0:46:57 | 35.4 | 34.3 | 30.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | ABC MID NORTH COAST NSW | | 1:19:28 | 40.7 | 22.2 | 19.3 | 0.0 | 0.0 | 0.0 | 17.8 | 0.0 | 100.0 |
| | ABC SOUTH EAST NSW | | 0:36:12 | 36.0 | 27.0 | 0.0 | 0.0 | 0.0 | 0.0 | 37.0 | 0.0 | 100.0 |
| | ABC ILLAWARRA-WOLLONGONG NSW | | 0:40:58 | 51.3 | 46.5 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | ABC CENTRAL WEST NSW | | 0:20:02 | 34.9 | 65.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | ABC GOULBURN MURRAY ALBURY/WODONGA VIC | | 1:17:23 | 33.8 | 12.0 | 4.6 | 8.6 | 0.0 | 0.0 | 6.3 | 34.7 | 100.0 |
| | ABC GIPPSLAND VIC | | 0:09:47 | 0.0 | 25.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 74.4 | 100.0 |
| | ABC SUNSHINE COAST MAROOCHYDORE QLD | | 0:40:59 | 51.2 | 19.8 | 14.4 | 0.0 | 0.0 | 0.0 | 8.9 | 5.7 | 100.0 |
| | ABC TROPICAL NORTH QLD | | 0:16:20 | 25.1 | 72.0 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | ABC CAPRICORNIA QLD | | 0:21:26 | 26.0 | 46.3 | 27.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | ABC GOLD COAST QLD | | 0:20:04 | 18.8 | 17.4 | 32.1 | 0.0 | 0.0 | 0.0 | 0.3 | 31.4 | 100.0 |
| | ABC WIDE BAY BUNDABERG QLD | | 1:12:58 | 31.2 | 19.2 | 0.0 | 0.0 | 0.0 | 0.0 | 9.4 | 40.2 | 100.0 |
| | ABC FAR NORTH CAIRNS QLD | | 0:26:32 | 36.1 | 26.9 | 0.0 | 0.0 | 0.0 | 0.0 | 25.9 | 11.1 | 100.0 |
| | ABC NORTH QLD TOWNSVILLE | | 0:23:53 | 36.6 | 32.0 | 0.0 | 0.0 | 8.4 | 0.0 | 0.0 | 23.0 | 100.0 |
| | ABC SOUTHERN QLD | | 0:14:12 | 0.0 | 64.7 | 35.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | ABC NORTH & WEST SA | | 0:46:38 | 33.3 | 40.0 | 17.3 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS TOTAL | | 10:38:25 | 32.8 | 27.8 | 11.5 | 1.7 | 1.4 | 0.0 | 7.8 | 17.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|--------------------|---------|-----------------------|-----------|------|------|------|-----|-----|------|------|-------|
| | COUNTRY HOUR | | | | | | | | | | | |
| | | NSW | 0:05:38 | 44.7 | 55.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | VIC | 0:04:03 | 66.7 | 33.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | QLD | 0:25:26 | 24.4 | 23.1 | 19.6 | 0.0 | 0.0 | 0.0 | 0.0 | 33.0 | 100.0 |
| | | SA | 0:07:58 | 33.1 | 29.1 | 0.0 | 37.9 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NT | 0:27:32 | 26.7 | 31.2 | 22.0 | 0.0 | 0.0 | 0.0 | 20.1 | 0.0 | 100.0 |
| | COUNTRY HOUR TOTAL | | 1:10:37 | 30.3 | 30.1 | 15.6 | 4.3 | 0.0 | 0.0 | 7.8 | 11.9 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|--------------------|----------------------------------|-------------------------------------|-----------------------|-------------|-------------|-------------|------------|------------|------------|------------|-------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| | REGIONAL LOCAL RADIO DRIVE | | | | | | | | | | | |
| | | ABC NEWCASTLE | 0:26:52 | 21.7 | 27.1 | 14.6 | 0.7 | 0.0 | 0.0 | 0.5 | 35.4 | 100.0 |
| | | ABC NSW STATEWIDE DRIVE | 0:16:45 | 29.9 | 59.8 | 8.6 | 1.8 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | ABC VIC STATEWIDE DRIVE | 0:32:43 | 33.1 | 4.2 | 27.9 | 0.0 | 0.0 | 0.0 | 15.2 | 19.6 | 100.0 |
| | | ABC SUNSHINE COAST MAROOCHYDORE QLD | 0:18:06 | 38.5 | 18.2 | 15.2 | 1.7 | 0.0 | 0.0 | 0.4 | 26.1 | 100.0 |
| | | ABC GOLD COAST QLD | 0:10:35 | 54.2 | 35.7 | 6.9 | 2.8 | 0.0 | 0.0 | 0.0 | 0.3 | 100.0 |
| | | ABC FAR NORTH CAIRNS QLD | 0:26:59 | 33.3 | 24.5 | 0.0 | 0.0 | 13.0 | 0.0 | 0.0 | 29.2 | 100.0 |
| | | ABC NORTH QLD TOWNSVILLE | 0:05:59 | 19.8 | 21.4 | 0.0 | 0.0 | 58.8 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | ABC QLD STATEWIDE DRIVE | 0:08:55 | 53.8 | 36.3 | 5.6 | 3.6 | 0.0 | 0.0 | 0.7 | 0.0 | 100.0 |
| | | ABC NORTH & WEST SA | 0:21:03 | 39.0 | 30.4 | 29.1 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | ABC WA STATEWIDE DRIVE | 0:13:05 | 70.6 | 18.6 | 8.5 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | REGIONAL LOCAL RADIO DRIVE TOTAL | | 3:01:02 | 36.9 | 25.2 | 14.2 | 1.1 | 3.9 | 0.0 | 2.9 | 15.8 | 100.0 |
| RADIO TOTAL | | | 31:23:09 | 36.0 | 32.0 | 10.3 | 2.8 | 1.4 | 0.3 | 4.6 | 12.7 | 100.0 |

Table 2 Television

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALI-TION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|--|---|-----------------------|------------|-------|------|------|-----|-----|-----|-----|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| TELEVISION | | | | | | | | | | | | |
| | NATIONAL TV NEWS & CURRENT AFFAIRS | | | | | | | | | | | |
| | | 7.30 | 0:42:50 | 39.7 | 56.3 | 0.8 | 2.2 | 0.0 | 0.0 | 0.9 | 0.0 | 100.0 |
| | | LATELINE | 0:37:02 | 36.8 | 61.3 | 0.9 | 0.6 | 0.0 | 0.3 | 0.0 | 0.0 | 100.0 |
| | | ABC NEWS AT NOON | 1:29:39 | 30.0 | 70.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | INSIDERS | 0:15:05 | 28.7 | 67.7 | 3.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 100.0 |
| | | FOUR CORNERS | 0:34:15 | 55.9 | 44.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | Q&A | 0:27:10 | 48.5 | 51.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | THE DRUM | 0:33:18 | 38.2 | 25.7 | 26.1 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NATIONAL PRESS CLUB ADDRESS: BILL SHORTEN | 0:56:17 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NATIONAL PRESS CLUB ADDRESS: MALCOLM TURNBULL | 0:50:43 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | NATIONAL TV NEWS & CURRENT AFFAIRS TOTAL | | 6:26:19 | 40.8 | 55.3 | 2.5 | 1.2 | 0.0 | 0.0 | 0.1 | 0.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|-------------------------|-------------------------|------------------------|-----------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| | ABC NEWS 24 | | | | | | | | | | | |
| | | NEWS BREAKFAST | 0:44:25 | 44.1 | 24.0 | 16.6 | 0.8 | 0.0 | 0.0 | 14.4 | 0.0 | 100.0 |
| | | WEEKEND BREAKFAST | 1:18:31 | 44.4 | 38.1 | 4.7 | 9.8 | 0.0 | 3.0 | 0.0 | 0.0 | 100.0 |
| | | NEWS MORNING | 2:43:13 | 46.8 | 31.9 | 18.1 | 0.2 | 0.6 | 0.0 | 2.3 | 0.0 | 100.0 |
| | | NEWS WITH CAPITAL HILL | 1:17:54 | 50.6 | 49.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NEWS EVENINGS | 0:33:03 | 36.9 | 57.6 | 1.5 | 0.6 | 1.5 | 0.0 | 1.9 | 0.0 | 100.0 |
| | ABC NEWS 24 TOTAL | | 6:37:06 | 46.0 | 37.8 | 10.4 | 2.2 | 0.4 | 0.6 | 2.7 | 0.0 | 100.0 |
| | STATE TV NEWS 7PM | | | | | | | | | | | |
| | | SYDNEY ABN2 | 0:09:03 | 69.8 | 27.3 | 0.7 | 0.6 | 0.0 | 0.0 | 1.7 | 0.0 | 100.0 |
| | | MELBOURNE ABV2 | 0:09:20 | 71.1 | 25.9 | 2.5 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | BRISBANE ABQ2 | 0:10:28 | 62.6 | 26.1 | 6.5 | 0.5 | 4.3 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | ADELAIDE ABS2 | 0:11:55 | 56.9 | 23.2 | 4.3 | 10.2 | 0.0 | 0.0 | 0.0 | 5.3 | 100.0 |
| | | PERTH ABW2 | 0:09:20 | 71.6 | 25.9 | 2.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | CANBERRA ABC2 | 0:10:52 | 63.7 | 28.7 | 5.7 | 0.5 | 0.0 | 0.0 | 1.5 | 0.0 | 100.0 |
| | | HOBART ABT2 | 0:12:02 | 60.4 | 28.4 | 5.5 | 0.4 | 0.0 | 1.7 | 1.7 | 1.9 | 100.0 |
| | | DARWIN ABD6 | 0:10:39 | 72.1 | 25.2 | 0.6 | 0.5 | 0.0 | 0.0 | 1.6 | 0.0 | 100.0 |
| | STATE TV NEWS 7PM TOTAL | | 1:23:39 | 65.6 | 26.3 | 3.6 | 1.9 | 0.5 | 0.2 | 0.8 | 1.0 | 100.0 |
| TELEVISION TOTAL | | | 14:27:04 | 45.5 | 44.5 | 6.2 | 1.7 | 0.2 | 0.3 | 1.4 | 0.1 | 100.0 |

Table 3 Internet

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|-----------------------|----------------|---|-----------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| INTERNET | | | | | | | | | | | | |
| | INTERNET | | | | | | | | | | | |
| | | HTTP://WWW.ABC.NET.AU/NEWS/FEDERAL-ELECTION-2016/ | 34,168 | 50.3 | 31.0 | 6.2 | 3.1 | 0.0 | 1.2 | 0.9 | 7.2 | 100.0 |
| | INTERNET TOTAL | | 34,168 | 50.3 | 31.0 | 6.2 | 3.1 | 0.0 | 1.2 | 0.9 | 7.2 | 100.0 |
| INTERNET TOTAL | | | 34,168 | 50.3 | 31.0 | 6.2 | 3.1 | 0.0 | 1.2 | 0.9 | 7.2 | 100.0 |

Program Share of Voice – Cumulative

Table 4 Radio

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|--------------|---|-----------------|-----------------------|-----------|------|------|-----|-----|-----|-----|-----|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| RADIO | | | | | | | | | | | | |
| | NATIONAL CURRENT AFFAIRS PROGRAMS | | | | | | | | | | | |
| | | AM | 3:57:05 | 48.4 | 39.4 | 5.7 | 2.1 | 0.2 | 1.7 | 0.3 | 2.3 | 100.0 |
| | | THE WORLD TODAY | 3:26:05 | 40.8 | 48.1 | 9.0 | 0.8 | 0.0 | 0.0 | 0.2 | 1.1 | 100.0 |
| | | PM | 1:55:52 | 49.5 | 40.1 | 4.1 | 2.3 | 1.5 | 0.0 | 1.9 | 0.5 | 100.0 |
| | NATIONAL CURRENT AFFAIRS PROGRAMS TOTAL | | 9:19:02 | 45.8 | 42.7 | 6.6 | 1.7 | 0.4 | 0.7 | 0.6 | 1.5 | 100.0 |
| | RADIO NATIONAL PROGRAMS | | | | | | | | | | | |
| | | BREAKFAST | 7:17:28 | 36.6 | 35.3 | 7.6 | 3.6 | 0.0 | 3.7 | 7.5 | 5.8 | 100.0 |
| | | RN DRIVE | 5:45:04 | 34.3 | 43.7 | 9.4 | 7.0 | 0.0 | 0.0 | 1.9 | 3.6 | 100.0 |
| | | SATURDAY EXTRA | 0:05:51 | 88.9 | 11.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | RADIO NATIONAL PROGRAMS TOTAL | | 13:08:23 | 36.0 | 38.8 | 8.3 | 5.1 | 0.0 | 2.0 | 5.0 | 4.8 | 100.0 |
| | TRIPLE J | | | | | | | | | | | |
| | | HACK | 2:16:10 | 27.7 | 40.1 | 18.1 | 4.1 | 0.0 | 0.1 | 6.8 | 3.2 | 100.0 |
| | TRIPLE J TOTAL | | 2:16:10 | 27.7 | 40.1 | 18.1 | 4.1 | 0.0 | 0.1 | 6.8 | 3.2 | 100.0 |
| | NEWSRADIO | | | | | | | | | | | |
| | | BREAKFAST | 4:37:43 | 45.8 | 42.7 | 5.2 | 3.3 | 0.2 | 0.0 | 0.7 | 2.2 | 100.0 |
| | NEWSRADIO TOTAL | | 4:37:43 | 45.8 | 42.7 | 5.2 | 3.3 | 0.2 | 0.0 | 0.7 | 2.2 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|-------------------------------|-------------------|-----------------------|-----------|------|------|-----|-----|-----|-----|-----|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | LOCAL RADIO NEWS 7.45AM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:11:27 | 50.8 | 41.0 | 6.4 | 0.0 | 1.2 | 0.0 | 0.6 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:13:44 | 47.8 | 45.1 | 5.6 | 0.0 | 1.1 | 0.0 | 0.4 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:11:33 | 48.9 | 39.0 | 4.5 | 2.9 | 1.3 | 0.0 | 0.3 | 3.2 | 100.0 |
| | | 891 ABC ADELAIDE | 0:10:26 | 45.4 | 38.3 | 8.0 | 7.0 | 0.0 | 0.0 | 0.6 | 0.6 | 100.0 |
| | | 720 ABC PERTH | 0:16:36 | 62.2 | 29.3 | 5.9 | 0.0 | 0.8 | 0.0 | 1.7 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:09:36 | 57.8 | 36.6 | 1.2 | 1.4 | 1.6 | 0.0 | 0.7 | 0.7 | 100.0 |
| | | 936 ABC HOBART | 0:13:28 | 45.5 | 39.1 | 9.8 | 0.0 | 0.0 | 0.0 | 2.6 | 3.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:14:00 | 46.3 | 36.1 | 10.1 | 1.7 | 1.0 | 0.0 | 3.1 | 1.8 | 100.0 |
| | LOCAL RADIO NEWS 7.45AM TOTAL | | 1:40:50 | 50.8 | 37.8 | 6.6 | 1.4 | 0.8 | 0.0 | 1.3 | 1.1 | 100.0 |
| | LOCAL RADIO NEWS 12PM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:08:19 | 44.9 | 49.5 | 0.0 | 2.4 | 0.0 | 0.0 | 3.2 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:10:00 | 62.8 | 30.3 | 2.0 | 1.5 | 1.5 | 0.0 | 0.0 | 1.8 | 100.0 |
| | | 612 ABC BRISBANE | 0:11:04 | 52.9 | 36.4 | 3.6 | 2.0 | 2.6 | 0.0 | 0.0 | 2.6 | 100.0 |
| | | 891 ABC ADELAIDE | 0:10:08 | 39.8 | 46.9 | 9.2 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:10:00 | 65.3 | 28.0 | 0.0 | 0.0 | 1.7 | 0.0 | 2.3 | 2.7 | 100.0 |
| | | 666 ABC CANBERRA | 0:10:17 | 48.3 | 47.8 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 100.0 |
| | | 936 ABC HOBART | 0:09:24 | 45.7 | 41.7 | 6.7 | 3.5 | 2.3 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:09:36 | 55.6 | 39.1 | 3.8 | 0.0 | 0.0 | 0.0 | 1.6 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 12PM TOTAL | | 1:18:48 | 52.1 | 39.7 | 3.6 | 1.7 | 1.0 | 0.0 | 0.8 | 1.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|-----------------------------|-------------------|-----------------------|-----------|------|-----|------|-----|-----|-----|-----|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | LOCAL RADIO NEWS 6PM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:07:49 | 59.9 | 36.7 | 3.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:06:41 | 57.1 | 42.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:06:32 | 65.6 | 26.3 | 5.6 | 0.0 | 2.6 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:04:51 | 37.8 | 46.0 | 0.0 | 14.1 | 0.0 | 0.0 | 0.0 | 2.1 | 100.0 |
| | | 720 ABC PERTH | 0:04:47 | 62.7 | 27.9 | 2.4 | 7.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:05:52 | 64.5 | 35.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:04:22 | 54.2 | 38.5 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:04:42 | 50.0 | 44.7 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 6PM TOTAL | | 0:45:36 | 57.3 | 37.0 | 2.3 | 2.2 | 0.4 | 0.0 | 0.5 | 0.2 | 100.0 |
| | LOCAL RADIO NEWS 10PM | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 0:09:48 | 58.7 | 36.6 | 2.7 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 774 ABC MELBOURNE | 0:07:27 | 59.7 | 34.0 | 3.6 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 612 ABC BRISBANE | 0:09:50 | 58.6 | 36.6 | 2.7 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 891 ABC ADELAIDE | 0:07:18 | 63.9 | 30.1 | 3.4 | 0.0 | 2.5 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 0:11:51 | 46.4 | 47.1 | 5.3 | 1.1 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:09:50 | 59.0 | 36.3 | 2.7 | 0.0 | 2.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 936 ABC HOBART | 0:07:29 | 59.7 | 34.1 | 3.6 | 0.0 | 2.7 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 0:07:46 | 63.3 | 31.3 | 3.2 | 0.0 | 2.1 | 0.0 | 0.0 | 0.0 | 100.0 |
| | LOCAL RADIO NEWS 10PM TOTAL | | 1:11:19 | 57.9 | 36.5 | 3.5 | 0.2 | 1.9 | 0.0 | 0.0 | 0.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALI-TION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|----------------------------|-------------------|-----------------------|------------|------|------|------|-----|-----|------|------|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | LOCAL RADIO MORNINGS | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 2:18:11 | 19.3 | 24.7 | 12.4 | 0.1 | 0.0 | 0.0 | 1.2 | 42.2 | 100.0 |
| | | 774 ABC MELBOURNE | 4:03:39 | 39.9 | 25.9 | 12.4 | 0.0 | 4.0 | 0.0 | 5.5 | 12.3 | 100.0 |
| | | 612 ABC BRISBANE | 4:55:13 | 22.1 | 17.1 | 10.5 | 2.1 | 6.1 | 0.0 | 6.9 | 35.1 | 100.0 |
| | | 891 ABC ADELAIDE | 0:09:22 | 73.1 | 24.9 | 2.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | 720 ABC PERTH | 3:54:31 | 35.6 | 45.8 | 2.4 | 4.6 | 0.4 | 0.0 | 0.0 | 11.0 | 100.0 |
| | | 666 ABC CANBERRA | 0:47:30 | 31.7 | 24.1 | 0.4 | 12.6 | 0.0 | 0.0 | 0.0 | 31.2 | 100.0 |
| | | 936 ABC HOBART | 6:06:44 | 32.0 | 29.7 | 18.3 | 2.0 | 1.7 | 2.9 | 5.0 | 8.4 | 100.0 |
| | | 105.7 ABC DARWIN | 2:19:18 | 45.9 | 46.4 | 1.9 | 1.5 | 0.0 | 0.0 | 1.2 | 3.1 | 100.0 |
| | LOCAL RADIO MORNINGS TOTAL | | 24:34:28 | 32.3 | 30.0 | 10.5 | 2.2 | 2.4 | 0.7 | 3.7 | 18.2 | 100.0 |
| | LOCAL RADIO DRIVE | | | | | | | | | | | |
| | | 702 ABC SYDNEY | 1:52:30 | 38.1 | 35.6 | 5.2 | 3.6 | 0.0 | 0.0 | 0.1 | 17.4 | 100.0 |
| | | 774 ABC MELBOURNE | 4:16:58 | 45.4 | 41.3 | 13.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 100.0 |
| | | 612 ABC BRISBANE | 7:51:05 | 38.5 | 34.9 | 13.0 | 0.2 | 0.0 | 0.0 | 0.0 | 13.4 | 100.0 |
| | | 891 ABC ADELAIDE | 1:06:08 | 6.1 | 17.1 | 17.0 | 15.5 | 7.5 | 0.0 | 15.8 | 21.0 | 100.0 |
| | | 720 ABC PERTH | 2:04:23 | 57.3 | 26.5 | 2.3 | 2.3 | 0.0 | 0.0 | 2.4 | 9.2 | 100.0 |
| | | 666 ABC CANBERRA | 2:11:45 | 44.0 | 49.2 | 5.8 | 0.7 | 0.0 | 0.1 | 0.1 | 0.1 | 100.0 |
| | | 936 ABC HOBART | 1:06:28 | 39.3 | 36.8 | 11.0 | 1.3 | 0.0 | 0.0 | 11.6 | 0.0 | 100.0 |
| | | 105.7 ABC DARWIN | 1:04:57 | 45.4 | 44.1 | 5.2 | 0.7 | 0.0 | 3.0 | 0.7 | 0.9 | 100.0 |
| | LOCAL RADIO DRIVE TOTAL | | 21:34:14 | 40.9 | 36.5 | 10.3 | 1.6 | 0.4 | 0.2 | 1.7 | 8.4 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|--|---------|-----------------------|-----------|------|------|------|-----|-----|------|------|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| | REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS | | | | | | | | | | | |
| | ABC NEWCASTLE | | 3:24:05 | 11.4 | 20.8 | 20.5 | 0.0 | 3.5 | 0.0 | 16.3 | 27.5 | 100.0 |
| | ABC NORTH COAST NSW | | 2:00:11 | 28.9 | 26.7 | 25.8 | 0.0 | 0.0 | 0.0 | 0.0 | 18.6 | 100.0 |
| | ABC MID NORTH COAST NSW | | 3:20:24 | 37.6 | 18.3 | 15.1 | 0.0 | 0.0 | 0.0 | 18.9 | 10.1 | 100.0 |
| | ABC SOUTH EAST NSW | | 2:50:28 | 40.9 | 28.4 | 7.4 | 4.8 | 0.0 | 0.0 | 9.8 | 8.7 | 100.0 |
| | ABC ILLAWARRA-WOLLONGONG NSW | | 2:25:36 | 38.7 | 51.6 | 5.2 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 100.0 |
| | ABC CENTRAL WEST NSW | | 2:01:36 | 34.8 | 30.2 | 15.4 | 5.4 | 0.0 | 0.0 | 0.2 | 14.1 | 100.0 |
| | ABC GOULBURN MURRAY ALBURY/WODONGA VIC | | 3:14:47 | 37.1 | 16.5 | 8.5 | 3.4 | 0.0 | 0.0 | 15.6 | 18.9 | 100.0 |
| | ABC GIPPSLAND VIC | | 1:35:36 | 39.5 | 32.5 | 8.2 | 0.0 | 0.0 | 0.0 | 0.0 | 19.9 | 100.0 |
| | ABC SUNSHINE COAST MAROOCHYDORE QLD | | 2:56:06 | 32.8 | 22.4 | 17.2 | 5.6 | 0.0 | 0.0 | 3.3 | 18.8 | 100.0 |
| | ABC TROPICAL NORTH QLD | | 3:01:00 | 33.4 | 53.8 | 2.5 | 0.2 | 0.0 | 0.0 | 3.6 | 6.5 | 100.0 |
| | ABC CAPRICORNIA QLD | | 3:06:59 | 38.5 | 38.6 | 9.1 | 0.0 | 0.0 | 0.0 | 11.6 | 2.2 | 100.0 |
| | ABC GOLD COAST QLD | | 1:00:50 | 39.9 | 22.6 | 12.9 | 6.9 | 6.3 | 0.9 | 0.1 | 10.4 | 100.0 |
| | ABC WIDE BAY BUNDABERG QLD | | 3:07:59 | 36.9 | 26.1 | 4.2 | 0.0 | 0.0 | 0.0 | 10.9 | 21.9 | 100.0 |
| | ABC FAR NORTH CAIRNS QLD | | 2:34:19 | 37.3 | 21.5 | 8.2 | 0.2 | 0.0 | 1.1 | 10.3 | 21.3 | 100.0 |
| | ABC NORTH QLD TOWNSVILLE | | 1:36:40 | 37.8 | 15.7 | 4.7 | 0.0 | 3.2 | 0.0 | 4.9 | 33.7 | 100.0 |
| | ABC SOUTHERN QLD | | 1:59:11 | 33.2 | 33.8 | 7.1 | 5.6 | 0.0 | 0.0 | 0.3 | 20.0 | 100.0 |
| | ABC NORTH & WEST SA | | 3:00:13 | 36.5 | 32.2 | 7.5 | 21.1 | 0.0 | 0.0 | 0.0 | 2.6 | 100.0 |
| | ABC SOUTH WEST BUNBURY WA | | 1:25:45 | 42.5 | 36.3 | 14.1 | 0.0 | 1.2 | 0.0 | 0.0 | 5.9 | 100.0 |
| | REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS TOTAL | | 44:41:45 | 34.7 | 29.2 | 10.6 | 3.0 | 0.6 | 0.1 | 7.2 | 14.5 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|--------------------|---------|-----------------------|-----------|------|------|-----|-----|-----|------|------|-------|
| | COUNTRY HOUR | | | | | | | | | | | |
| | | NSW | 0:34:03 | 43.5 | 36.9 | 13.6 | 0.0 | 2.9 | 0.0 | 0.0 | 3.1 | 100.0 |
| | | VIC | 0:33:05 | 49.2 | 32.6 | 18.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | QLD | 1:00:51 | 35.3 | 36.5 | 12.7 | 0.0 | 0.0 | 0.0 | 0.0 | 15.4 | 100.0 |
| | | SA | 0:33:44 | 44.7 | 27.0 | 19.4 | 8.9 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | WA | 0:22:31 | 44.8 | 25.4 | 25.2 | 0.0 | 0.0 | 0.0 | 4.6 | 0.0 | 100.0 |
| | | TAS | 0:29:36 | 63.7 | 23.6 | 12.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | | NT | 0:46:04 | 40.7 | 24.4 | 22.9 | 0.0 | 0.0 | 0.0 | 12.0 | 0.0 | 100.0 |
| | COUNTRY HOUR TOTAL | | 4:19:54 | 44.4 | 30.2 | 17.3 | 1.2 | 0.4 | 0.0 | 2.5 | 4.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALI-TION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|--------------------|----------------------------------|-------------------------------------|-----------------------|-------------|-------------|------------|------------|------------|------------|------------|-------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| | REGIONAL LOCAL RADIO DRIVE | | | | | | | | | | | |
| | | ABC NEWCASTLE | 2:46:08 | 31.3 | 27.5 | 13.1 | 0.6 | 1.9 | 0.9 | 9.0 | 15.7 | 100.0 |
| | | ABC NSW STATEWIDE DRIVE | 1:31:16 | 48.0 | 42.2 | 2.2 | 0.8 | 0.0 | 1.2 | 5.2 | 0.4 | 100.0 |
| | | ABC VIC STATEWIDE DRIVE | 2:58:04 | 58.1 | 13.2 | 13.5 | 5.2 | 0.0 | 0.0 | 6.4 | 3.6 | 100.0 |
| | | ABC SUNSHINE COAST MAROOCHYDORE QLD | 0:53:59 | 65.9 | 17.8 | 5.6 | 1.4 | 0.0 | 0.0 | 0.3 | 8.9 | 100.0 |
| | | ABC GOLD COAST QLD | 0:59:08 | 57.6 | 38.1 | 2.2 | 1.9 | 0.0 | 0.0 | 0.1 | 0.1 | 100.0 |
| | | ABC FAR NORTH CAIRNS QLD | 2:01:51 | 27.5 | 20.4 | 9.8 | 0.0 | 4.5 | 0.0 | 16.3 | 21.5 | 100.0 |
| | | ABC NORTH QLD TOWNSVILLE | 0:48:04 | 37.9 | 26.3 | 0.0 | 0.0 | 11.4 | 0.0 | 11.9 | 12.4 | 100.0 |
| | | ABC QLD STATEWIDE DRIVE | 1:55:08 | 35.8 | 24.4 | 1.3 | 1.0 | 0.0 | 0.0 | 0.1 | 37.3 | 100.0 |
| | | ABC NORTH & WEST SA | 2:02:47 | 41.5 | 29.6 | 10.1 | 1.5 | 0.0 | 0.9 | 0.0 | 16.4 | 100.0 |
| | | ABC WA STATEWIDE DRIVE | 1:12:13 | 64.9 | 22.5 | 5.4 | 0.7 | 0.0 | 0.0 | 0.0 | 6.5 | 100.0 |
| | | ABC NTH. TAS REGIONAL RADIO | 0:17:48 | 29.5 | 70.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | REGIONAL LOCAL RADIO DRIVE TOTAL | | 17:26:26 | 44.4 | 25.9 | 7.8 | 1.6 | 1.4 | 0.3 | 5.5 | 13.1 | 100.0 |
| RADIO TOTAL | | | 146:54:38 | 38.4 | 32.7 | 9.7 | 2.5 | 0.9 | 0.4 | 4.4 | 11.0 | 100.0 |

Table 5 Television

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|------------|--|---------|-----------------------|-----------|------|------|-----|-----|-----|-----|------|-------|
| | | | | % | % | % | % | % | % | % | % | % |
| TELEVISION | | | | | | | | | | | | |
| | NATIONAL TV NEWS & CURRENT AFFAIRS | | | | | | | | | | | |
| | 7.30 | | 3:38:22 | 47.4 | 41.4 | 3.6 | 3.8 | 0.0 | 0.0 | 2.4 | 1.3 | 100.0 |
| | LATELINE | | 2:43:45 | 46.3 | 29.6 | 4.5 | 8.2 | 5.6 | 3.8 | 1.1 | 0.8 | 100.0 |
| | ABC NEWS AT NOON | | 5:12:40 | 51.0 | 47.6 | 1.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | INSIDERS | | 1:26:16 | 42.5 | 40.3 | 10.7 | 5.7 | 0.0 | 0.1 | 0.0 | 0.7 | 100.0 |
| | FOUR CORNERS | | 0:58:46 | 66.0 | 28.3 | 1.2 | 0.0 | 0.0 | 0.0 | 4.5 | 0.0 | 100.0 |
| | LANDLINE | | 0:30:31 | 40.5 | 29.3 | 30.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | Q&A | | 4:18:16 | 47.2 | 38.9 | 4.9 | 2.7 | 0.0 | 2.2 | 4.0 | 0.0 | 100.0 |
| | THE DRUM | | 2:35:39 | 33.4 | 26.3 | 13.7 | 2.3 | 0.0 | 2.8 | 0.1 | 21.4 | 100.0 |
| | NATIONAL PRESS CLUB DEBATE - GREG HUNT AND MARK BUTLER | | 0:31:23 | 57.3 | 42.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | AUSTRALIA VOTES - REGIONAL LEADERS' DEBATE | | 0:53:10 | 42.0 | 28.8 | 29.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | NATIONAL PRESS CLUB DEBATE - SCOTT MORRISON AND CHRIS BOWEN | | 1:05:59 | 53.3 | 46.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | AUSTRALIA VOTES - LEADERS' DEBATE | | 0:50:59 | 52.7 | 47.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| | NATIONAL PRESS CLUB DEBATE - MARISE PAYNE AND STEPHEN CONROY | | 0:43:04 | 48.6 | 51.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | |
|------------|---------|--|-----------------------|-----------|-------|-------|-----|-----|-----|-----|-------|-------|
| | | | | % | % | % | % | % | % | % | % | |
| | | NATIONAL PRESS CLUB DEBATE - MICHAELIA CASH AND BRENDAN O'CONNOR | 0:49:23 | 48.2 | 51.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL PRESS CLUB DEBATE - CHRISTOPHER PYNE AND KIM CARR | 0:46:16 | 46.7 | 53.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL PRESS CLUB DEBATE - JULIE BISHOP AND TANYA PLIBERSEK | 0:54:35 | 55.7 | 44.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL PRESS CLUB ADDRESS - BARNABY JOYCE | 0:49:27 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL PRESS CLUB ADDRESS - RICHARD DI NATALE | 0:50:55 | 0.0 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL PRESS CLUB ADDRESS: BILL SHORTEN | 0:56:17 | 0.0 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL PRESS CLUB ADDRESS: MALCOLM TURNBULL | 0:50:43 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 | |
| | | NATIONAL TV NEWS & CURRENT AFFAIRS TOTAL | 31:26:26 | 47.7 | 38.5 | 7.4 | 2.0 | 0.5 | 0.9 | 1.1 | 2.0 | 100.0 |

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|-------------------------|-------------------------|------------------------|-----------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| | ABC NEWS 24 | | | | | | | | | | | |
| | | NEWS BREAKFAST | 4:17:43 | 51.0 | 33.3 | 9.4 | 1.8 | 0.0 | 0.7 | 2.6 | 1.1 | 100.0 |
| | | WEEKEND BREAKFAST | 5:47:36 | 30.0 | 59.2 | 6.2 | 2.6 | 0.0 | 0.7 | 1.3 | 0.0 | 100.0 |
| | | NEWS MORNING | 22:51:00 | 49.8 | 45.7 | 3.4 | 0.0 | 0.1 | 0.0 | 1.0 | 0.0 | 100.0 |
| | | NEWS WITH CAPITAL HILL | 7:35:52 | 47.7 | 46.7 | 4.5 | 0.9 | 0.0 | 0.0 | 0.2 | 0.0 | 100.0 |
| | | NEWS EVENINGS | 2:08:02 | 56.7 | 39.3 | 2.0 | 0.5 | 0.5 | 0.3 | 0.5 | 0.3 | 100.0 |
| | ABC NEWS 24 TOTAL | | 42:40:13 | 47.2 | 46.1 | 4.5 | 0.7 | 0.1 | 0.2 | 1.0 | 0.1 | 100.0 |
| | STATE TV NEWS 7PM | | | | | | | | | | | |
| | | SYDNEY ABN2 | 0:47:42 | 55.9 | 40.4 | 2.4 | 0.7 | 0.0 | 0.0 | 0.4 | 0.1 | 100.0 |
| | | MELBOURNE ABV2 | 0:51:32 | 57.9 | 38.9 | 2.2 | 0.8 | 0.0 | 0.0 | 0.1 | 0.3 | 100.0 |
| | | BRISBANE ABQ2 | 1:04:41 | 51.2 | 36.4 | 6.5 | 1.2 | 1.5 | 0.0 | 0.0 | 3.3 | 100.0 |
| | | ADELAIDE ABS2 | 0:58:52 | 51.8 | 36.9 | 2.5 | 7.0 | 0.0 | 0.0 | 0.3 | 1.5 | 100.0 |
| | | PERTH ABW2 | 0:53:19 | 55.6 | 40.8 | 2.9 | 0.6 | 0.0 | 0.0 | 0.1 | 0.0 | 100.0 |
| | | CANBERRA ABC2 | 1:03:34 | 53.9 | 38.3 | 6.5 | 0.7 | 0.0 | 0.0 | 0.3 | 0.2 | 100.0 |
| | | HOBART ABT2 | 0:59:48 | 54.6 | 37.5 | 4.8 | 0.7 | 0.5 | 0.8 | 0.6 | 0.6 | 100.0 |
| | | DARWIN ABD6 | 0:56:59 | 56.5 | 40.5 | 2.1 | 0.2 | 0.0 | 0.0 | 0.3 | 0.5 | 100.0 |
| | STATE TV NEWS 7PM TOTAL | | 7:36:27 | 54.5 | 38.6 | 3.9 | 1.5 | 0.3 | 0.1 | 0.2 | 0.9 | 100.0 |
| TELEVISION TOTAL | | | 81:43:06 | 48.1 | 42.5 | 5.6 | 1.3 | 0.2 | 0.4 | 1.0 | 0.9 | 100.0 |

Table 6 Internet

| MEDIA TYPE | STATION | PROGRAM | TOTAL DURATION/ WORDS | COALITION | ALP | GRN | NXT | PUP | JLN | IND | OTH | TOTAL |
|-----------------------|----------------|---|-----------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|--------------|
| | | | | % | % | % | % | % | % | % | % | % |
| INTERNET | | | | | | | | | | | | |
| | INTERNET | | | | | | | | | | | |
| | | HTTP://WWW.ABC.NET.AU/NEWS/FEDERAL-ELECTION-2016/ | 119,413 | 48.2 | 34.4 | 6.7 | 2.8 | 0.8 | 0.5 | 2.4 | 4.2 | 100.0 |
| | INTERNET TOTAL | | 119,413 | 48.2 | 34.4 | 6.7 | 2.8 | 0.8 | 0.5 | 2.4 | 4.2 | 100.0 |
| INTERNET TOTAL | | | 119,413 | 48.2 | 34.4 | 6.7 | 2.8 | 0.8 | 0.5 | 2.4 | 4.2 | 100.0 |

Commentary on the Seventh Week of the Campaign

25 June – 6pm 2 July 2016

- > The ALP had the highest share of voice in all national radio coverage in the seventh week of the campaign. In national current affairs programs, the ALP had 44.5% share of voice, just ahead of the Coalition with 44.2%. On Radio National programs, the ALP had a 45.8% share of voice, compared to the Coalition's 33.9%. The ALP also led on Triple J's *Hack*, with 50.1% compared to the Coalition's 33.9%.
- > The Coalition had the highest share of voice on *PM*, and the Greens had a relatively high share on *The World Today*, with 24.0%.
- > The Coalition had a higher share of voice than the ALP overall on all metropolitan radio news reports, with the exception of the *10PM* report, where the ALP had 65.4% share of voice compared to the Coalition's 29.6%. The Coalition had a higher share of voice overall on both *Mornings* and *Drive* programs on metropolitan radio.
- > "Other" candidates were relatively prominent on *Mornings* programs again this week (19.6% share of voice), due to interviews with a wide range of candidates from parties including the Online Direct Democracy Party, Rise Up Australia, Sustainable Australia, CountryMinded, and Katter's Australian Party.
- > This week, the Coalition had a higher share of voice on regional *Mornings* programs, with 32.8% compared to the ALP's 27.8%. The Coalition also led regional radio *Drive* programs (with 36.9% compared to the ALP's 25.2%), and had the greatest share of voice on the *Country Hour* overall, with 30.3%, just ahead of the ALP with 30.1%. The Greens had a share of 15.6% on *Country Hour* this week.
- > The Coalition had the highest share of voice of all television coverage this week, with 45.5% compared with 44.5% for the ALP. The Greens had 6.2% of the total television share of voice.
- > The Coalition continued to have a higher share of voice in internet coverage this week, with 50.3% compared to 31.0% for the ALP. "Other" candidates had 7.2% of the total internet share of voice.

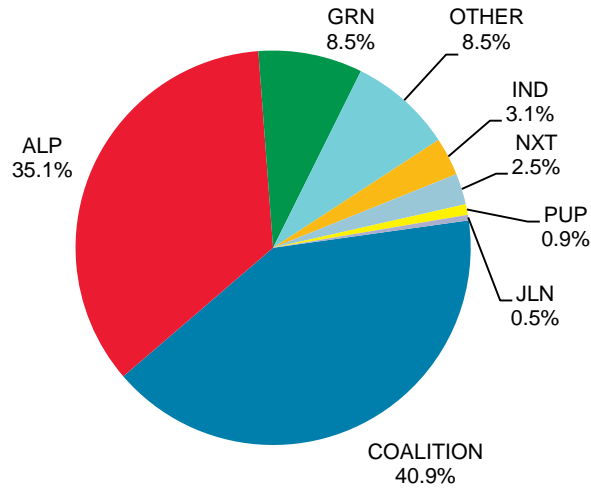
NOTE

NO RELEVANT COVERAGE APPEARED ON THE FOLLOWING PROGRAMS IN WEEK 7:

LANDLINE ON ABC TELEVISION, COUNTERPOINT ON RADIO NATIONAL, MORNINGS ON ABC SOUTH WEST WA, AND TASMANIAN COUNTRY AND WA COUNTRY HOUR ON ABC RADIO.

Combined Share of Voice – Week 7

Chart 7



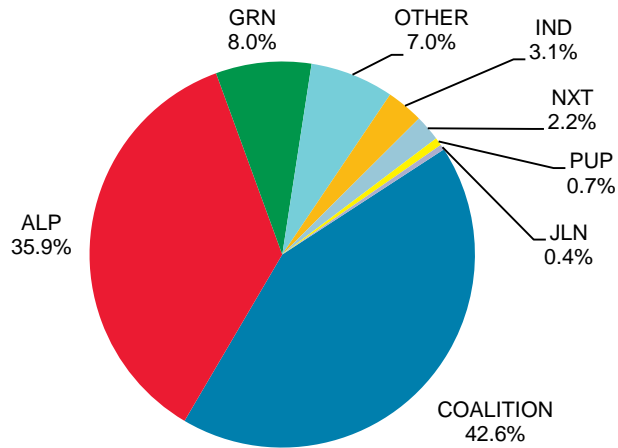
- > The Coalition had the highest share of voice across all media in the seventh week of the federal election campaign, with 40.9% compared to the ALP's 35.1%.
- > The Coalition had the highest share of voice across all platforms, and the ALP had the second-highest share of voice.
- > The Greens had the third-highest share of voice in television coverage, but the fourth-highest share of radio and internet coverage. "Other" candidates had a slightly higher share of voice than the Greens in radio and internet coverage, and overall they both had 8.5% of the total share of voice this week.

Table 7

| | RADIO | | TELEVISION | | INTERNET | | TOTAL |
|--------------|-----------------|--------------|-----------------|--------------|---------------|--------------|--------------|
| | HRS:MIN:SEC | % | HRS:MIN:SEC | % | WORDS | % | % |
| COALITION | 11:17:11 | 36.0 | 6:34:54 | 45.5 | 17,185 | 50.3 | 40.9 |
| ALP | 10:02:56 | 32.0 | 6:26:03 | 44.5 | 10,584 | 31.0 | 35.1 |
| GRN | 3:13:34 | 10.3 | 0:54:03 | 6.2 | 2,126 | 6.2 | 8.5 |
| OTHER | 3:58:43 | 12.7 | 0:00:55 | 0.1 | 2,461 | 7.2 | 8.5 |
| IND | 1:26:22 | 4.6 | 0:11:56 | 1.4 | 322 | 0.9 | 3.1 |
| NXT | 0:51:54 | 2.8 | 0:14:39 | 1.7 | 1,072 | 3.1 | 2.5 |
| PUP | 0:27:06 | 1.4 | 0:01:53 | 0.2 | 0 | 0.0 | 0.9 |
| JLN | 0:05:23 | 0.3 | 0:02:41 | 0.3 | 418 | 1.2 | 0.5 |
| TOTAL | 31:23:09 | 100.0 | 14:27:04 | 100.0 | 34,168 | 100.0 | 100.0 |

Combined Share of Voice – Cumulative

Chart 8



- > The Coalition had the highest share of voice overall in the seven weeks of the federal election campaign, with 42.6%, ahead of the ALP's 35.9%.
- > The Coalition had the highest share of voice 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 voice in television and internet coverage, while "other" candidates had the third-highest share of radio coverage.

Table 8

| | RADIO | | TELEVISION | | INTERNET | | TOTAL |
|--------------|------------------|--------------|-----------------|--------------|----------------|--------------|--------------|
| | HRS:MIN:SEC | % | HRS:MIN:SEC | % | WORDS | % | % |
| COALITION | 56:22:03 | 38.4 | 39:16:20 | 48.1 | 57,508 | 48.2 | 42.6 |
| ALP | 47:58:57 | 32.7 | 34:43:13 | 42.5 | 41,088 | 34.4 | 35.9 |
| GRN | 14:14:15 | 9.7 | 4:32:40 | 5.6 | 7,970 | 6.7 | 8.0 |
| OTHER | 16:12:38 | 11.0 | 0:45:36 | 0.9 | 5,042 | 4.2 | 7.0 |
| IND | 6:30:28 | 4.4 | 0:48:25 | 1.0 | 2,898 | 2.4 | 3.1 |
| NXT | 3:41:25 | 2.5 | 1:03:16 | 1.3 | 3,348 | 2.8 | 2.2 |
| PUP | 1:16:02 | 0.9 | 0:12:02 | 0.2 | 963 | 0.8 | 0.7 |
| JLN | 0:38:50 | 0.4 | 0:21:34 | 0.4 | 596 | 0.5 | 0.4 |
| TOTAL | 146:54:38 | 100.0 | 81:43:06 | 100.0 | 119,413 | 100.0 | 100.0 |

Issues – Week 7

Table 9

| ISSUE | RADIO | TELE-VISION | INTERNET | TOTAL | ISSUE | RADIO | TELE-VISION | INTERNET | TOTAL |
|---------------------------|-------|-------------|----------|-------|-------------------------------|--------------|-------------|------------|--------------|
| ELECTION CAMPAIGN | 1,060 | 741 | 186 | 1,987 | SPORT/EVENTS | 5 | 2 | 4 | 11 |
| BUDGET COSTINGS | 135 | 48 | 10 | 193 | WATER ISSUES | 5 | 1 | 2 | 8 |
| MARRIAGE EQUALITY | 101 | 22 | 19 | 142 | REGIONAL DEVELOPMENT | 5 | | 2 | 7 |
| HEALTH | 85 | 19 | 9 | 113 | FAMILIES | 3 | 4 | | 7 |
| FOREIGN AFFAIRS | 35 | 29 | 6 | 70 | INDIGENOUS AFFAIRS | 6 | | 1 | 7 |
| INDUSTRIAL RELATIONS | 46 | 8 | 7 | 61 | EMERGENCY SERVICES | 3 | 4 | | 7 |
| TAXES | 42 | 4 | 8 | 54 | HOUSING | 5 | | | 5 |
| EDUCATION | 44 | 3 | | 47 | PUBLIC TRANSPORT | 2 | | 3 | 5 |
| LEADERSHIP | 29 | 16 | 2 | 47 | TRADE | 3 | 1 | | 4 |
| ECONOMY | 35 | 9 | | 44 | SCIENCE/TECHNOLOGY/INNOVATION | 4 | | | 4 |
| JUSTICE, LAW & ORDER | 30 | 7 | 4 | 41 | FINANCIAL REGULATION | 4 | | | 4 |
| PRIMARY INDUSTRIES ISSUES | 33 | 5 | | 38 | TOURISM | | 4 | | 4 |
| ENVIRONMENT | 28 | 4 | 2 | 34 | MINING/RESOURCES | 2 | 1 | | 3 |
| COMMUNICATIONS/INTERNET | 26 | 4 | 1 | 31 | LOCAL GOVERNMENT | 2 | 1 | | 3 |
| INFRASTRUCTURE | 17 | 11 | 2 | 30 | DEFENCE | 2 | 1 | | 3 |
| IMMIGRATION | 21 | 3 | 4 | 28 | POPULATION | 1 | 1 | | 2 |
| ROADS | 19 | | | 19 | ARTS/CULTURE | | | 2 | 2 |
| TERRORISM/SECURITY | 4 | 14 | | 18 | MANUFACTURING | 2 | | | 2 |
| ENERGY POLICIES | 14 | 4 | | 18 | SENATE REFORM | 1 | | | 1 |
| COMMUNITY SERVICES | 14 | | 1 | 15 | TOTAL | 1,879 | 974 | 278 | 3,131 |
| GAMBLING | 6 | 3 | 3 | 12 | | | | | |

Issues – Cumulative

Table 10

| ISSUE | RADIO | TELE-VISION | INTERNET | TOTAL | ISSUE | RADIO | TELE-VISION | INTERNET | TOTAL |
|---------------------------|-------|-------------|----------|-------|-----------------------------------|--------------|--------------|--------------|---------------|
| ELECTION CAMPAIGN | 4,321 | 2,653 | 834 | 7,808 | REGIONAL DEVELOPMENT | 51 | 26 | 8 | 85 |
| BUDGET COSTINGS | 554 | 431 | 27 | 1,012 | EMERGENCY SERVICES | 49 | 19 | 4 | 72 |
| HEALTH | 524 | 276 | 61 | 861 | FINANCIAL REGULATION | 51 | 14 | 6 | 71 |
| FOREIGN AFFAIRS | 304 | 344 | 31 | 679 | TRADE | 33 | 35 | | 68 |
| IMMIGRATION | 405 | 155 | 27 | 587 | FAMILIES | 40 | 19 | 8 | 67 |
| TAXES | 390 | 115 | 26 | 531 | LEADERSHIP | 42 | 16 | 2 | 60 |
| COMMUNICATIONS/INTERNET | 377 | 103 | 18 | 498 | HOUSING | 47 | 11 | 2 | 60 |
| ECONOMY | 296 | 125 | 17 | 438 | SPORT/EVENTS | 35 | 8 | 5 | 48 |
| PRIMARY INDUSTRIES ISSUES | 270 | 104 | 25 | 399 | WATER ISSUES | 18 | 18 | 10 | 46 |
| INDUSTRIAL RELATIONS | 213 | 135 | 26 | 374 | LOCAL GOVERNMENT | 16 | 15 | 6 | 37 |
| ENVIRONMENT | 205 | 126 | 27 | 358 | ARTS/CULTURE | 24 | 3 | 4 | 31 |
| INDIGENOUS AFFAIRS | 166 | 117 | 6 | 289 | SCIENCE/TECHNOLOGY/ INNOVATION | 18 | 9 | 2 | 29 |
| MARRIAGE EQUALITY | 185 | 45 | 35 | 265 | GAMBLING | 12 | 7 | 6 | 25 |
| JUSTICE, LAW & ORDER | 185 | 66 | 12 | 263 | PUBLIC TRANSPORT | 6 | 10 | 6 | 22 |
| INFRASTRUCTURE | 117 | 65 | 24 | 206 | SENATE REFORM | 8 | | | 8 |
| EDUCATION | 139 | 47 | 11 | 197 | TOURISM | | 4 | | 4 |
| COMMUNITY SERVICES | 101 | 64 | 5 | 170 | POPULATION | 3 | 1 | | 4 |
| TERRORISM/SECURITY | 58 | 101 | 4 | 163 | TOTAL | 9,614 | 5,445 | 1,332 | 16,391 |
| MANUFACTURING | 81 | 31 | 11 | 123 | | | | | |
| DEFENCE | 63 | 52 | 3 | 118 | | | | | |
| ENERGY POLICIES | 71 | 35 | 8 | 114 | | | | | |
| ROADS | 78 | 11 | 21 | 110 | | | | | |
| MINING/RESOURCES | 58 | 29 | 4 | 91 | | | | | |

Leading Spokespeople – Week 7

Table 11

| SPOKESPERSON | PARTY | RADIO | | TELEVISION | | INTERNET | | TOTAL |
|------------------------|-----------|-----------------|--------------|-----------------|--------------|---------------|--------------|--------------|
| | | HRS:MIN:SEC | % | HRS:MIN:SEC | % | WORDS | % | % |
| BILL SHORTEN | ALP | 1:55:15 | 6.1 | 4:17:46 | 29.7 | 5,340 | 15.6 | 13.9 |
| MALCOLM TURNBULL | COALITION | 1:47:35 | 5.7 | 3:09:22 | 21.8 | 7,389 | 21.6 | 12.7 |
| SCOTT MORRISON | COALITION | 0:29:21 | 1.6 | 0:43:55 | 5.1 | 2,258 | 6.6 | 3.3 |
| MATHIAS CORMANN | COALITION | 0:32:46 | 1.7 | 0:55:48 | 6.4 | 970 | 2.8 | 3.2 |
| RICHARD DI NATALE | GRN | 0:33:38 | 1.8 | 0:28:08 | 3.2 | 726 | 2.1 | 2.2 |
| JULIE BISHOP | COALITION | 0:05:25 | 0.3 | 0:37:54 | 4.4 | 1,455 | 4.3 | 2.0 |
| CHRIS BOWEN | ALP | 0:30:38 | 1.6 | 0:16:24 | 1.9 | 1,036 | 3.0 | 1.9 |
| TANYA PLIBERSEK | ALP | 0:07:27 | 0.4 | 0:34:27 | 4.0 | 325 | 1.0 | 1.4 |
| NICK XENOPHON | NXT | 0:26:50 | 1.4 | 0:10:47 | 1.2 | 524 | 1.5 | 1.4 |
| BARNABY JOYCE | COALITION | 0:14:15 | 0.8 | 0:14:13 | 1.6 | 595 | 1.7 | 1.2 |
| ALL OTHER SPOKESPEOPLE | | 24:39:59 | 78.6 | 2:58:20 | 20.6 | 13,550 | 39.7 | 56.8 |
| TOTAL | | 31:23:09 | 100.0 | 14:27:04 | 100.0 | 34,168 | 100.0 | 100.0 |

- > Opposition Leader Bill Shorten was the leading spokesperson this week. Shorten was the leading spokesperson in television and radio, but second behind Prime Minister Turnbull in internet.
- > Malcolm Turnbull was the second leading spokesperson in the seventh week of the federal election campaign. Turnbull had the second-highest share of voice in radio and television, but led in internet.
- > Treasurer Scott Morrison had the third-highest share of voice overall this week, although he was well behind Shorten and Turnbull. Morrison was interviewed on *AM*, discussing the ALP's budget forecasts, and also held a press conference with Mathias Cormann about the potential economic impact of Brexit.

Leading Spokespeople – Cumulative

Table 12

| SPOKESPERSON | PARTY | RADIO | | TELEVISION | | INTERNET | | TOTAL |
|------------------------|-----------|------------------|--------------|-----------------|--------------|----------------|--------------|--------------|
| | | HRS:MIN:SEC | % | HRS:MIN:SEC | % | WORDS | % | % |
| BILL SHORTEN | ALP | 7:52:21 | 5.4 | 18:42:01 | 22.9 | 18,353 | 15.4 | 12.1 |
| MALCOLM TURNBULL | COALITION | 8:55:46 | 6.1 | 16:39:01 | 20.4 | 20,501 | 17.2 | 11.9 |
| SCOTT MORRISON | COALITION | 2:03:24 | 1.4 | 4:57:33 | 6.1 | 5,461 | 4.6 | 3.3 |
| BARNABY JOYCE | COALITION | 3:08:26 | 2.1 | 3:18:21 | 4.0 | 4,241 | 3.6 | 2.9 |
| RICHARD DI NATALE | GRN | 3:26:25 | 2.3 | 3:14:24 | 4.0 | 3,512 | 2.9 | 2.9 |
| CHRIS BOWEN | ALP | 2:34:56 | 1.8 | 2:20:23 | 2.9 | 2,931 | 2.5 | 2.2 |
| MATHIAS CORMANN | COALITION | 1:58:57 | 1.3 | 2:16:14 | 2.8 | 3,346 | 2.8 | 2.0 |
| JULIE BISHOP | COALITION | 1:26:18 | 1.0 | 2:20:50 | 2.9 | 2,662 | 2.2 | 1.7 |
| NICK XENOPHON | NXT | 2:19:33 | 1.6 | 0:55:00 | 1.1 | 2,306 | 1.9 | 1.5 |
| TANYA PLIBERSEK | ALP | 0:57:06 | 0.6 | 1:55:12 | 2.3 | 1,685 | 1.4 | 1.3 |
| ALL OTHER SPOKESPEOPLE | | 112:11:26 | 76.4 | 25:04:07 | 30.7 | 54,415 | 45.6 | 58.2 |
| TOTAL | | 146:54:38 | 100.0 | 81:43:06 | 100.0 | 119,413 | 100.0 | 100.0 |

Methodology

Each reference has been individually assessed using the following methodology: Analysis began on Monday 16 May 2016 at 6pm.

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:

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

DISCLAIMER: While iSentia endeavours to provide accurate, reliable and complete information, iSentia makes no representations in relation to the accuracy, reliability or completeness of the information contained in this report. To the extent permitted by law, iSentia excludes all conditions, warranties and other obligations in relation to the supply of this report and otherwise limits its liability to the amount paid by the recipient for this report. In no circumstances will iSentia be liable to the recipient or to any third party for any consequential loss or damage, including loss of profit, in connection with the supply of this report.



 isentia.insights

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.

Enquiries about the details of the allocation of election free time on ABC radio and television should be directed to Jane Connors, Chair, ABC Election Coverage Review Committee, on telephone (03) 9626 1631 or by email to abc.ecrc@abc.net.au.



FREE TIME ELECTION BROADCASTS

Federal Election 2016

Production Guidelines

Note: These Production Guidelines apply only to the 2016 Federal Election and should not be relied upon for any other election. The ABC may revise these election production guidelines from time to time, at the ABC's sole discretion.

| | |
|--|----------|
| INTRODUCTION | 1 |
| FORM AND PRESENTATION OF YOUR BROADCAST | 1 |
| Guiding principles and obligations..... | 1 |
| Material must inform and not be in the nature of an advertisement..... | 1 |
| Speakers must be candidates or sitting members | 2 |
| News and current affairs style interviews | 2 |
| Use of graphics etc..... | 2 |
| Telephone numbers, website addresses etc..... | 3 |
| CONSENTS AND CLEARANCES | 3 |
| Indemnity..... | 3 |
| Participants' consent..... | 3 |
| Copyright clearance..... | 3 |
| LENGTH OF BROADCAST | 4 |
| Government and Opposition parties..... | 4 |
| Minor and new parties..... | 4 |
| SCHEDULING AND TRANSMISSION OF BROADCASTS..... | 5 |
| Transmission on ABC1 Television and ABC Local Radio | 5 |
| Publication on ABC Online | 5 |
| The broadcast schedule | 5 |
| Parties may elect to waive or reduce their time | 5 |
| Repeat broadcasts | 5 |
| IDENTIFICATION AS A PARTY ELECTION BROADCAST..... | 6 |
| Radio openers and closers..... | 6 |
| TV openers and closers..... | 6 |
| Allowing for on-screen crawls in TV broadcasts | 7 |
| TECHNICAL REQUIREMENTS..... | 8 |
| Radio | 8 |
| Television..... | 8 |
| Delivery deadlines..... | 10 |

Free Time Election Broadcasts

PRODUCTION GUIDELINES FOR THE 2016 FEDERAL ELECTION

INTRODUCTION

This document sets out the ABC's production guidelines for party broadcasts for the Federal Election 2016, 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 or slogans, 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.

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.

LENGTH OF BROADCAST

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 the 2013 Federal Election, the ABC has determined that Government and Opposition parties will each be granted approximately 31 minutes 30 seconds of free time on ABC1 Television and on ABC Local Radio:

| | ABC Local Radio | ABC1 Television |
|-----------------------------|------------------------|-----------------------|
| Policy announcements | (12 x 86 seconds*) | (12 x 90 seconds) |
| Final pitch | 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 ABC1 Television and on ABC Local Radio for broadcasting policy announcements:

| | ABC Local Radio | ABC1 Television |
|--|------------------|-----------------|
| Initial allocation | 2 x 86 seconds** | 2 x 90 seconds |
| Further allocation | 2 x 86 seconds** | 2 x 90 seconds |
| Additional allocation of time is at the discretion of the ABC Board | | |

**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 ABC1 Television and ABC Local Radio

Party election broadcasts will be scheduled on the ABC Television main channel (ABC1) 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 13-minute 30-second 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 2013 Federal 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 2013 Federal 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' 13-minute 30-second 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 both of the following addresses:-

Rundle.Sascha@abc.net.au

O'Brien.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.

Toni Williams

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

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.



Media Room

media release  Australian
Broadcasting
Corporation

Australians Vote 1 for ABC's Federal Election Coverage

Sunday, July 3, 2016 — Last night the ABC provided the most watched and listened to election coverage across the nation.

More Australians watched the ABC's election coverage than any other network. The ABC and ABC News 24 simulcast (from 4pm AEST) reached a total of 5.3 million Australians on TV, equating to 22% of the metro and regional populations.

Australia Votes: Election Night Live (8.00-9.30pm AEST) was the top program across all networks yesterday, achieving an average audience of 1.7 million across ABC and ABC News 24. Audiences peaked at 2 million viewers at 9.50pm AEST.

Driven by *Australia Votes: Election Night Live*, iView plays (excluding children's programming) were also at a record high.

Traffic to ABC News Digital was among the highest ever recorded, with news and current affairs achieving 2.8 million visitors, 4.3 million visits and 20.5 million page views - doubling the traffic recorded for the 2013 election.

Across ABC Radio audiences had the choice of the most comprehensive, in-depth analysis and local coverage available anywhere in Australia.

Director of News Gaven Morris said:

"The ABC delivered the most comprehensive election coverage across television, radio, digital and social, and it's good to see audiences responded to that.

"Across the campaign and on poll day more Australians came to ABC News for live coverage, essential context and analysis and policy discussion and debate than any other source.

“Australians turn to us during these important events and we are always exploring better ways to serve them.”

TV:

Combined Metro + Regional

- Total ABC TV was the #1 network across 5 City Metro and Total Regional last night.
- The ABC/News 24 simulcast (4pm-11.45pm AEST) achieved a combined reach of 5.3 million viewers. This equates to 22% of the metro and regional populations.
- ABC News 24 achieved a 24-hour reach of 2.6 million (11% of the metro and regional populations). This is the top daily reach for the channel for 2016, and is among the highest ever daily reach figures for the channel.
- ABC achieved the top program across all networks yesterday. *Election Night Live* (8pm-9.30pm AEST) achieved an average audience of 1.7 million (ABC+N24).
- Coverage peaked at 21:47-21:52 (AEST) at an average audience of 2.0 million (ABC+N24).

5 City Metro

- Total ABC TV was the top network on Saturday evening, with a metro prime-time share of 26.9%. *Network 9 #2 at 20.3%, Network 7 #3 at 18.8%.*
- ABC main channel achieved a prime-time share of 17.4% (#1 ranked channel), with ABC News 24 at 7.5% (#4 ranked channel, and the highest ever metro prime-time share for the channel). *Channel 9 #2 at 13.2%, Channel 7 #3 at 10.8%.*
- Total ABC TV was also the #1 network during the day, with a metro day-time share of 20.1%.

Digital:

- *ABC News & Current Affairs* achieved 2.8 million visitors, 4.3 million visits and 20.5 million page views - doubling the traffic recorded for the 2013 election. Page views were at a record high.
- Smartphone visits drove the increase traffic, accounting for 57% of all visits (33% for the previous election; 48% for Sat ytd)

iView:

- *Australia Votes: Election Night Live* drove ABC iView to record its 3rd highest visits and 4th highest visitor numbers ever.

- Plays (excluding children's programming) were at a record high, driven by *Australia Votes: Election Night Live*, with a total 130,000 iView plays.
- The ABC News 24 Live Stream recorded 249,000 total plays, comprising 191,000 from the ABC News 24 website and a further 58,000 from iView.

Desktop site + mobile site + app

Sources: OzTAM & Regional TAM Preliminary Overnight data; Webtrends

Note: TV reach includes viewers who watched at least 5 consecutive minutes of coverage

TV and Digital audiences are based on preliminary data.



editorial
policies

Elections

2

Issued: 13 February 2014

Revised: 22 October 2014

| | | |
|--|----------|----------|
| Introduction | 2 | 4 |
| Legal obligations | 2 | |
| Election blackout | 2 | |
| Identifying electoral commentary published on ABC websites and ABC social media accounts | 2 | 5 |
| Use of social media | 3 | |
| Use of personal social media accounts during the election period | 3 | |
| Moderation of ABC accounts on social media sites (e.g. Facebook)..... | 3 | |
| Fair and balanced coverage | 4 | |
| Keeping good notes..... | 4 | |
| State and territory politicians commenting on federal election issues and vice versa | 4 | |
| Former party leaders (ex-Prime Ministers, Premiers and Chief Ministers and ex-Leaders of the Opposition) | 5 | |
| Not “making up the difference” when candidates decline invitations to participate .. | 5 | |
| Free-time party election broadcasts | 5 | 9 |
| Allocation to eligible parties | 5 | |
| Independents..... | 6 | |
| Requests for assistance in producing free time party election broadcasts | 6 | |
| Related material | 7 | |
| Status of Guidance Note | 7 | |
| Key Editorial Standards | 7 | |
| Endnotes | 9 | |

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

2

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 seek advice from members of the Election Coverage Review committee (ECRC) which is brought together for each state and federal election. All relevant Divisions are represented on the ECRC, which contains people with long experience of the ABC's standards and how to apply them.

4

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](#).¹

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.
- thoughtful attention to issues of style and tone which may inadvertently colour perceptions of impartiality. For instance, don't sign off an interview with a candidate with a phrase like 'good luck'. While you're only meaning to be polite, it could well sound too encouraging to some of your audience.

9

Legal obligations

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.² 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.³ 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.

2

Use of social media

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](#)⁴ 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.

4

5

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](#).⁵

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](#),⁶ 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.

9

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.

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](#)⁷ 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.

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.

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.

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.

2

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.

4

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

5

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.

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.

9

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 available at <http://about.abc.net.au/how-the-abc-is-run/what-guides-us/election-coverage-review-committee-ecrc/>.

2

Independents

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

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 on allocating free election broadcast time to political parties.⁸

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.

4

5

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](#),⁹ 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.

9

Related material

- Australian Communications and Media Authority, [Election Guidelines](#), last update 6 September 2013 <http://www.acma.gov.au/theACMA/About/The-ACMA-story/Regulating/political-matter-tv-content-regulation-i-acma>.
- Australian Electoral Commission, [Electoral Backgrounder – Electoral Advertising](#), July 2013, http://www.aec.gov.au/About_AEC/Publications/Backgrounders/electoral-advertising.htm.

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 the 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.

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.

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.

2

- 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.

4

5

9

Endnotes

¹ Respectively, <http://about.abc.net.au/wp-content/uploads/2014/05/GNImpartialityINS.pdf>, <http://about.abc.net.au/wp-content/uploads/2014/07/GNAccuracyINS.pdf> and <http://about.abc.net.au/wp-content/uploads/2012/06/GNFairOpportunityToRespondINS.pdf>.

² 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.

³ 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. (Similar obligations are generally imposed by state and territory electoral laws.) 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.

⁴ <http://about.abc.net.au/reports-publications/use-of-social-media-policy/>

2

⁵ <http://about.abc.net.au/reports-publications/personal-use-of-social-media-guidance-note/> and <http://about.abc.net.au/reports-publications/operating-official-abc-social-media-accounts-guidance-note/>, respectively.

⁶ <http://about.abc.net.au/reports-publications/moderating-user-generated-content-guidance-note/>.

⁷ <http://www.abc.net.au/conditions.htm>.

⁸ <http://about.abc.net.au/how-the-abc-is-run/what-guides-us/election-coverage-review-committee-ecrc/>.

4

⁹ <http://about.abc.net.au/how-the-abc-is-run/what-guides-us/election-coverage-review-committee-ecrc/>.

5

9