

WHO'S GONNA SAVE US? EP01 RESPONSES

Statement attributable to a News Corp Australia spokesperson:

September 3, 2022

News Corp Australia has no single editorial position. Individual mastheads work out their own editorial position on issues in relation to the audience and markets they serve. The fact is our titles have recognised climate change for almost two decades. The Australian, for example, was one of the earliest supporters of an Emissions Trading Scheme. We have covered the issue from all sides of the debate and continue to do so.

We reject the claims made by the Institute for Strategic Dialogue. They misunderstand the media's role in a democracy, which is to be a vehicle for the discussion of many ideas and views, not to promote one single viewpoint. Sky News broadcasts a greater variety of news and opinions on current affairs issues than any other commercial broadcaster. For example representatives of the Australian Greens make regular appearances on Sky.

Similarly, in regards to the floods, the review you quote from The Conversation misunderstands the essential and critical role the media plays in covering natural disasters. The review does acknowledge that News Corp Australia covered the issue of climate change with the floods but at the time our main focus, as was journalistically the right thing to do, was reporting on the human tragedy unfolding in Northern NSW and Southeast Queensland, and the many communities affected.

As has been well documented by our regional and state-based news titles, tens of thousands of people had their homes and livelihoods affected. Lives were lost. Even today many thousands are still suffering in these regions. We retain a strong focus on affected communities and what can be done to help them. It is also worth noting that News Corp Australia has provided extensive support for flood communities. To highlight this we would remind you that News Corp Australia has announced a \$1 million commitment to the flood-affected communities and their people to aid in recovery and rebuild lives.

Regarding the Black Summer bushfires of 2019-20 we dedicated more resources to covering the emergency than any other commercial media outlet.

Our words and pictures told the story to a global audience.

We deployed 160 editorial staff in the field, reporting events in real time as a live, breaking emergency and contributing to local and global awareness of the crisis. Our emphasis was telling the stories, finding ways of providing assistance to those in need and to focus on helping communities recover and get back on their feet.

During this period News Corp Australia's four main state-based mastheads, [news.com.au](https://www.news.com.au), The Australian and The Weekly Times published a total of 341 news stories which mentioned climate change in bushfire coverage. A further 219 opinion pieces did the same.

In total the four key state-based mastheads and The Australian published 3,335 stories about the bushfires between September 1 2019 and January 23, 2020. Only 3.4 percent mentioned “arson” or “arsonists” .

As a news organisation, we also have a duty to report on the many divergent views about how Australia can best position itself to minimise the dangers in future summer fire seasons.

This should never be construed as a blanket denial of climate change. It is, instead, a recognition that the strength of a democracy is that many opinions can be heard.

We respect our audiences to form their own opinions and make their own decisions but we will strive, as always, to inform them of the news and views being expressed in their nation's debates.

Corporately, News Corp Australia has promoted and implemented environmentally sustainable practices in its workplaces for many years, and we have set out significant goals for the future, including reducing our carbon footprint by 5 per cent every year to reach 60 per cent by 2030; reducing emissions in our supply chain by 20 per cent by 2030; achieving zero waste to landfills across our major sites by 2025, with a special focus on reducing single-use plastic; sourcing 100 per cent of newsprint from certified material by 2025; and seeking opportunities to power our operations with cleaner sources of energy.

Around the world, News Corp has a robust Global Environmental Initiative, and was the first North American-based media company to commit to science-based targets.

News Corp achieved a score of B for our 2021 CDP Climate Change response, compared to a global average score of B- across the 13,000 reporting companies, and reduced FY2021 operational carbon emissions by 12% YOY and 39% since FY2016. **More information about News Corp's environmental achievements can be found here:**

<https://newscorp.com/news-corp-sustainability/>