

From: Sleeping Giants-Oz
Sent: Friday, 20 July 2018 12:48 PM
To: Brianna Parkins
Subject: Re: Media Watch

Are you concerned this could limit freedom of speech? Hate speech is a broad term, is there a potential for this campaign to be used to target programs that simply feature politics you don't agree with?

Not at all, firstly we rarely go to politics, unless politics comes to us, we condemned Luke Foley's white flight comments, we condemned the shuffling of Lucy Gichuhi to an unwinnable senate spot and we condemned Malcolm Turnbull's comments about gangs in Melbourne, we're not interested in routinely exchanging politically aligned barbs with anyone.

Australia's position on refugees is outrageous but there are far better informed advocates on the refugee issue than us, so unless we can target the companies supplying the services we support the cause wherever possible, but leave the activism to others.

In terms of free speech, this action is liberating free speech, we're simply saying in "our" charter of personal values we find media targeting people because of their race, the colour of their skin, their religion or their sexual orientation is unacceptable and share our opinion with others via social media.

Companies are at liberty, (as you have seen), to say yes we agree and withdraw or change their advertising or they say we are comfortable with the content with which we are aligning our brand, it fits our values and continue to advertise.

Having said that we do look at the value statements of companies and challenge them on ad placements compared to their corporate values. Companies espousing diversity and inclusion should carry that through to their advertising, they would never sponsor a racist hate group (openly anyway) so why is advertising or sponsoring a racist segment on television any different.

Hope this helps

Cheers

SG Oz

From: Brianna Parkins

Sent: Friday, July 20, 2018 11:44 AM

To: Sleeping Giants-Oz

Subject: RE: Media Watch

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