



**Australian Broadcasting Corporation**

**2013 Federal Election**

**Report of the Chairman, Election Coverage Review Committee**

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- A ABC Federal Election Monitoring: Quantitative share-of-voice data compiled by iSentia, cumulative, 4 August - 7 September 2013
- B ABC Policy for allocation of free broadcast time to political parties during election campaigns, 2013
- C Production guidelines for free broadcasts by political parties, Federal Election 2013
- D Schedule of political parties' free-time broadcasts, Radio and Television
- E "ABC Wins Australia's vote", Media Release, 8 September 2013

# 1. Role of Election Coverage Review Committee

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At each federal, state and territory election, the ABC convenes an Election Coverage Review Committee (ECRC). The Committee'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 Managing Director appointed Rob Simpson, Director Legal and Business Affairs, to be ECRC Chair for the 2013 Federal Election. The ECRC comprised experienced personnel from the main content-producing divisions of News, Television, Radio and Innovation, as well as the Election Co-ordinator and staff with expertise in communications and parliamentary relations, audience research, complaints handling, scheduling, policy and multiplatform uses of content. As local knowledge from across the country is important when covering a federal election, the ABC's State and Territory Directors were also represented.

## 2. Campaign period

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The then Prime Minister, the Hon. Kevin Rudd MP, announced the date of the election on 4 August 2013. The writs for the election were issued on 5 August. The election period ran for 34 days, ending with the close of polling on election day, 7 September.

## 3. Share-of-voice data

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ABC Audience Research commissioned iSentia (formerly known as Media Monitors) to again provide share-of-voice data for coverage on the major ABC platforms of the candidates and party officials. The share-of-voice count began at 4pm on 4 August – shortly after the election was announced – and ended at 6pm on 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 useful in formulating questions for discussion by the ECRC week-by-week, in particular for hearing from local managers the practical factors which were affecting coverage.

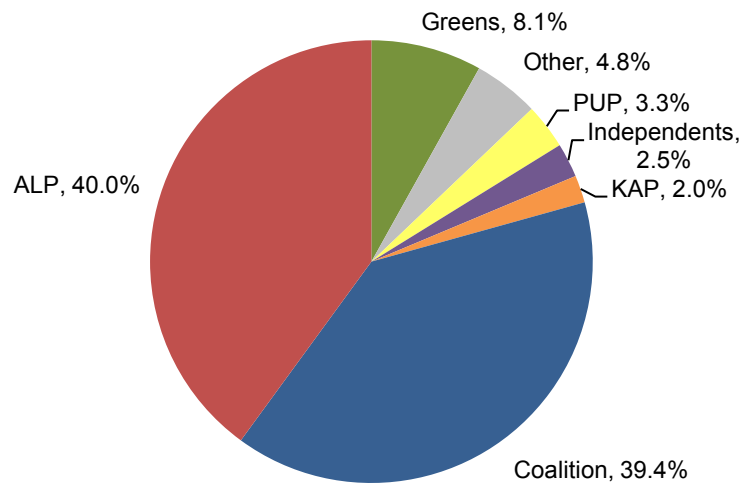
Share-of-voice data has a number of limitations and caution should be exercised when interpreting it. These limitations and the attendant reasons for caution were set out in detail in the ECRC report on the 2007 Federal Election and in condensed form in ECRC reports on elections held since then. Briefly, 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.

Below is an overview of cumulative share-of-voice data for all ABC platforms over the 2013 election campaign period. For program-specific data, see Attachment A.

*Figure 1: Cumulative share-of-voice, all platforms combined*



	Radio		Television		Internet		Total
	HRS:MIN:SEC	%	HRS:MIN:SEC	%	Words	%	
Coalition	55:27:29	37.0	37:10:23	43.4	27,588	39.7	39.4
ALP	51:52:10	34.7	41:53:43	48.9	29,079	41.9	40.0
Greens	14:51:44	9.9	3:57:37	4.6	6,069	8.7	8.1
Other	10:16:18	6.9	1:07:52	1.3	2,651	3.8	4.8
PUP	7:06:20	4.7	0:50:49	1.0	1,543	2.2	3.3
Independents	5:36:59	3.8	0:16:46	0.3	1,373	2.0	2.5
KAP	4:29:35	3.0	0:19:09	0.4	1,127	1.6	2.0
<b>Total</b>	<b>149:42:35</b>	<b>100.0</b>	<b>85:36:19</b>	<b>100.0</b>	<b>69,430</b>	<b>100.0</b>	<b>100.0</b>

Source: iSentia. Media Coverage Report: ABC Federal Election Monitoring, Week 5

The ECRC asked iSentia to exclude the three Leaders' Debates from the share-of-voice count. The amount of time given to each speaker in those debates was a matter for their moderators and beyond the control of the ABC. iSentia's reports note the duration of the debates and that the ABC covered them, but do not include the time each speaker spoke in the share-of-voice totals.

## 4. Guidance for staff

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During election campaigns, the ABC issues guidance to staff to explain the share-of-voice count and assist the interpretation of policy. The aim of the guidance is to improve clarity and consistency in the handling of issues which recur during election campaigns. It includes a requirement 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. Given differences between jurisdictions, the guidance is specifically tailored for each election. The document can also be updated as necessary as the campaign unfolds.

Guidance for the 2013 Federal Election was issued at the beginning of the campaign. No updates to the document were required. No significant issues were raised about the ABC's approach to covering the election.

## 5. Free time election broadcasts

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### 5.1 ALLOCATION OF TIME

The ABC is expressly committed to fundamental democratic principles, among them parliamentary democracy. Again in the 2013 election period, the ABC Board granted free broadcast time on ABC1 TV and ABC Local Radio throughout Australia to eligible political parties (see Attachment B). The parties prepare their own material and the ABC requires only 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.

Minor parties can and do make applications during election campaigns for more time and these applications are assessed against the criteria on a case by case basis. If an application by one party is successful – for instance, because its support in opinion polls exceeds a particular level and the party becomes eligible for more time – the current practice is to inform all the other parties of the decision and the reasons for it. In apportioning free broadcast time, the ABC cannot anticipate the voters. A particular party may believe, on the basis of published polls and its own information, that its position is likely to be improved significantly after polling day. Accordingly it may seek from the ABC a larger share of free broadcast time to reflect what it believes to be its likely growth in popular support. Even if that predicted support does eventuate at the ballot box, the ABC cannot grant time in a campaign based on predictions of the outcome. The ABC does, however, review its criteria for allocation of free broadcast time and is likely to do so prior to the next Federal Election.

ABC Television and Radio prepared schedules for the free-time broadcasts that fairly distributed time-slots for policy announcements across the election period. The Government and Opposition “final pitches” in the last week of the campaign were scheduled on consecutive nights to ensure that neither side received a time-slot advantage.

The order in which the parties are scheduled for broadcast on radio and TV over the period of the campaign is determined by ballot at a meeting to which the parties’ representatives are invited. The complete schedules, showing the dates and times each party’s material was broadcast, comprise Attachment D. After they have gone to air on radio or TV, the parties’ broadcasts are uploaded to the election page of abc.net.au, which increases the opportunities for the public to hear and see them.

## 5.2 BROADCASTS

The free-time broadcasting process largely proceeded as planned. The parties all provided their announcements for pre-broadcast review within the required timeframe. The ABC asked for a small number of announcements to be resubmitted to ensure compliance with the production guidelines for free-time broadcasts.

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 notified the parties and rebroadcast the announcement at the first available alternative slot. This appears to have satisfied the parties.

## 6. Audience contacts and complaints

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

All written complaints which raise concerns about the ABC’s editorial standards in its coverage of election issues are referred to ABC Audience and Consumer Affairs for possible investigation. While polling day was 7 September, Audience and Consumer Affairs treated the campaign period as extending to 13 September for the purposes of identifying relevant audience contacts. This allowed complaints about election night coverage to be included in their count.

During the election period, the ABC recorded a total of 1,325 written audience contacts relating to the Federal Election, comprising 979 complaints, 248 requests/suggestions, 62 other contacts and 36 appreciative comments. By way of comparison, during the 2010 Federal Election, the ABC recorded a total of 1,447 written complaints. The 2010 campaign was unusual in the sense that it was more than two weeks after polling day before it was known which party would form government and a number of complaints were received about election coverage in the post-election period.

Allegations of bias formed the category with the largest number of complaints (504). Of these, 48% alleged that coverage favoured the Government, 42% alleged that it favoured the Opposition and 10% were unspecified or alleged other bias. Of the 108 complaints in the “news values” category, 37 complained that there was too much coverage and 33 complained that there was too little coverage.

## 7. Election coverage

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The Corporation adopted a coordinated and multiplatform approach to covering the election. The ABC provided comprehensive coverage of the events and announcements on the day-to-day election campaign across its radio, television, online and mobile platforms, as well as offering deeper context and analysis of the economic and social issues. It conducted outside broadcasts for both television and radio, including forums, panels and debates on major policy issues.

ABC News 24 provided continuous coverage throughout the campaign, including rolling coverage of press conferences and other live events. It broadcast the three Leaders’ Debates and the platform launches of all of the major parties.

The *Australia Votes* website was employed as a hub that showcased the depth and breadth of ABC election coverage and brought forward content from all areas of the Corporation.

The ABC introduced a new initiative, *Vote Compass*, for the 2013 Federal Election. *Vote Compass* is an interactive electoral literacy application developed by a global non-profit network of political scientists. It promotes democratic engagement during election campaigns and provides insights into the mood of the electorate on a range of topics. During the election period, *Vote Compass* received more than 1.3 million responses, making it the largest survey of voter attitudes that has ever been undertaken in Australia.

A high-level summary of the audiences for ABC programming throughout the election period is provided in the media release “ABC wins Australia’s vote”, which the Corporation released on 8 September 2013 (see Attachment E).

Rob Simpson  
Director Legal & Business Affairs  
Chairman, Election Coverage Review Committee  
23 October 2013

Attachment A: Quantitative share-of-voice data compiled by iSentia, cumulative, 4 August – 7 September 2013

# MEDIA COVERAGE REPORT

Week 5: 2 September – 6pm 7 September 2013

ABC Federal Election Monitoring – Executive Summary



**iSENTIA**

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# Share of Voice by Platform Trend Analysis – Cumulative



## Major Parties Only

Chart 1 Radio

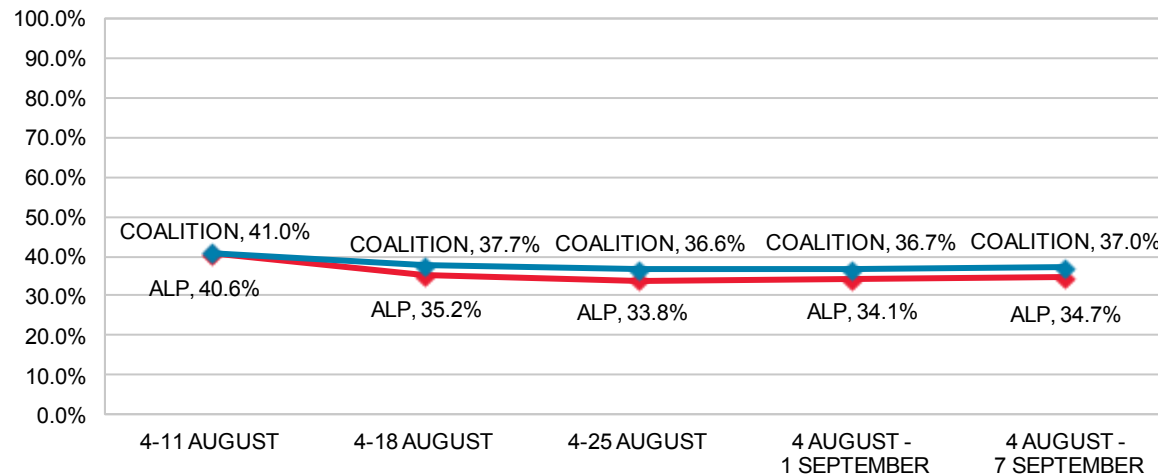


Chart 2 Television

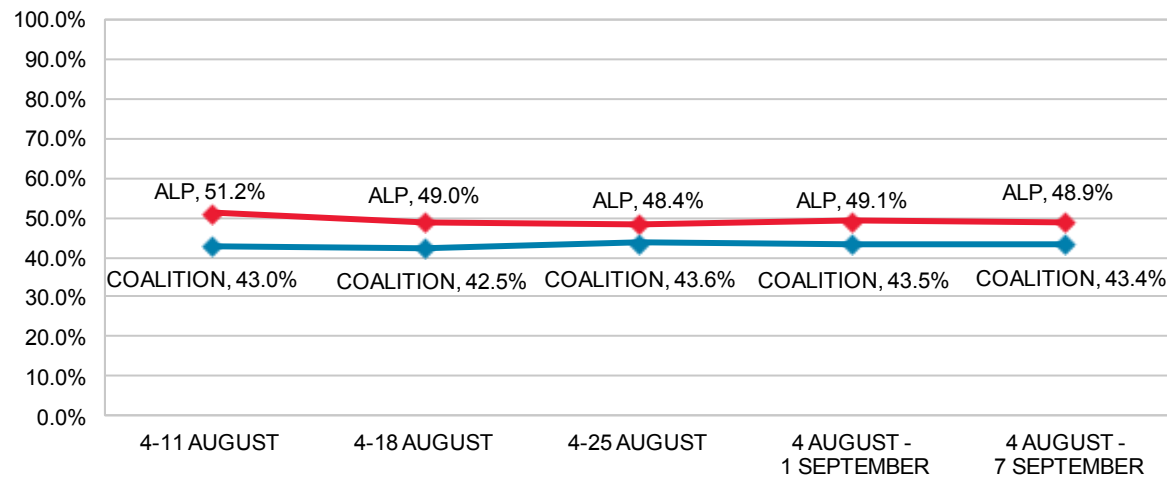
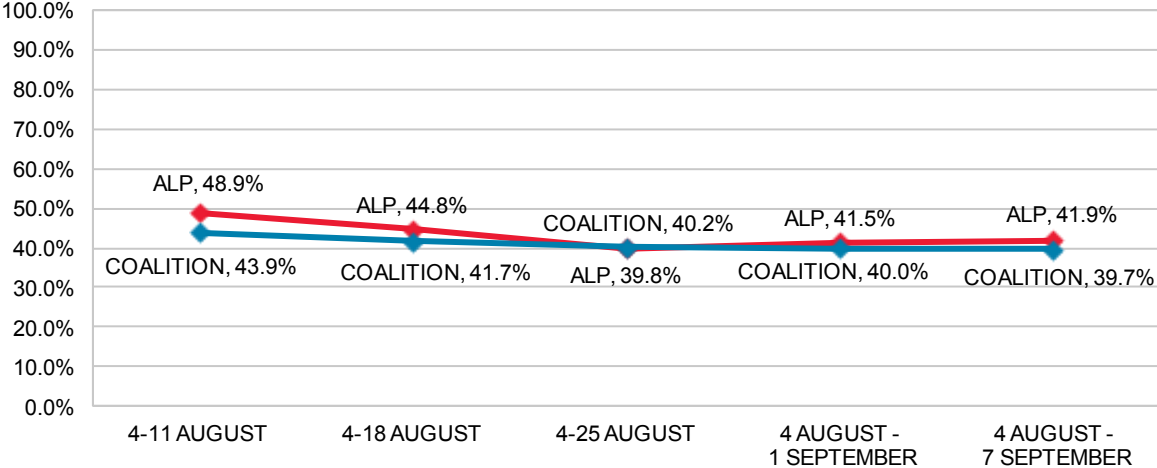


Chart 3 Internet



# Program Share of Voice – Cumulative



Table 1 Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
RADIO											
NATIONAL CURRENT AFFAIRS PROGRAMS											
		AM	2:20:22	48.5	46.4	5.2	0.0	0.0	0.0	0.0	100.0
		THE WORLD TODAY	3:12:25	41.5	32.9	11.8	7.2	2.6	0.4	3.6	100.0
		PM	2:42:20	47.7	43.0	3.5	3.1	1.1	0.3	1.1	100.0
		<b>NATIONAL CURRENT AFFAIRS PROGRAMS TOTAL</b>	<b>8:15:07</b>	<b>45.5</b>	<b>40.1</b>	<b>7.2</b>	<b>3.8</b>	<b>1.4</b>	<b>0.3</b>	<b>1.8</b>	<b>100.0</b>
RADIO NATIONAL PROGRAMS											
		BREAKFAST	7:03:54	39.1	43.1	10.0	2.8	0.2	4.0	0.9	100.0
		RN DRIVE	5:07:46	39.8	45.8	5.0	0.1	0.4	0.3	8.5	100.0
		SATURDAY EXTRA	0:22:06	33.8	43.3	11.0	11.9	0.0	0.0	0.0	100.0
		<b>RADIO NATIONAL PROGRAMS TOTAL</b>	<b>12:33:46</b>	<b>39.2</b>	<b>44.2</b>	<b>8.0</b>	<b>1.9</b>	<b>0.3</b>	<b>2.4</b>	<b>4.0</b>	<b>100.0</b>
TRIPLE J											
		HACK	2:36:53	42.6	37.0	11.2	0.0	3.9	0.0	5.3	100.0
		<b>TRIPLE J TOTAL</b>	<b>2:36:53</b>	<b>42.6</b>	<b>37.0</b>	<b>11.2</b>	<b>0.0</b>	<b>3.9</b>	<b>0.0</b>	<b>5.3</b>	<b>100.0</b>
NEWSRADIO											
		BREAKFAST	6:41:48	42.8	44.1	7.1	0.3	3.8	0.5	1.4	100.0
		<b>NEWSRADIO TOTAL</b>	<b>6:41:48</b>	<b>42.8</b>	<b>44.1</b>	<b>7.1</b>	<b>0.3</b>	<b>3.8</b>	<b>0.5</b>	<b>1.4</b>	<b>100.0</b>

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
	LOCAL RADIO NEWS 7.45AM										
		702 ABC SYDNEY	0:12:47	37.2	50.2	7.0	3.0	0.0	0.0	2.6	100.0
		774 ABC MELBOURNE	0:15:03	30.8	55.4	4.9	4.2	1.1	0.0	3.7	100.0
		612 ABC BRISBANE	0:19:55	31.5	44.9	9.9	3.9	3.2	5.4	1.3	100.0
		891 ABC ADELAIDE	0:15:03	29.5	51.9	11.5	0.0	0.0	2.3	4.8	100.0
		720 ABC PERTH	0:23:31	38.3	46.7	12.0	0.8	0.9	0.0	1.3	100.0
		666 ABC CANBERRA	0:14:44	31.4	54.6	9.8	0.0	0.0	0.0	4.1	100.0
		936 ABC HOBART	0:17:22	31.2	45.4	16.3	5.1	0.0	2.0	0.0	100.0
		105.7 ABC DARWIN	0:20:00	36.4	48.1	9.8	2.3	1.8	0.0	1.7	100.0
	LOCAL RADIO NEWS 7.45AM TOTAL		2:18:25	33.5	49.2	10.4	2.4	1.0	1.3	2.2	100.0
	LOCAL RADIO NEWS 12PM										
		702 ABC SYDNEY	0:20:53	41.6	42.8	7.5	0.9	1.4	1.6	4.3	100.0
		774 ABC MELBOURNE	0:19:43	38.0	52.2	5.0	1.4	0.0	0.0	3.5	100.0
		612 ABC BRISBANE	0:21:42	43.2	46.3	4.0	0.5	2.7	1.8	1.5	100.0
		891 ABC ADELAIDE	0:16:39	39.5	44.4	9.2	2.7	0.0	0.0	4.1	100.0
		720 ABC PERTH	0:13:47	41.4	48.5	5.8	4.4	0.0	0.0	0.0	100.0
		666 ABC CANBERRA	0:24:19	38.2	47.5	10.3	0.5	1.2	0.0	2.3	100.0
		936 ABC HOBART	0:17:42	36.6	46.4	13.3	0.6	1.7	0.0	1.4	100.0
		105.7 ABC DARWIN	0:22:12	39.0	54.4	3.8	0.5	1.3	0.2	0.8	100.0
	LOCAL RADIO NEWS 12PM TOTAL		2:36:57	39.7	47.9	7.3	1.2	1.1	0.5	2.3	100.0

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
	LOCAL RADIO NEWS 6PM										
		702 ABC SYDNEY	0:21:42	46.3	51.2	0.5	1.0	0.5	0.5	0.0	100.0
		774 ABC MELBOURNE	0:20:30	45.8	52.0	2.3	0.0	0.0	0.0	0.0	100.0
		612 ABC BRISBANE	0:21:15	44.3	50.7	2.0	0.5	1.2	0.8	0.6	100.0
		891 ABC ADELAIDE	0:16:38	49.2	32.4	7.8	0.6	0.8	0.7	8.5	100.0
		720 ABC PERTH	0:08:54	53.9	40.3	3.2	2.6	0.0	0.0	0.0	100.0
		666 ABC CANBERRA	0:20:50	43.6	49.2	6.2	0.6	0.3	0.0	0.0	100.0
		936 ABC HOBART	0:14:29	35.9	47.8	8.7	3.8	1.4	2.4	0.0	100.0
		105.7 ABC DARWIN	0:18:29	40.8	45.6	10.3	0.0	0.5	0.7	2.0	100.0
	LOCAL RADIO NEWS 6PM TOTAL		2:22:47	44.6	47.0	4.9	0.9	0.6	0.6	1.3	100.0
	LOCAL RADIO NEWS 10PM										
		702 ABC SYDNEY	0:12:52	35.6	53.0	11.4	0.0	0.0	0.0	0.0	100.0
		774 ABC MELBOURNE	0:08:53	42.0	47.3	5.3	0.0	0.9	4.5	0.0	100.0
		612 ABC BRISBANE	0:13:01	46.2	46.2	3.6	0.8	1.9	0.0	1.3	100.0
		891 ABC ADELAIDE	0:07:28	41.5	39.3	6.3	0.7	0.7	0.0	11.6	100.0
		720 ABC PERTH	0:09:37	49.9	41.8	5.9	2.4	0.0	0.0	0.0	100.0
		666 ABC CANBERRA	0:12:40	37.4	51.1	11.6	0.0	0.0	0.0	0.0	100.0
		936 ABC HOBART	0:11:44	36.4	50.9	9.2	1.8	1.7	0.0	0.0	100.0
		105.7 ABC DARWIN	0:08:51	36.7	50.8	2.8	6.4	0.0	0.0	3.2	100.0
	LOCAL RADIO NEWS 10PM TOTAL		1:25:06	40.5	48.1	7.3	1.4	0.7	0.5	1.5	100.0

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
	LOCAL RADIO MORNINGS										
		702 ABC SYDNEY	4:24:34	32.1	32.6	12.6	5.2	4.6	5.0	8.0	100.0
		774 ABC MELBOURNE	4:07:41	36.2	36.0	9.3	1.4	1.2	0.8	15.0	100.0
		612 ABC BRISBANE	5:23:26	37.7	29.9	7.8	4.2	8.5	5.5	6.4	100.0
		891 ABC ADELAIDE	0:32:29	41.6	21.6	0.0	0.0	2.5	0.0	34.3	100.0
		720 ABC PERTH	4:04:37	40.1	38.9	11.1	0.3	5.3	0.8	3.6	100.0
		666 ABC CANBERRA	1:31:43	36.6	29.1	23.9	0.0	3.4	0.0	6.9	100.0
		936 ABC HOBART	6:47:02	24.6	26.9	15.2	6.2	7.2	3.4	16.5	100.0
		105.7 ABC DARWIN	1:48:45	35.7	40.4	6.2	5.0	0.3	0.0	12.4	100.0
	LOCAL RADIO MORNINGS TOTAL		28:40:17	33.7	32.2	11.6	3.6	5.2	2.8	10.8	100.0
	LOCAL RADIO DRIVE										
		702 ABC SYDNEY	1:13:59	43.9	48.2	7.2	0.4	0.4	0.0	0.0	100.0
		774 ABC MELBOURNE	4:07:48	47.0	37.4	8.2	6.0	0.0	0.0	1.4	100.0
		612 ABC BRISBANE	3:03:06	30.2	29.8	10.5	0.8	10.9	9.7	8.1	100.0
		891 ABC ADELAIDE	1:07:04	36.1	40.4	7.9	0.3	1.3	0.6	13.5	100.0
		720 ABC PERTH	2:22:37	40.9	47.9	8.0	0.4	2.5	0.2	0.2	100.0
		666 ABC CANBERRA	1:49:08	36.7	44.4	12.1	0.0	3.1	0.0	3.7	100.0
		936 ABC HOBART	1:34:06	47.5	42.5	2.4	5.7	1.0	0.6	0.4	100.0
		105.7 ABC DARWIN	0:49:30	52.2	34.1	1.8	0.4	0.8	0.4	10.3	100.0
	LOCAL RADIO DRIVE TOTAL		16:07:18	41.1	39.7	8.0	2.4	3.0	2.0	3.8	100.0

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
	REGIONAL LOCAL RADIO MORNINGS										
		ABC NEWCASTLE	1:34:04	34.6	31.8	27.5	0.0	6.1	0.0	0.0	100.0
		ABC NORTH COAST NSW	2:07:10	38.6	31.7	13.2	0.0	7.1	0.0	9.4	100.0
		ABC MID NORTH COAST NSW	2:36:06	24.0	26.0	14.4	17.2	6.5	3.9	8.0	100.0
		ABC SOUTH EAST NSW	1:58:35	35.1	29.9	12.2	2.0	8.8	5.9	6.1	100.0
		ABC ILLAWARRA- WOLLONGONG NSW	3:03:15	28.0	30.7	18.2	4.0	14.4	0.0	4.7	100.0
		ABC NEW ENGLAND NORTH WEST NSW	3:18:35	46.6	13.4	12.5	11.7	10.6	2.6	2.7	100.0
		ABC GOULBURN MURRAY ALBURY/WODONGA VIC	3:09:08	33.0	36.6	7.6	11.8	0.0	2.9	8.1	100.0
		ABC GIPPSLAND VIC	1:16:45	42.6	46.5	2.8	3.6	1.3	0.0	3.3	100.0
		ABC SUNSHINE COAST MAROOCHYDORE QLD	4:56:32	22.9	14.3	7.5	9.1	9.7	8.5	28.0	100.0
		ABC TROPICAL NORTH QLD	2:04:14	30.6	19.0	14.3	5.9	9.3	3.7	17.2	100.0
		ABC CAPRICORNIA QLD	1:29:51	32.3	30.7	14.2	2.5	0.0	6.8	13.5	100.0
		ABC GOLD COAST QLD	2:22:23	28.5	21.6	11.6	0.0	9.7	3.9	24.7	100.0
		ABC WIDE BAY BUNDABERG QLD	2:00:22	20.4	21.9	8.1	10.1	17.9	17.7	3.7	100.0
		ABC FAR NORTH CAIRNS QLD	2:07:42	28.2	22.8	24.4	0.2	4.1	16.6	3.8	100.0
		ABC NORTH QLD TOWNSVILLE	3:06:22	22.2	21.6	8.7	0.0	13.6	13.7	20.2	100.0
		ABC NORTH & WEST SA	0:43:23	29.3	31.0	10.8	14.8	14.1	0.0	0.0	100.0
		ABC SOUTH WEST BUNBURY WA	1:46:58	54.6	31.1	14.3	0.0	0.0	0.0	0.0	100.0
	REGIONAL LOCAL RADIO MORNINGS TOTAL		39:41:25	31.4	25.2	12.6	5.9	8.2	5.6	11.0	100.0

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
	COUNTRY HOUR										
		NSW	1:16:10	49.1	34.2	12.9	0.7	1.6	1.4	0.0	100.0
		VIC	0:38:34	45.0	37.8	9.9	1.4	3.1	2.8	0.0	100.0
		QLD	0:44:28	53.4	34.4	10.0	0.8	0.0	0.0	1.4	100.0
		SA	0:39:20	44.0	37.7	11.6	0.9	3.1	2.7	0.0	100.0
		WA	0:38:22	44.7	35.4	12.9	7.0	0.0	0.0	0.0	100.0
		TAS	1:14:55	40.4	42.2	13.9	0.7	1.4	1.4	0.0	100.0
		NT	0:38:44	45.0	44.4	9.7	0.9	0.0	0.0	0.0	100.0
	COUNTRY HOUR TOTAL		5:50:33	45.8	38.0	11.9	1.5	1.3	1.2	0.2	100.0
	REGIONAL LOCAL RADIO DRIVE										
		ABC NEWCASTLE	2:45:05	27.0	29.4	11.4	6.0	8.8	0.3	17.1	100.0
		ABC NSW STATEWIDE DRIVE	3:08:22	47.4	43.3	0.2	8.5	0.3	0.1	0.2	100.0
		ABC VIC STATEWIDE DRIVE	3:16:16	47.1	35.9	8.8	4.0	0.6	0.2	3.4	100.0
		ABC SUNSHINE COAST MAROOCHYDORE QLD	3:12:05	32.1	20.7	13.1	15.4	12.8	1.4	4.4	100.0
		ABC GOLD COAST QLD	0:24:53	45.7	45.4	2.5	0.0	4.2	0.8	1.4	100.0
		ABC FAR NORTH CAIRNS QLD	1:15:23	40.6	35.7	2.0	0.0	4.4	15.0	2.3	100.0
		ABC NORTH QLD TOWNSVILLE	1:37:29	41.9	44.4	0.4	0.0	3.8	9.5	0.0	100.0
		ABC QLD REGIONAL RADIO	1:57:33	32.6	33.3	6.1	0.0	17.8	9.9	0.3	100.0
		ABC NORTH & WEST SA	0:55:19	29.2	41.7	9.6	0.6	1.7	1.0	16.3	100.0
		ABC WA STATEWIDE DRIVE	1:34:09	42.2	27.8	15.0	0.0	1.0	2.4	11.6	100.0
		ABC NTH. TAS REGIONAL RADIO	0:25:39	35.9	53.2	1.7	0.0	1.2	0.0	8.1	100.0
	REGIONAL LOCAL RADIO DRIVE TOTAL		20:32:13	38.5	34.4	7.4	5.2	5.8	3.2	5.5	100.0



MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
<b>RADIO TOTAL</b>			<b>149:42:35</b>	<b>37.0</b>	<b>34.7</b>	<b>9.9</b>	<b>3.8</b>	<b>4.7</b>	<b>3.0</b>	<b>6.9</b>	<b>100.0</b>

Table 2 Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
TELEVISION											
	NATIONAL TV NEWS & CURRENT AFFAIRS										
		7.30 REPORT	2:43:36	48.6	42.7	4.7	1.4	0.0	1.5	1.2	100.0
		LATELINE	4:14:23	47.9	45.8	0.5	0.7	4.7	0.0	0.4	100.0
		MIDDAY REPORT	0:21:39	46.9	46.3	2.6	2.6	0.0	0.0	1.6	100.0
		INSIDERS	1:09:44	46.0	53.6	0.0	0.4	0.0	0.0	0.0	100.0
		FOUR CORNERS	0:14:12	43.3	56.7	0.0	0.0	0.0	0.0	0.0	100.0
		LANDLINE	0:19:16	25.0	18.9	0.0	0.0	0.0	20.9	35.1	100.0
		Q&A	2:56:51	31.5	63.3	5.2	0.0	0.0	0.0	0.0	100.0
	NATIONAL TV NEWS & CURRENT AFFAIRS TOTAL		11:59:41	43.1	49.7	2.6	0.7	1.7	0.9	1.4	100.0
	ABC NEWS 24										
		NEWS BREAKFAST	12:36:52	44.8	49.1	3.0	0.4	0.8	1.1	0.9	100.0
		NEWS MORNING	23:23:26	40.3	51.4	7.5	0.0	0.6	0.0	0.1	100.0
		AFTERNOON LIVE	7:46:48	39.4	54.0	5.4	0.3	0.3	0.3	0.2	100.0
		AUSTRALIA VOTES	6:11:43	53.3	44.1	0.8	0.0	0.0	0.0	1.8	100.0
		THE DRUM	5:05:36	50.0	38.2	1.9	0.1	3.7	0.1	6.1	100.0
		THE BUSINESS	0:04:42	47.9	52.1	0.0	0.0	0.0	0.0	0.0	100.0
		THE WORLD	1:09:02	29.6	67.7	0.9	0.1	0.0	0.0	1.6	100.0
		WEEKEND BREAKFAST	6:26:56	40.1	47.4	7.9	0.0	2.6	0.1	1.9	100.0
	ABC NEWS 24 TOTAL		62:45:05	43.0	49.4	5.1	0.1	1.0	0.3	1.2	100.0

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
	STATE TV NEWS 7PM										
		SYDNEY ABN2	0:59:44	46.9	46.9	2.9	0.8	0.0	0.8	1.7	100.0
		MELBOURNE ABV2	0:58:33	47.5	46.7	3.3	1.4	0.0	0.0	1.1	100.0
		BRISBANE ABQ2	1:06:30	45.7	43.0	3.9	1.5	2.2	1.1	2.8	100.0
		ADELAIDE ABS2	1:00:36	46.8	44.1	4.2	1.0	0.0	0.0	3.9	100.0
		PERTH ABW2	1:01:08	47.7	47.5	2.6	0.6	0.0	0.0	1.5	100.0
		CANBERRA ABC2	1:02:45	47.6	45.1	4.3	1.5	0.3	0.0	1.1	100.0
		HOBART ABT2	1:06:11	44.0	46.7	5.1	2.5	0.3	0.1	1.4	100.0
		DARWIN ABD6	1:00:54	45.6	48.7	3.4	0.0	0.0	0.0	2.2	100.0
	STATE TV NEWS 7PM TOTAL		8:16:21	46.5	46.0	3.7	1.2	0.4	0.3	2.0	100.0
	7.30 (STATE EDITIONS)										
		SYDNEY ABN2	0:11:43	49.2	47.8	3.0	0.0	0.0	0.0	0.0	100.0
		MELBOURNE ABV2	0:17:19	47.2	42.0	9.5	0.0	0.0	0.0	1.3	100.0
		BRISBANE ABQ2	0:21:45	46.1	43.1	4.5	0.6	2.3	2.6	0.7	100.0
		ADELAIDE ABS2	0:15:08	37.2	35.5	4.2	0.0	0.0	0.0	23.1	100.0
		PERTH ABW2	0:13:14	50.8	45.8	3.4	0.0	0.0	0.0	0.0	100.0
		CANBERRA ABC2	0:26:46	44.3	42.6	5.7	2.3	0.0	2.7	2.4	100.0
		HOBART ABT2	0:14:07	44.5	48.1	7.4	0.0	0.0	0.0	0.0	100.0
		DARWIN ABD6	0:35:10	49.5	49.6	0.9	0.0	0.0	0.0	0.0	100.0
	7.30 (STATE EDITIONS) TOTAL		2:35:12	46.3	44.7	4.5	0.5	0.3	0.8	2.9	100.0
<b>TELEVISION TOTAL</b>			<b>85:36:19</b>	<b>43.4</b>	<b>48.9</b>	<b>4.6</b>	<b>0.3</b>	<b>1.0</b>	<b>0.4</b>	<b>1.3</b>	<b>100.0</b>

Table 3 Internet

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	COALITION	ALP	GRN	IND	PUP	KAP	OTHER	TOTAL
				%	%	%	%	%	%	%	%
INTERNET											
	INTERNET										
	ABC.NET.AU/NEWS/FEDERAL/2013		69,430	39.7	41.9	8.7	2.0	2.2	1.6	3.8	100.0
	INTERNET TOTAL		69,430	39.7	41.9	8.7	2.0	2.2	1.6	3.8	100.0
<b>INTERNET TOTAL</b>			<b>69,430</b>	<b>39.7</b>	<b>41.9</b>	<b>8.7</b>	<b>2.0</b>	<b>2.2</b>	<b>1.6</b>	<b>3.8</b>	<b>100.0</b>

**NOTE**

LEADERS' DEBATE NO.1 TOOK PLACE ON SUNDAY 11 AUGUST 2013 AT THE NATIONAL PRESS CLUB. KEVIN RUDD AND TONY ABBOTT WERE MODERATED BY DAVID SPEERS OF SKY NEWS. THE DEBATE WAS BROADCAST ON ABC1 AT 6.30PM. TOTAL DURATION WAS ONE HOUR.

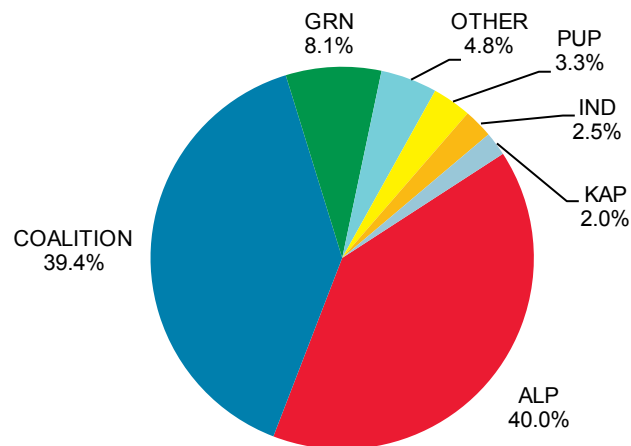
LEADERS' DEBATE NO. 2 TOOK PLACE ON WEDNESDAY 21 AUGUST AT THE BRONCOS LEAGUES CLUB. IT WAS AGAIN MODERATED BY DAVID SPEERS AND WAS BROADCAST ON ABC NEWS24. TOTAL DURATION WAS ONE HOUR.

LEADERS' DEBATE NO. 3 TOOK PLACE ON WEDNESDAY 28 AUGUST AT THE ROOTY HILL RSL CLUB. IT WAS MODERATED BY DAVID SPEERS AND WAS BROADCAST ON ABC NEWS 24 AT 6.30PM. TOTAL DURATION WAS ONE HOUR.

# Combined Share of Voice – Cumulative



Chart 4



- > The ALP had a marginally larger share of voice overall in the five weeks of the federal election campaign, with 40.0%, just ahead of the Coalition's 39.4%. The ALP had the highest share in television and internet, while the Coalition led in radio coverage.
- > Greens candidates had the third highest share of voice, with 8.1%.

Table 7

	RADIO		TELEVISION		INTERNET		TOTAL
	HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS	%	%
COALITION	55:27:29	37.0	37:10:23	43.4	27,588	39.7	39.4
ALP	51:54:10	34.7	41:53:43	48.9	29,079	41.9	40.0
GRN	14:51:44	9.9	3:57:37	4.6	6,069	8.7	8.1
OTHER	10:16:18	6.9	1:07:52	1.3	2,651	3.8	4.8
PUP	7:06:20	4.7	0:50:49	1.0	1,543	2.2	3.3
IND	5:36:59	3.8	0:16:46	0.3	1,373	2.0	2.5
KAP	4:29:35	3.0	0:19:09	0.4	1,127	1.6	2.0
<b>TOTAL</b>	<b>149:42:35</b>	<b>100.0</b>	<b>85:36:19</b>	<b>100.0</b>	<b>69,430</b>	<b>100.0</b>	<b>100.0</b>

# Leading Spokespeople – Cumulative



Table 8

SPOKESPERSON	PARTY	RADIO		TELEVISION		INTERNET		TOTAL
		HRS:MIN:SEC	%	HRS:MIN:SEC	%	WORDS	%	%
KEVIN RUDD	ALP	10:44:06	7.2	20:09:06	23.5	12,998	18.7	13.5
TONY ABBOTT	COALITION	10:58:51	7.3	17:05:37	20.0	12,442	17.9	12.4
JOE HOCKEY	COALITION	2:37:59	1.8	2:41:41	3.1	2,183	3.1	2.3
CHRIS BOWEN	ALP	2:14:40	1.5	2:52:32	3.4	1,565	2.3	2.2
CHRISTINE MILNE	GRN	2:51:39	1.9	1:56:21	2.3	2,374	3.4	2.1
ANTHONY ALBANESE	ALP	2:43:39	1.8	2:19:29	2.7	865	1.2	2.1
PENNY WONG	ALP	1:58:55	1.3	2:01:09	2.4	1,453	2.1	1.7
MALCOLM TURNBULL	COALITION	2:24:06	1.6	1:27:47	1.7	412	0.6	1.6
BILL SHORTEN	ALP	1:23:21	0.9	1:58:39	2.3	863	1.2	1.4
CLIVE PALMER	PUP	2:25:21	1.6	0:44:22	0.9	1,098	1.6	1.4
ALL OTHER SPOKESPEOPLE		109:19:58	73.0	32:19:36	37.8	33,177	47.8	59.3
<b>TOTAL</b>		<b>149:42:35</b>	<b>100.0</b>	<b>85:36:19</b>	<b>100.0</b>	<b>69,430</b>	<b>100.0</b>	<b>100.0</b>



Each reference has been individually assessed using the following methodology: Analysis began on Sunday 4 August 2013 at 4pm.

## 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/federal-election-2013/news-and-analysis/> 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, spokespeople 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 (eg the President, Director, Secretary, Treasurer); or
- > Designated spokespeople (eg someone who is identified as an authorised spokesperson); or
- > Current state or territory politicians, or former premiers, chief ministers or state ministers who comment on federal election issues; or
- > Former federal party leaders (ex-prime ministers and ex-leaders of the Opposition) or former federal ministers who comment on federal election issues

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# Attachment B: ABC Policy for allocation of free broadcast time to political parties during election campaigns, 2013



## 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 Rob Simpson, Chair, ABC Election Coverage Review Committee, on telephone (03) 9626-1631, by facsimile on (03) 9626-1598, or by email to [abc.ecrc@abc.net.au](mailto:abc.ecrc@abc.net.au).



# FREE TIME ELECTION BROADCASTS

Federal Election 2013

Production Guidelines

**Note:** These Production Guidelines apply only to the 2013 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.

<b>INTRODUCTION .....</b>	<b>1</b>
<b>FORM AND PRESENTATION OF YOUR BROADCAST .....</b>	<b>2</b>
Guiding principles and obligations .....	2
Material must inform and not be in the nature of an advertisement .....	2
Speakers must be candidates or sitting members .....	3
News and current affairs style interviews .....	3
Use of graphics etc. ....	3
Telephone numbers, website addresses etc. ....	3
<b>CONSENTS AND CLEARANCES.....</b>	<b>4</b>
Indemnity .....	4
Participants’ consent.....	4
Copyright clearance .....	4
Press ads for pre–election broadcasts.....	4
<b>PRODUCTION ASSISTANCE.....</b>	<b>5</b>
<b>LENGTH OF BROADCAST .....</b>	<b>6</b>
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# Free Time Election Broadcasts

## PRODUCTION GUIDELINES FOR THE 2013 FEDERAL ELECTION

### INTRODUCTION

This document sets out the ABC’s production guidelines for party broadcasts for the Federal Election 2013, including our technical and other requirements.

These guidelines have been drafted in accordance with the ABC’s legal obligations and editorial policies:

- *Australian Broadcasting Act 1983 (Cth)*, especially section 79A (broadcasting of political or controversial matter) and section 8(1)(b) (duty of ABC Board to maintain independence and integrity of the ABC);
- Australian Broadcasting Corporation, *Editorial Policies*, especially Section 9 (Public access and participation).

Additional information about the ABC’s policy for allocating free time to political parties can be found in:

- Australian Broadcasting Corporation, *Allocation of Free Broadcast Time to Political Parties During Election Periods*, Board policy statement.<sup>1</sup>

Any offer of party election broadcast time is conditional on ABC Board approval. The ABC has a broad discretion to determine the extent and manner in which political matter will be broadcast. The ABC allocates time for major and minor parties to present announcements of their policies and for major parties to make a “final pitch” in the last week of the election period.

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<sup>1</sup><http://about.abc.net.au/wp-content/uploads/2013/06/FreeTimeElectionBroadcastsPolicyJune2013FCT.pdf>.

## FORM AND PRESENTATION OF YOUR BROADCAST

### Guiding principles and obligations

The ABC is loath to impose restrictions on speakers at election periods. However, the ABC is subject to certain legal and other obligations which will affect our decisions about whether to approve material submitted by a political party for broadcast. 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 political 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 by statute to broadcast advertisements (ABC Act, section 31), the nature of 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 to be disseminated free by the ABC 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 final pitch must be made predominantly by the leadership team, but other speakers may be used provided they are 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.)

## 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 the section on "Participants' consent".

## Telephone numbers, website addresses etc.

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



## CONSENTS AND CLEARANCES

### Indemnity

The ABC requires that each political party, in consideration of the ABC permitting it to make free election broadcasts, 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 a candidate, it is the responsibility of that political party to obtain permission of the person concerned and to evidence that permission to the satisfaction of the ABC as and when required. If the identifiable person is a child, the child's parent's 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. The party may be asked to evidence that clearance to the satisfaction of the ABC as and when required.

### Press ads for pre-election broadcasts

While the Corporation recognises the right of a political party to advertise that its broadcasts will be scheduled on ABC Radio and ABC TV and made available on ABC Online, it would ask that any such advertisements make it clear that the broadcasts are not ABC programs.

## PRODUCTION ASSISTANCE

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 may 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.

## 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 31 minutes 30 seconds of free time on ABC1 Television and on ABC Local Radio:

	ABC Local Radio	ABC1 Television
<b>Policy announcements</b>	18 minutes (12 x 90 seconds*)	18 minutes (12 x 90 seconds)
<b>Final pitch</b>	13 minutes 30 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
<b>Initial allocation</b>	2 x 90 seconds**	2 x 90 seconds
<b>Further allocation</b>	2 x 90 seconds**	2 x 90 seconds
<b>Additional allocation of time is at the discretion of the ABC Board</b>		

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

The ABC Board Policy Statement on *Allocation of free broadcast time to political parties during election periods* [<http://about.abc.net.au/wp->

<content/uploads/2013/06/FreeTimeElectionBroadcastsPolicyJune2013FCT.pdf> sets out the eligibility criteria for the initial and further allocations of time. The Policy Statement also includes a non-exhaustive list of factors the ABC Board may take into consideration for granting additional time.

## 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 and will not be scheduled before 1800 hours on ABC1 Television and not before 1700 hours on ABC Local Radio. 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 within this same timeframe. This is to ensure that the ABC can deal appropriately with the scheduling and/or technical consequences of such a decision. The ABC must have sufficient time to carry out technical checks and insert closed captioning.

## 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. **This assists in fulfilling a legal requirement** under section 79A of the ABC Act.

If the Opener or Closer is incorrect, parties should expect that the ABC will return the broadcast material to the party's representative for correction. Depending on the circumstances, this may mean the party misses one of its allocated announcement times for a reason beyond the ABC's control.

### 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).

If there is any doubt about complying with this requirement, contact Mary Masey (Senior Policy Adviser, ABC Radio) on 08 8343 4144.

### 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].**

If there is any doubt about complying with this requirement, contact Kate Hickey (Manager Content Governance, ABC TV) on 02 8333 3184.

## 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.

### Television

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

#### **Digibeta Delivery**

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.

#### **Hard Drive Delivery**

Files shall be delivered 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.

## **Dubsat Delivery**

To deliver via Dubsat clients will need to set up an account with D-Star at [support@dstar.com.au](mailto:support@dstar.com.au) and specify that this is for free to air election material for the ABC.

Phone contact: 02 9660 6969

The files for Dubsat are required to be in the format below:

**Container: Quicktime (.mov)**

**Accepted Codecs: Apple Pro Res, H.264 (High Bit Rate), DVCPro 50**

**PAL 25fps**

**16:9**

**720 x 576**

## **Aspect Ratio**

ABC preference is for all programs to be supplied in full height anamorphic 16:9 format. Where 16:9 full height content is delivered it is the ABC's policy to generate a 14:9 letterbox version for transmission to our analog viewers and a 16:9 widescreen version to our digital viewers. It is in the Party's interest to contain essential scene elements within the 14:9 safe area to ensure compatibility of their material to the two groups of viewers.

No mixture of aspect ratios within the program is acceptable.

## **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 OF BROADCAST MATERIAL

### 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. If material is being supplied via Dubsat, the client needs to take into consideration Dubsat's deliveries requirements and deadlines as well.

### Delivery addresses

Television material is to be delivered 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

Radio material to be delivered to:

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

The email address for MP3 files is: [Obrien.james@abc.net.au](mailto:Obrien.james@abc.net.au)  
cc: [Sterland.jennifer@abc.net.au](mailto:Sterland.jennifer@abc.net.au)



Attachment D: Schedules of political parties' free-time broadcasts, Radio and Television

**FEDERAL ELECTION 2013**

**ABC Local Radio**

PARTY POLICY ANNOUNCEMENTS BY ELIGIBLE POLITICAL PARTIES					
	BROADCAST DATE	TIME	DURATION	PARTY	
1	13 Aug, Tuesday	1758	01:30	A	
2	13 Aug, Tuesday	1905	01:30	B	
3	14 Aug, Wednesday	1758	01:30	B	
4	14 Aug, Wednesday	1905	01:30	A	
5	15 Aug, Thursday	1758	01:30	A	
6	15 Aug, Thursday	1905	01:30	B	
7	19 Aug, Monday	1058	01:30	A	
8	19 Aug, Monday	1758	01:30	Greens	
9	19 Aug, Monday	1905	01:30	B	
10	20 Aug, Tuesday	1058	01:30	A	
11	20 Aug, Tuesday	1758	01:30	B	
12	20 Aug, Tuesday	1905	01:30	A	
13	21 Aug, Wednesday	1058	01:30	B	
14	21 Aug, Wednesday	1758	01:30	A	
15	22 Aug, Thursday	1058	01:30	B	
16	22 Aug, Thursday	1758	01:30	Greens	
17	26 Aug, Monday	1058	01:30	A	
	26 Aug, Monday	1758	01:30	B	
18	26 Aug, Monday	1905	01:30	A	
19	27 Aug, Tuesday	1058	01:30	B	
20	27 Aug, Tuesday	1758	01:30	A	
21	27 Aug, Tuesday	1905	01:30	B	
22	28 Aug, Wednesday	1058	01:30	Greens	
23	28 Aug, Wednesday	1758	01:30	A	
25	29 Aug, Thursday	1058	01:30	A	
26	29 Aug, Thursday	1758	01:30	B	
27	30 Aug, Friday	1058	01:30	B	
28	2 Sep, Monday	1905	01:30	Greens	
GOVERNMENT AND OPPOSITION FINAL PITCHES					
1	3 Sep, Tuesday	1905	13:30	A	
2	4 Sep, Wednesday	1905	13:30	B	

*Note: Allocations to the minor parties are subject to their meeting the eligibility criteria for contesting the requisite percentage of vacant seats in the upcoming election.*



## FEDERAL ELECTION 2013

### ABC1 TELEVISION

PARTY POLICY ANNOUNCEMENTS BY ELIGIBLE POLITICAL PARTIES					
	BROADCAST DATE	TIME	DURATION	PARTY	
1	13 Aug, Tuesday	1855	01:30	A	
2	14 Aug, Wednesday	1855	01:30	B	
3	15 Aug, Thursday	1855	01:30	B	
4	16 Aug, Friday	1855	01:30	A	
5	19 Aug, Monday	1805	01:30	A	
6	19 Aug, Monday	1855	01:30	B	
7	20 Aug, Tuesday	1805	01:30	B	
8	20 Aug, Tuesday	1855	01:30	Greens	
9	21 Aug, Wednesday	1805	01:30	A	
10	21 Aug, Wednesday	1855	01:30	B	
11	22 Aug, Thursday	1855	01:30	A	
12	23 Aug, Friday	1805	01:30	B	
13	23 Aug, Friday	1855	01:30	A	
14	24 Aug, Saturday	1855	01:30	B	
15	24 Aug, Saturday	2025	01:30	Greens	
16	25 Aug, Sunday	1828	01:30	A	
17	26 Aug, Monday	1805	01:30	B	
18	26 Aug, Monday	1855	01:30	A	
19	27 Aug, Tuesday	1805	01:30	A	
20	27 Aug, Tuesday	1855	01:30	B	
21	28 Aug, Wednesday	1805	01:30	Greens	
22	28 Aug, Wednesday	1855	01:30	A	
23	29 Aug, Thursday	1805	01:30	B	
24	29 Aug, Thursday	1855	01:30	A	
25	30 Aug, Friday	1805	01:30	B	
26	31 Aug, Saturday	1855	01:30	A	
27	1 Sep, Sunday	1828	01:30	B	
28	2 Sep, Monday	1855	01:30	Greens	
GOVERNMENT AND OPPOSITION FINAL PITCHES					
1	3 Sep, Tuesday	1845	13:30	A	
2	4 Sep, Wednesday	1845	13:30	B	

*Note: Allocations to the minor parties are subject to their meeting the eligibility criteria for contesting the requisite percentage of vacant seats in the upcoming election.*

## ABC wins Australia's vote

Last night 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. *Australia Votes 2013* achieved a combined metro and regional reach of 5.3 million viewers on ABC1 and ABC News 24 and an average audience of 1.5 million nationally.

Across the duration of the campaign, more than 10 million voters (aged 18+) watched the ABC's coverage on television.

ABC Online had over 60 million visits with more than 2.7 million plays of video and audio relating to campaign coverage.

ABC's *Vote Compass* had more than 1.3 million responses confirming its place as the largest survey of voter attitudes that has ever been undertaken in Australia.

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

### **ABC TV – Election night**

- *Australia Votes 2013* election coverage (*The Final Hour, Election Night & Election Wrap*) achieved a combined metro and regional reach of 5.3 million Australians on ABC1 and ABC News 24.
- Across ABC1 and ABC News 24, *Australia Votes 2013 : Election Night* (6-11pm AEST) won the election coverage with a combined metro and regional average audience of 1.5 million.
- Across ABC1 and ABC News 24, quarter hour average audience peaked at 1.8 million.

### **ABC News 24 – Election day**

- ABC News 24 provided rolling election coverage from 6am AEST. Across the day, ABC News 24 achieved a combined metro and regional reach of 3.3 million views.
- ABC News 24 achieved its highest ever 5 City Metro primetime share, with a total TV share of 6.6%. The channel also achieved its highest ever Regional primetime share, with a total TV share of 5.0% (ex WA).

### **Online Audiences – Election Day**

- 2 million visitors to *ABC Online*
- 3 million visits & 13.8 million page views to *ABC Online*
  - Visits peaked to *ABC Online* between 9-10pm (314,000)
- 1.4 million visitors to *ABC News & Current Affairs* – more than double that of the 2010 Election
- 47% of visits to the ABC News website yesterday were from mobile devices.
- There were a record 156,000 plays of *ABC News 24* (including International viewers)

*Source: OzTAM & RegionalTAM overnight data; reach based on 5 minute consecutive viewing  
Note: Regional includes QLD, NNSW, SNSW, VIC, TAS & WA*

*Source: Webtrends*

*\*Please note that this information is based on preliminary overnight data. Program start and end times may change\**

8 September 2013

**ENDS**

Media contact:  
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ABC Communications  
0419 978 390