

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2013
Broadband, Communications and the Digital Economy Portfolio
Australian Broadcasting Corporation

Question No: 6

Program No. ABC

Hansard Ref: Pg 23 (11/02/2013)

Topic: Formal share of voice areas

Senator Singh asked:

Senator SINGH: I would just like to lead on from that and ask Mr Scott: what is the number of times that Mr Turnbull has appeared on all platforms of the ABC over the last, say, 12 months?

Senator Conroy: Compared to anybody else.

Senator SINGH: Compared to anyone else.

Mr Scott: I am not sure if we keep—

Senator SINGH: You were saying you kept a diary.

Senator Conroy: You just said that.

Mr Scott: Let me be clear. We keep that diary during the election campaign proper, so for three or four weeks.

Senator SINGH: Right. Perhaps you could take it on notice.

Mr Scott: Happy to.

Senator SINGH: On top of that, could we have who is the next highest after Malcolm Turnbull that has appeared on all platforms in the last 12 months.

Senator Conroy: And compared to Tony Abbott.

Senator SINGH: Yes.

Mr Scott: I will see if it is easy for us to extract that data from our systems, but I do not think we actually keep an inventory or a log of political appearances.

Senator SINGH: Of course. See how you go.

Senator Conroy: I am sure you have some information on this, Mr Scott.

Answer:

Given the number of appearances, the ABC does not keep a log of appearances by individuals on-air, whether that be stand alone interviews, doorstops, speeches, media conferences or written quotes. This would be an extremely time-consuming administrative burden with no editorial benefit.

During election campaigns, formal “share of voice” counts are recorded as tool and a guide to ensure appropriate coverage of the campaign, but this is not necessary to ensure impartiality at other times.