

From the President's Desk

ABC Friends Mediawaves, News and Headlines

Hello Members and Friends,
All our hard work to SAVE OUR ABC into the future is now on a knife edge with the Federal Election.

My thanks to those of you who have been part of our team as we await the outcome of the ELECTION. Special thanks to Phil, Libby, Tony and Beverly.

The State Conference in Newcastle confirmed the solidarity of the Branches. The highlight of the meeting was hearing the new ABC Managing Director, Michelle Guthrie, outline her early priorities and intentions in her new role. Although having only been in charge for a few weeks her first impressions are positive and encouraging. We wish Michelle well for the mammoth task ahead of her. Visit our website at fabcnswbm.org.au for information and photographs.

My next few weeks will be dedicated to moving house and I may be difficult to contact. Call me if you need to on Mobile 0429 492 168. See you at the July 16th Meeting.

Barry Redshaw
President, Blue Mountains Branch

NSW state conference report in brief

Day One saw reports from the NSW Branch office bearers and from Branch representatives on branch activities for the upcoming election.

Ronald Macdonald, National Campaign Manager, spoke about the national campaign and the aim to use humour as a selling point in the video ads.



Next meeting

Grand View Hotel,
Wentworth Falls
Saturday, July 16, 10:00am

He also mentioned the recent video on Facebook has had 500,000 views.

Quentin Dempster spoke about 'What we have lost, what we may lose'. A death by a thousand cuts leading to lack of breadth and diversity. And he credited previous MD Mark Scott in his dealings with a difficult Board and politicians.

Jeff Waters, National Campaign Manager, spoke about the three pronged approach to the campaign using social media, public relations and



L-R Ronald Macdonald, Mal Hewitt, Michelle Guthrie, Jeff Waters and Quentin Dempster

grassroots: Facebook is pervasive and inexpensive; form relationships with journalists to gain publicity; approach the public through stalls and handouts in marginal electorates.

There was time for a group rehearsal of the campaign song 'What would I do without my ABC'.

After the evening dinner there was a panel discussion where Quentin Dempster, Jeff Waters and Richard Gates (Northern Rivers Branch) mused about the make up of the media landscape in 2026.

Day 2 brought more campaign discussion and preparation for our guest speaker and then an all in video take of the campaign song.

After morning tea, guest speaker new ABC MD, Michelle Guthrie, spoke with enthusiasm about her new role. Ms Guthrie stayed for lunch and spent time chatting with the delegates.

ABC Complaints process

The following options are available if you are dissatisfied about ABC content or services and would like a response.

Online: [Lodge a complaint](#)

<http://about.abc.net.au/talk-to-the-abc/lodge-a-complaint/>

Call: 139 994*

Write: ABC Audience & Consumer Affairs, GPO BOX 9994 in your capital city (Audience and Consumer Affairs is independent of program making divisions within the ABC)

*You can ask to be transferred to the program area that your complaint relates to or you can ask the switchboard operator to log your comments so that they can be shared with relevant ABC staff.



Your complaint should clearly outline the nature of your concerns and specify the content that these relate to – for example, the network or service the content was provided on, the name of the program or publication, and the date and time it was broadcast or published. You must also identify yourself.

2016 Winter Magic parade and stall

A few members of ABC Friends Blue Mountains braved the winter weather to participate in the parade and hold a stall and to highlight what effect the cuts over the past three years have had on the quality of our national broadcaster. B1 and B2 (aka President Barry Redshaw and grandson Justin) were a great hit. Special thanks to Ron for being there extra early to set up the stall and the others who helped out.



Crikey names ABCF video "Video of the Day"



News website Crikey has branded the latest ABC Friends campaign video as their "Video of the Day"

American Media Baron Rupert Murdoch is portrayed by Max Gillies drinking wine – with his network re-branded "21st Century Pox" – in the new election campaign video ad.

In the film, Mr Murdoch says he won't die until he's "...smashed public broadcasting everywhere!"

"It must be remembered that democracy demands diversity," said ABC Friends National Spokesman Randal Macdonald, "and that an independent, national Australian broadcaster is vital to maintain our culture, and to provide us with independent information."

ABC Friends National hopes the skit will help bring attention to the plight of the Australian Broadcasting Corporation, which has been under attack from the News Limited press, and has suffered large cuts under the Abbott and Turnbull governments.

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For membership enquiries or changes, please contact the Membership Secretary.

Please feel free to contact any committee member to find out more about ABC Friends.