

Our Next Meeting 10.00am Saturday July 15, Grand View Hotel, Wentworth Falls

Meet the ABC MD

On June 5, the Meeting Hall at the Hub was filled with ABC Friends and other ABC supporters for the opportunity to hear from and question Michelle Guthrie. Ms Guthrie came across as very friendly and personable discussing her plans to restructure the ABC and providing answers to the many questions asked. Overall, the audience reaction to her answers was mixed.

If you would like to add your personal comments on the meeting please email media_coordinator@fabcnswbm.org.au and they will be put up on our website.

Full story here: fabcnswbm.org.au



ABC boss Michelle Guthrie spooks Foreign Correspondent ... again

Amanda Meade, *The Guardian*, June 09 2017

If the ABC's managing director, Michelle Guthrie, is committed to keeping ABC TV's Foreign Correspondent on air she has a funny way of showing it. At a Blue Mountains community forum this week Guthrie was asked about the ABC's attitude to foreign coverage. Worryingly, she said the ABC was committed to maintaining long-form and short-form international affairs across multiple media but "not to specific programs like Foreign Correspondent necessarily".

Full story here: fabcnswbm.org.au/n7

Winter Magic 2017

A small but enthusiastic group represented ABC Friends in the parade and ran our stall. The parade was a success with lots of cheers and encouragement from a large animated crowd. Unfortunately, once again, the music box transport wheel proved a problem and much effort was required to nurse it along but it continued to pump out ABC program themes till the wheel fell off just past the finish line.

Our stall position this year proved to be fantastic for our volunteers, beautiful sunshine for most of the day. The response from the public (except for a couple of anti ABCers) was terrific, taking bumper stickers and discussing ABC issues. Our Audience Feedback Survey also proved very popular, however some of us were surprised at the number of the ABC media platforms they rated as 'Excellent' despite all the ongoing cuts and changes! A chart of the results is shown on the next page.

Full story and more pictures here: fabcnswbm.org.au



ABC News market share and credibility features favourably in this year's Reuters Digital News Report

Perceived by critics as somewhat left-leaning, the ABC brand remains one of the most trusted sources for news for those that use it and the organisation's leadership takes the digital space seriously, evidenced by last year's appointment of former Google executive Michelle Guthrie to the role of ABC Managing Director. Guthrie announced in March cuts of around 200 jobs by June as part of a major restructure, which will enable a new AU\$50m Content Fund.¹ The cuts are also meant to fund 80 new editorial jobs in regional Australia to boost rural and regional coverage. (excerpt)

A printout of the 2 pages on Australia is included at the end of this newsletter.

Full story here: fabcnswbm.org.au/n7

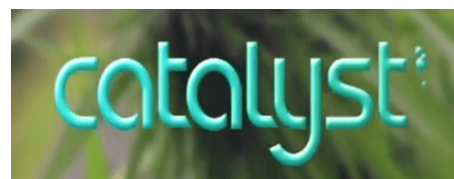
ABC comes up short with Catalyst revamp

Amanda Meade, *The Guardian*, June 23 2017

The ABC's promise to replace its weekly science magazine show Catalyst with 17 one-hour science documentaries in 2017 has been broken. We are past the halfway point of the year and the ABC has not screened a single episode. The director of television who made the promise, Richard Finlayson, has gone and Brendan Dahill, the executive who wrote the report which recommended the axing of the weekly program, had moved on before the decision was made.

A spokesman said Catalyst would return in August and a total of 12 episodes would be broadcast by the end of the year, meaning they will be five short on their pledge, although more are planned for next year.

Full story here: fabcnswbm.org.au/n7



Snapchat another way to get your ABC news?

Why is the ABC on Snapchat? Snapchat is a popular social messaging app which allows users to share pictures, videos, chat and drawings. While started life as an ephemeral messaging service used largely by teens, it has morphed into a major social media player.



Snapchat: What is it and why is the ABC using it to deliver news?

Snapchat is an opportunity for the ABC to experiment with delivery of news on a widely used social media platform to reach a significant new audience in Australia.

In November 2016, Snapchat said it had four million active daily users in Australia – that's more than Twitter. Most Australian users are under 35.

Full story here:

fabcnswbm.org.au/n7

ABC AUDIENCE FEEDBACK FROM WINTER MAGIC 2017 (57 RESPONDENTS)

