

17 September 2011



ABC
Australian
Broadcasting
Corporation

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Mr Graeme Thomson
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Dear Graeme

I refer to your letter to me of 16 September. The quote to which you refer has been taken out of context. The relevant exchange in the September 13 interview on ABC 891 is as follows:

Ian Henschke: Could you put some cheaper cameras out there and actually send it out on line?

Mark Scott: If you talk to the SANFL they know the reason audiences are falling is that people are watching very lavishly-produced sport on other networks.

If, in fact, the gap between what you are watching in the AFL and the SANFL gets greater and greater and really we are broadcasting what looks and feels like community television rather than professional sports broadcasts, then I am not sure the ALF and the SANFL are as interested in that.

No slur on the professionalism of ABC staff was intended or implied. As the exchange makes clear, I was asked whether we could scale back the quality of production to make it more affordable, such as by using fewer cameras. My response was that this would not work as it would result in a product that would please no one.

I have consistently argued that the ABC is not interested in reducing its broadcasting standards. My comments were a defence of our current quality, not an attack on it.

Yours sincerely

A handwritten signature in black ink that reads "Mark Scott". The signature is written in a cursive, slightly slanted style.

Mark Scott