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**From:** Donald Lange  
**Sent:** Friday, 26 July 2013 8:45 AM  
**To:** DG-News NSW  
**Cc:** Kate Torney; Amanda Prince  
**Subject:** Some background for today's staff meeting

Dear All,

As many of you will know I attended a state editors' conference in Brisbane this week and it produced a sharp distillation of the approach we need to take to newsgathering.

Essentially this comes in response to an examination of our audience size and composition, and a demand from the ABC Board for quantifiable evidence of our performance.

Collectively and individually we are being set some targets.

For instance we have been set a target audience from this year for our 7pm bulletin Monday to Friday of 270,000. At present our average for the year is 252,000 compared with 262,000 last year. The weekly reach for the 7.45 on 702 this year is 316,000 and the target is 328,000. The reach for the 7.45 this year has been 7.6% and the target is 7.8%.

So we have a job to do and the best way to do that is to offer audiences something they can't get elsewhere.

It may sound obvious, but we need to re-energise our focus on original journalism or, put more traditionally, breaking news.

To that end there will be an increased expectation that reporters produce breaking news stories, and stories that have impact - not just stories that nobody else does.

So while we will expect you to turn up for your shift with a story in mind, we will be examining its potential and making a judgement on that before we proceed.

There will be a requirement for me to provide information to the News Exec about our performance and individual performances will be factored into the appraisal process.

I realise that we already have a system that encourages original journalism, but we are moving to a system that demands it.

Another area we need to devote attention to is online.

While our audiences for television and radio are good, and we should be proud of just how good they are, our online performance in NSW is one of the poorest in the network. We have doubled our effort in recent months and that is already showing dividends but we need to do better.

Any examination of the sales of laptops, tablets and mobiles points to where the future is, especially when you consider that 75 per cent of our television news audience is over 50.

So we have to start considering online as a prime news outlet – not an afterthought. I'd venture that if you consider your own news consumption you will realise the obvious case for this mind shift.

And we need to think about how we broaden the range of our audiences through the choice of stories that will interest them and the way we present those stories.

We need to be alive to opportunities to do things differently.

Of course all of this will be affected by the available resources and that will be a challenge as well, but I believe that unless we confront these challenges our competitive position will worsen.

This is just the start of the conversation and I know you will have lots of questions, but that's our business.

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Cheers,

Don