



MEDIA RELEASE

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Date: 22 April 2016

FOR IMMEDIATE RELEASE

ABC FRIENDS APPOINTS NATIONAL CAMPAIGN COORDINATOR

Distinguished former ABC journalist, videographer and author Jeff Waters has joined ABC Friends as its National Campaign Coordinator. The appointment signifies a major push by the Friends leading into the Federal Election, aimed at putting future funding of the ABC on the political agenda.

ABC Friends, the national lobby group supporting increased funding and independence for the Australian Broadcasting Corporation, sees his as a significant appointment, as it tries to ensure that the continuous funding reductions are not allowed to continue.

"Jeff is a great resource for us at ABC Friends here in Victoria and nationally and I look forward to working closely with him leading into the important election where ABC funding and its independent role are vital voter issues," ABC Friends national spokesman Ranald Macdonald said today.

"Jeff Waters will bring his experience of the Australian media scene to his task of promoting nationwide the need for the ABC to be properly funded."

Mr. Waters, who recently formed his own consultancy company, "Ethical News," has had a remarkable career over 30 years in all facets of journalism in most Australian States and Territories - and overseas as a foreign correspondent. He was Australia's first video journalist and is also the author of two successful non-fiction books.

Since departing the ABC, where his most recent position was "Senior Journalist, Victoria" for ABC TV News, he has played significant behind-the-scenes roles in a number of very successful conventional and social media campaigns - including during the Victorian state election.

He'll be helping identify the key marginal seats we target in the Federal campaign, will organise our state and regional branches, and has already made considerable gains for ABC Friends on social media.

"This is a crucial election for the ABC," Mr Macdonald said.

"It's suffering a death by a thousand cuts,"



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"Since 1986, ABC funding has reduced in real terms by 25% with some 500 jobs already lost."

"There have been serious consequences on the ability of the ABC to meet its Charter requirements to service all Australians," Mr Macdonald, a former editor-in-chief of The Age, said.