

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Budget Estimates May 2017

Communications Portfolio

Australian Broadcasting Corporation

Question No: 126

Australian Broadcasting Corporation

Hansard Ref: Written, 29/05/2017

Topic: Four Corners vacancy

Senator Abetz, Eric asked:

Can I draw your attention to the Social Media and Engagement Producer – Four Corners advertisement on the ABC careers website.

- (a) Can you confirm that this position is paid up to \$89,000 plus 15% superannuation?
- (b) How many staff does Four Corners employ?
- (c) Do those staff have their own social media accounts?
- (d) Why there is a need for specialist capacity for a one hour a week programme?
- (e) Do other programmes like 730, Q&A and the Drum have specialist social media producers?
- (f) How many social media producers and staff does the ABC employ across the board?
- (g) Why hasn't the ABC tried to consolidate this expertise?

Answer:

- (a) The position offers an annual salary of between \$82,307 and \$89,178 depending on experience, plus 15.4 per cent superannuation.
- (b) 23 staff.
- (c) Yes.
- (d) Social media has become a media distribution platform in its own right with specialist content requirements. ABC programs produce custom made video versions of content designed to reach audiences and play within social media applications. While a weekly program may produce one broadcast hour each week, via their social media outputs additional material is included over several days. Social Media also hosts program feedback which must be moderated. Overall the ABC achieves millions of plays of its content through social media distribution, mostly from people who do not consume linear based broadcast programming.
- (e) Yes.
- (f) ABC News has eight social media positions.
- (g) The ABC consolidates its expertise when there is duplication or other efficiencies can be made. The demand for social media expertise is growing and the ABC is appropriately resourcing this content area.

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