

Lee Anderson

From: Lee Anderson
Sent: Sunday, 17 June 2012 11:44 AM
To: Ben Myers
Subject: Fwd: Revised tv script
Attachments: tv speech.docx; ATT00001.htm

Sent from my iPhone

Begin forwarded message:

From: Lee Anderson <Lee.Anderson@ministerial.qld.gov.au>
Date: 16 June 2012 5:09:04 PM AEST
To: Campbell Newman <Campbell.Newman@ministerial.qld.gov.au>
Subject: Revised tv script

2nd draft.

Sent from my iPad

RTI RELEASE

Good evening.

I'm Campbell Newman.

I'll only take a minute of your time tonight.

I need to share some important news with you.

Just over a week ago I received this report which takes a close look at our finances, and it wasn't pleasant reading.

The bottom line is for some years now Queensland has been spending money we simply don't have, and we've ended up with a huge debt.

The interest bill on that debt now threatens our future prosperity.

It's billions of dollars that's simply being wasted.

It's money we should be spending on fixing our hospitals and our schools, employing more doctors, nurses and teachers, and to putting more police on the beat.

To stop the rot, we must get our debt under control.

Just like your family budget, we need to tighten our belt and find ways to cut our spending.

That will mean some tough decisions.

We can't change what has happened in the past, but now is the time to make things right for our future.

Over the next few months we will be setting a course for recovery... to return prosperity, opportunity and reward to the lives of all Queenslanders.

Together we will make this happen.

Thanks for watching.

Goodnight.

Lee Anderson

From: Blucher, Kylie <kblucher@nine.com.au>
Sent: Monday, 18 June 2012 10:08 AM
To: Lee Anderson
Subject: Re: premier's address

Onto it, just finding crew, will let you know ASAP.

Sent from my iPad

On 18/06/2012, at 9:04 AM, "Lee Anderson" <Lee.Anderson@ministerial.qld.gov.au> wrote:

Gday

Congrats on the numbers.

If you can help out with this, I'd be really grateful:

I need to record a 1 minute spot- the Premier straight to camera.

Looking for lighting, audio, camera and autocue.

Record at parliament house, possibly Tuesday at 1330.

I thought it might be one for Jenny Weber. She could also handle sending it out to where it needs to go.

Let me know.

Really appreciate the assistance.

Lee Anderson

Director
Government Media Unit
Level 15 Executive Building, 100 George Street, Brisbane
Direct: (07) 322 51214 Mobile: 0417 007570

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RTI RELEASED

Lee Anderson

From: Lee Anderson
Sent: Monday, 18 June 2012 10:24 AM
To: 'Blucher, Kylie'
Subject: RE: premier's address

Thanks.

That should have read Thursday, not Tuesday. Hope that doesn't add to the challenge. Sorry bout that. Will talk with Sharon.

Appreciate your help.

From: Blucher, Kylie [mailto:kbblucher@nine.com.au]
Sent: Monday, 18 June 2012 10:22 AM
To: Lee Anderson
Cc: Eustace, Karen
Subject: Re: premier's address

Ok we are set.

Can you speak to Sharon Gordon about specifics on logistics etc. We are using full time crew except for audio, which Nine will absorb the cost for.

Sharon's mobile number is Contrary to Public Interest

We will arrange distribution through dubsat. Spot will need robe factored, which we can arrange.

K

Sent from my iPad

On 18/06/2012, at 9:04 AM, "Lee Anderson" <Lee.Anderson@ministerial.qld.gov.au> wrote:

Gday

Congrats on the numbers.

If you can help out with this, I'd be really grateful:

I need to record a 1 minute spot- the Premier straight to camera.

Looking for lighting, audio, camera and autocue.

Record at parliament house, possibly Tuesday at 1330.

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Let me know.

Really appreciate the assistance.

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Lee Anderson

From: Gordon, Sharon <sgordon@nine.com.au>
Sent: Monday, 18 June 2012 4:51 PM
To: Lee Anderson
Cc: Blucher, Kylie
Subject: RE: Premier's TV spot

Hi Lee,

I understand, does it have to run to 60 seconds because this timed at 1 min 14 seconds in my ENPS, but you may have already timed it with the Premier.

We should be able to organise a voice over and we can make the graphic and supers in avid. I assume there is no background music with these announcements.

As for close captioning, I'll have to ask about that.

Jenny sends her spots via Adstream, but you need to let us know who we are sending them to/where the air time has been booked.

Talk soon,
Sharon

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Monday, June 18, 2012 2:42 PM
To: Gordon, Sharon
Cc: Blucher, Kylie
Subject: Premier's TV spot

Sharon

Huge thanks for helping out with this.

A draft script is attached. Obviously this needs to remain confidential.

I'm now told we are going to need to have it closed-captioned. Can you get this done?

It will also require a graphic and a vo at the end.

Can you organise the graphic and someone to do the vo?

This is what is required under the Act:

At the completion of the commercial there must be a full screen graphic displaying white type on a black background in the centre of the screen:

**Authorised by the Queensland Government, Brisbane
Spoken by C Newman, and xxxxxxx (whoever is doing the vo)**

The longest single line in the authorisation should not extend beyond the standard TV essential width. An authorisation graphic must be held on screen long enough and be large enough for the average viewer to read its contents. After the voice-over, the essential 0.5 seconds of silence at the end is in addition to this period.

Also thinking a name super and a super for the report web address
Sorry to be a pain.

Lee.

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Lee Anderson

From: Lee Anderson
Sent: Tuesday, 19 June 2012 5:17 PM
To: Lara McKay
Subject: RE: URGENT: Premier's Address TVC

Good advice. I'll include a par, which we can put the www.qld.gov.au over as a super. Get it back to you in a sec.

From: Lara McKay [mailto:Lara.McKay@premiers.qld.gov.au]
Sent: Tuesday, 19 June 2012 5:13 PM
To: Lee Anderson
Subject: RE: URGENT: Premier's Address TVC

It always helps to justify the spend. Is it in the public interest... should be providing somewhere for the public to go to either have their say or learn more about whatever the issue or key message is. Time in terms of getting approval or time in terms of getting it all in in 60? We don't have to have VO and can just put it on a super with logo/crest at the end to avoid time. If words too long we could also make it www.qld.gov.au which is general gov site and provide link off front feature spot.

Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Lee Anderson [mailto:Lee.Anderson@ministerial.qld.gov.au]
Sent: Tuesday, 19 June 2012 5:09 PM
To: Lara McKay
Subject: RE: URGENT: Premier's Address TVC

I'm trying to avoid the call to action, only because I'm battling time. Do you reckon it is a game-changer? The only super would be Campbell Newman/Premier at the head.

From: Lara McKay [mailto:Lara.McKay@premiers.qld.gov.au]
Sent: Tuesday, 19 June 2012 5:07 PM
To: Lee Anderson
Subject: RE: URGENT: Premier's Address TVC

Hi there

I will need to input any tech requirements, supers etc to get it through. Did you think about the call to action? Could do something like to learn more about the Queensland's financial position visit or the state of our finances or something similar visit www.commissionofaudit.qld.gov.au

I just need to put any of this in to get it through CAD. Any super at the start?

Cheers

Lara

Lara McKay

Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]

Sent: Tuesday, 19 June 2012 4:47 PM

To: Lara McKay

Subject: RE: URGENT: Premier's Address TVC

See how we go with this.

From: Lara McKay [<mailto:Lara.McKay@premiers.qld.gov.au>]

Sent: Tuesday, 19 June 2012 4:05 PM

To: Lee Anderson

Subject: RE: URGENT: Premier's Address TVC

I'm working on it. They are just very non-committal. The senior person is on leave and I'm waiting for the next most senior to call me back. They are a very small team who I'm repeatedly told are 'under the pump'! It could well be OK but I wouldn't be betting my house on it at the moment.

Has the script been finalised? I've undertaken to get that to them today so they can at least do a pre-check and then the final on Friday should be easy if to script.

Cheers

Lara

Lara McKay

Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]

Sent: Tuesday, 19 June 2012 3:22 PM

To: Lara McKay

Subject: RE: URGENT: Premier's Address TVC

Yes. Still planning for a Thursday record. There must be some way of fast tracking an address by the Premier??????

From: Lara McKay [<mailto:Lara.McKay@premiers.qld.gov.au>]

Sent: Tuesday, 19 June 2012 3:18 PM

To: Lee Anderson

Subject: URGENT: Premier's Address TVC

Hi Lee

Please see below. We are running into trouble with CAD with Thursday shoot. Is that still the plan?

Regards

Lara

Lara McKay

Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

Hi Lara,

Here are the timings for CAD and material requirements. Given you are only filming on Thurs there could be a problem with timing as you really need to despatch the TVC to CAD on Thurs night to get your classification for despatch on Friday and even then it is not guaranteed.

Script pre-advice is a free service and takes at least 5 x working days so you don't have time for this and it is not a must do requirement.

To classify a TVC (which is the standard required process), fees per 60" TVC is - \$120.91 and takes 2 days.

So you will require same-day classification – the fee is doubled \$241.82

Although Same-day classification is a paid for service it is NOT guaranteed.

This is what you need to provide to gain your CAD classification:

CLASSIFICATION CHECKLIST

With your application you must provide the following:

1. A copy of the full Audio/Visual Script/Storyboard

All applications for classification must be accompanied by a full audio/visual script or storyboard which must detail all graphics, disclaimers, lyrics, dialogue from movie trailers etc. The audio/visual must accurately reflect the final TVC/infomercial. These can be provided as Word or PDF documents (.doc or .pdf).

2. Substantiation

Written documentation may need to be provided to substantiate any claims. Some product categories such as therapeutic goods, alcohol and motor vehicles may require additional documentation.

3. Final Commercial

You can provide your material via VHS or OP55 compliant DVD or as an OP53 compliant MPEG4 file with clappers and countdowns. Or by electronic delivery via Adstream, Dubsat or DVD-CAD/Rastis.

Important

- ! Processing of your application will ONLY commence once we have received ALL elements.
- ! Please ensure all information is accurate (eg the key number on your application/order form matches the ID board on your material).
- ! Failure to fully complete the application process will result in a delay in processing your request.

Please allow at least two (2) days prior to despatch for processing of TVCs and 28 days for infomercials.

Lee Anderson

From: Lara McKay <Lara.McKay@premiers.qld.gov.au>
Sent: Tuesday, 19 June 2012 5:22 PM
To: Lee Anderson
Subject: Premier's address 60 TVC



Premier's address
60 TVC.docx

Here you go. I've dropped it into an audio/video format that I'll need for CAD. Just let me know what para you want included with the website then we are good to go. I don't think we'll need the letter as discussed yesterday.

RTI RELEASES

60 SEC – Premier's address
19 June 2012

VIDEO	AUDIO
<p>Super:</p> <p>Campbell Newman Premier of Queensland</p> <p>CAMERA: (One static locked off shot)</p>	<p>Good evening.</p> <p>I'm Campbell Newman.</p> <p>I'll only take a minute of your time tonight.</p> <p>I need to share some important news with you.</p> <p>Just over a week ago I received this report which takes a close look at our finances, and it wasn't pleasant reading.</p> <p>The bottom line is for some years now Queensland has been spending money we simply don't have, and we've ended up with a huge debt.</p> <p>The interest bill on that debt now threatens our future prosperity.</p> <p>It's billions of dollars that's simply being wasted.</p> <p>It's money we should be spending on fixing our hospitals and our schools, employing more doctors, nurses and teachers, and to putting more police on the beat.</p> <p>To stop the rot, we must get our debt under control.</p> <p>Just like your family budget, we need to tighten our belt and find ways to cut our spending.</p> <p>That will mean some tough decisions.</p> <p>We can't change what has happened in the past, but now is the time to make things right for our future.</p> <p>Over the next few months we will be setting a course for recovery... to return prosperity, opportunity and reward to the lives of all Queenslanders.</p> <p>Together we will make this happen.</p> <p>Thanks for watching.</p>

	Goodnight.
Super Authorised by Queensland Government Spoken by C.Newman and ???	Authorised by Queensland Government Spoken by C.Newman and ???
Super www.qld.gov.au	Insert para re CTA
Queensland Government Crest/Logo	

RTI RELEASED

Lee Anderson

From: Lee Anderson
Sent: Tuesday, 19 June 2012 5:25 PM
To: Lara McKay
Subject: RE: Premier's address 60 TVC



tv
speech(final).docx

That's beaut. Can you drop in this new script. We will use the super over the para re the report.

From: Lara McKay [<mailto:Lara.McKay@premiers.qld.gov.au>]
Sent: Tuesday, 19 June 2012 5:22 PM
To: Lee Anderson
Subject: Premier's address 60 TVC

<< File: Premier's address 60 TVC.docx >>

Here you go. I've dropped it into an audio/video format that I'll need for CAD. Just let me know what para you want included with the website then we are good to go. I don't think we'll need the letter as discussed yesterday.

RTI RELEASES

Good evening.

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The bottom line is for some years now Queensland has been spending money we simply don't have, and we've ended up with a huge debt.

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Just like your family budget, we need to tighten our belt and find ways to cut our spending.

That will mean some tough decisions.

We can't change what has happened in the past, but now is the time to make things right for our future.

Over the next few months we will be setting a course for recovery... to return prosperity, opportunity and reward to the lives of all Queenslanders.

Together we will make this happen.

I urge all Queenslanders to read to the report. You'll find it at the Queensland Government website.

Thanks for watching.

Goodnight.

Lee Anderson

From: Lara McKay <Lara.McKay@premiers.qld.gov.au>
Sent: Tuesday, 19 June 2012 5:50 PM
To: Lee Anderson
Subject: RE: Premier's address 60 TVC

Thanks Lee. Have sent it off. Will hassle relentlessly tomorrow- Free TV, not you.

Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Tuesday, 19 June 2012 5:49 PM
To: Lara McKay
Subject: Re: Premier's address 60 TVC

Should be able to get it via dubsat. Will advise.

Sent from my iPhone

On 19/06/2012, at 5:34 PM, "Lara McKay" <Lara.McKay@premiers.qld.gov.au> wrote:

Will do and will get it off tonight. Hope to get some feedback tomorrow and keep pushing them about clearance on Friday. Any idea when you will have final 60 cut that I can get to them? It may help to be able to be really clear with them re timeline. As per the previous email we need to provide to them via one of the following:

OP55 compliant DVD or as an OP53 compliant MPEG4 file with **clappers and countdowns**. Or by electronic delivery via Adstream, Dubsat or DVD-CAD/Rastis.

Is that something 9 may be able to assist with in terms of transmission/delivery?

Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Tuesday, 19 June 2012 5:25 PM
To: Lara McKay
Subject: RE: Premier's address 60 TVC

<< File: tv speech(final).docx >>

That's beaut. Can you drop in this new script. We will use the super over the par re the report.

From: Lara McKay [mailto:Lara.McKay@premiers.qld.gov.au]
Sent: Tuesday, 19 June 2012 5:22 PM
To: Lee Anderson
Subject: Premier's address 60 TVC

<< File: Premier's address 60 TVC.docx >>

Here you go. I've dropped it into an audio/video format that I'll need for CAD. Just let me know what para you want included with the website then we are good to go. I don't think we'll need the letter as discussed yesterday.

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Lee Anderson

From: Lara McKay <Lara.McKay@premiers.qld.gov.au>
Sent: Wednesday, 20 June 2012 12:53 PM
To: Lee Anderson
Subject: Update on CAD approval
Attachments: Premier's address 60 TVC.docx

Hi Lee

So we have CAD approval on the script. Providing in doesn't change, we should have no issue getting it through final approval on Friday.

A couple of small things to note which are reflected in the attached script:

1. Need to add the word Brisbane to the authorisation tag – ie in both the super and VO "Authorised by the Queensland Government, Brisbane"
2. The person who records the authorisation tag does not need to be named in the spoken by VO or in the super... so that is just 'Spoken by C.Newman' if only VO'ing the spoken by bit
3. The crest/logo screen needs to appear before the autho tag.

Happy to discuss any or all of this.

Can you please confirm that Nine will look after both the closed captioning and despatch to networks?

Cheers

Lara

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www.qld.gov.au	You'll find it at the Queensland Government website. Thanks for watching. Goodnight.
Queensland Government Crest/Logo	
SUPER: Authorised by Queensland Government, Brisbane Spoken by C.Newman	Authorised by Queensland Government, Brisbane. Spoken by C.Newman

RTI RELEASED

Lee Anderson

From: Gordon, Sharon <sgordon@nine.com.au>
Sent: Wednesday, 20 June 2012 1:14 PM
To: Lee Anderson
Cc: Eustace, Karen; Blucher, Kylie
Subject: RE: Premier's TV spot
Attachments: SPEECH 60 SEC SCRIPT r.docx

Hi Lee,

Karen needs a script as soon as possible for the facting and captioning people so I have drafted a vision/ audio script for you, timed to 60" duration.

It is not my place to change the Premier's speech but this is just an indication of how much you have to cut it down by in order to fit it into 60 secs...just it's actually over by 1 second.

Remembering that the disclaimer at the end is also included in the 60" audio as well as vision.

We will be trying to turn this around quickly so we want to avoid any problems tomorrow when we reach the edit suite as we can't cut it down then.

Please send us back your final script as soon as you can.

Thanks,
Sharon

From: Gordon, Sharon
Sent: Wednesday, June 20, 2012 12:09 PM
To: 'Lee Anderson'
Cc: Eustace, Karen
Subject: RE: Premier's TV spot

Thanks Lee,

That is still running 1 min 15" in duration, did you want to shorten it. We have to keep within 60".

Sharon

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Wednesday, June 20, 2012 11:59 AM
To: Gordon, Sharon
Cc: Mitch Grayson
Subject: RE: Premier's TV spot

Thanks Sharon

Mitch, pls note number of vehicles, and liaise with Sharon about location etc.

From: Gordon, Sharon [<mailto:sgordon@nine.com.au>]
Sent: Wednesday, 20 June 2012 11:55 AM
To: Lee Anderson
Cc: Eustace, Karen; Bourne, Caroline
Subject: RE: Premier's TV spot

Hi Lee,

Could I please get the final 60" script to load into the auto-cue for tomorrow.

The crew is booked and we will be there at 12.30, but we just need to know where and who our contact is please.

We will have 4 vehicles.

Thanks,

Sharon

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Client: PREMIER ANNOUNCEMENT

Duration: 20 SECOND

Date: 20/06/12

Key: PAJUNE2012

VISION:

SHOOT:

Premier at Parliament House.

SUPER:

Premier Campbell Newman

SUPER:

commissionofaudit.qld.gov.au.

FULL FRAME GRAPHIC:

Authorised by the Queensland Government,
Brisbane
Spoken by C Newman, and xxxxxxx (whoever
is doing the vo)

AUDIO:

Premier

Good evening.

I'll only take a minute of your time.

Recently I received this report which takes
a close look at our finances.

The bottom line is for some years now
Queensland has been spending money we
simply don't have, and we've ended up with
a huge debt.

Billions of dollars that's simply being
wasted.

It's money we should be spending on fixing
our hospitals and our schools, employing
more doctors, nurses and teachers, and to
putting more police on the beat.

Just like your family budget, we need to
tighten our belt and find ways to cut our
spending. That will mean some tough
decisions.

We can't change what has happened in the
past, but now is the time to make things
right for our future.

Over the next few months we will be setting
a course for recovery... to return prosperity
and opportunity to the lives of all
Queenslanders.

Together we will make this happen.

I urge you to read to the report. on this
website.

Thank you.

Authorised by the Queensland
Government, Brisbane Spoken by C
Newman, and xxxxxxx

Lee Anderson

From: Lee Anderson
Sent: Wednesday, 20 June 2012 1:25 PM
To: Gordon, Sharon
Cc: Eustace, Karen; Blucher, Kylie
Subject: RE: Premier's TV spot

Will do. thanks for your help

From: Gordon, Sharon [<mailto:sgordon@nine.com.au>]
Sent: Wednesday, 20 June 2012 1:14 PM
To: Lee Anderson
Cc: Eustace, Karen; Blucher, Kylie
Subject: RE: Premier's TV spot

Hi Lee,
Karen needs a script as soon as possible for the facting and captioning people so I have drafted a vision/ audio script for you, timed to 60" duration.
It is not my place to change the Premier's speech but this is just an indication of how much you have to cut it down by in order to fit it into 60 secs...just it's actually over by 1 second.
Remembering that the disclaimer at the end is also included in the 60" audio as well as vision.
We will be trying to turn this around quickly so we want to avoid any problems tomorrow when we reach the edit suite as we can't cut it down then.
Please send us back your final script as soon as you can.
Thanks,
Sharon

From: Gordon, Sharon
Sent: Wednesday, June 20, 2012 12:09 PM
To: 'Lee Anderson'
Cc: Eustace, Karen
Subject: RE: Premier's TV spot

Thanks Lee,
That is still running 1 min 15" in duration, did you want to shorten it. We have to keep within 60".
Sharon

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Wednesday, June 20, 2012 11:59 AM
To: Gordon, Sharon
Cc: Mitch Grayson
Subject: RE: Premier's TV spot

Thanks Sharon

Mitch, pls note number of vehicles, and liaise with Sharon about location etc.

From: Gordon, Sharon [<mailto:sgordon@nine.com.au>]
Sent: Wednesday, 20 June 2012 11:55 AM
To: Lee Anderson

Cc: Eustace, Karen; Bourne, Caroline

Subject: RE: Premier's TV spot

Hi Lee,

Could I please get the final 60" script to load into the auto-cue for tomorrow.

The crew is booked and we will be there at 12.30, but we just need to know where and who our contact is please.

We will have 4 vehicles.

Thanks,

Sharon

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Lee Anderson

From: Gordon, Sharon <sgordon@nine.com.au>
Sent: Wednesday, 20 June 2012 2:15 PM
To: Lee Anderson
Subject: RE: Update on CAD approval

Contrary to Public Interest

From: Lee Anderson [mailto:Lee.Anderson@ministerial.qld.gov.au]
Sent: Wednesday, June 20, 2012 2:10 PM
To: Gordon, Sharon
Subject: RE: Update on CAD approval

What's your mobile?

From: Gordon, Sharon [mailto:sgordon@nine.com.au]
Sent: Wednesday, 20 June 2012 1:55 PM
To: Lee Anderson
Cc: Eustace, Karen; Blucher, Kylie
Subject: RE: Update on CAD approval

Hi Lee,

Couple of questions:

- How long does the crest have to be up for and is it just on black?
- Please send through the artwork of the crest you wish to use.
- The script will be changing so does Lara know that?
- Once we have made this and send you an mp2 for approval will Lara then send that for final CAD approval or us?
- Do we know which Networks we are despatching to?
- Could we please get a location.

I think that's all now.

Sharon

From: Lee Anderson [mailto:Lee.Anderson@ministerial.qld.gov.au]
Sent: Wednesday, June 20, 2012 1:31 PM
To: Gordon, Sharon
Cc: Blucher, Kylie
Subject: FW: Update on CAD approval

Sharon

Note the need for the crest to appear.

From: Lara McKay [mailto:Lara.McKay@premiers.qld.gov.au]
Sent: Wednesday, 20 June 2012 12:53 PM
To: Lee Anderson
Subject: Update on CAD approval

Hi Lee

So we have CAD approval on the script. Providing in doesn't change, we should have no issue getting it through final approval on Friday.

A couple of small things to note which are reflected in the attached script:

1. Need to add the word Brisbane to the authorisation tag – ie in both the super and VO "Authorised by the Queensland Government, Brisbane"
2. The person who records the authorisation tag does not need to be named in the spoken by VO or in the super... so that is just 'Spoken by C.Newman' if only VO'ing the spoken by bit
3. The crest/logo screen needs to appear before the autho tag.

Happy to discuss any or all of this.

Can you please confirm that Nine will look after both the closed captioning and despatch to networks?

Cheers

Lara

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Lee Anderson

From: Eustace, Karen <keustace@nine.com.au>
Sent: Wednesday, 20 June 2012 4:14 PM
To: Lee Anderson
Subject: Update on CAD approval

Hi Lee

Just to clarify – CAD approval requires that the script be exactly as per the vision/audio therefore it will need to be adjusted as well, the script needs to contain all, if any, graphics, supers etc. This will need to be included with the Mpg when I apply for CAD approval. I know what a tight turnaround this needs to have so want to ensure I have everything on hand to make it as easy and quick a process as we possibly can.

Thanks Lee

Karen

From: Gordon, Sharon [<mailto:sgordon@nine.com.au>]
Sent: Wednesday, 20 June 2012 1:55 PM
To: Lee Anderson
Cc: Eustace, Karen; Blucher, Kylie
Subject: RE: Update on CAD approval

Hi Lee,

Couple of questions:

- How long does the crest have to be up for and is it just on black? **Not happening**
- Please send through the artwork of the crest you wish to use. **No happening**
- The script will be changing so does Lara know that? **It's ok because it's just a cutdown**
- Once we have made this and send you an mp2 for approval will Lara then send that for final CAD approval or us? **Karen to do**
- Do we know which Networks we are despatching to? **Lee will let Karen know**
- Could we please get a location. **Lee's office will let me know**
- Website www.qld.gov.au
- **Lee will do voice over...and come up for edit.**

I think that's all now.

Sharon

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Wednesday, June 20, 2012 1:31 PM
To: Gordon, Sharon
Cc: Blucher, Kylie
Subject: FW: Update on CAD approval

Sharon

Note the need for the crest to appear.

From: Lara McKay [mailto:Lara.McKay@premiers.qld.gov.au]
Sent: Wednesday, 20 June 2012 12:53 PM
To: Lee Anderson
Subject: Update on CAD approval

Hi Lee

So we have CAD approval on the script. Providing in doesn't change, we should have no issue getting it through final approval on Friday.

A couple of small things to note which are reflected in the attached script:

1. Need to add the word Brisbane to the authorisation tag – ie in both the super and VO "Authorised by the Queensland Government, Brisbane"
2. The person who records the authorisation tag does not need to be named in the spoken by VO or in the super... so that is just 'Spoken by C.Newman' if only VO'ing the spoken by bit
3. The crest/logo screen needs to appear before the autho tag.

Happy to discuss any or all of this.

Can you please confirm that Nine will look after both the closed captioning and despatch to networks?

Cheers

Lara

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Lee Anderson

From: Lara McKay <Lara.McKay@premiers.qld.gov.au>
Sent: Wednesday, 20 June 2012 4:27 PM
To: Lee Anderson
Subject: FW: Update on CAD approval - Key number
Attachments: Premier's address 60 TVC.docx

Hi Lee

We have now been assigned a key number for the spot. It is now updated on the attached script. Can you please ensure the nine team can use this on the clapper board so CAD can cross-reference?

Many thanks

Lara

Key number: BDPC0034/60/A

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Lee Anderson

From: Lee Anderson
Sent: Wednesday, 20 June 2012 4:56 PM
To: Eustace, Karen; sgordon@nine.com.au
Subject: Premiers TV spot
Attachments: Premier's address 60 TVC.docx

Please find attached final script.

Key number: BDPC0034/60/A

Lee Anderson
Director
Government Media Unit
Level 15 Executive Building, 100 George Street, Brisbane
Direct: (07) 322 51214 Mobile: 0417 007570

RTI RELEASE

60 SEC – Premier's address
19 June 2012
Key number: BDPC0034/60/A

VIDEO	AUDIO
<p>Super:</p> <p>Campbell Newman Premier of Queensland</p> <p>CAMERA: (One static locked off shot)</p>	<p>Good evening.</p> <p>I'm Campbell Newman.</p> <p>I'll only take a minute of your time tonight.</p> <p>Just over a week ago I received a report which takes a close look at our finances, and it wasn't pleasant reading.</p> <p>The bottom line is for some years now Queensland has been spending money we simply don't have, and we've ended up with a huge debt.</p> <p>The interest bill on that debt is billions of dollars, money that's simply being wasted.</p> <p>It's money we should be spending on fixing our hospitals and our schools, employing more doctors, nurses and teachers, and to putting more police on the beat.</p> <p>Just like your family budget, we need to tighten our belt and find ways to cut our spending.</p> <p>That will mean some tough decisions.</p> <p>But it must be done.</p> <p>I'm determined to return prosperity, opportunity and reward to the lives of all Queenslanders.</p> <p>Together we will make this happen.</p> <p>I urge all Queenslanders to read to the report.</p> <p>It's on the Queensland Government website.</p> <p>Thanks for watching.</p> <p>Goodnight.</p>

SUPER: www.qld.gov.au	
SUPER: Authorised by Queensland Government, Brisbane Spoken by C.Newman	Authorised by Queensland Government, Brisbane. Spoken by C.Newman

RTI RELEASE

Lee Anderson

From: Lee Anderson
Sent: Thursday, 21 June 2012 8:41 AM
To: Kylie Jacobson
Attachments: Premier's address 60 TVC.docx

RTI RELEASE

60 SEC – Premier's address
19 June 2012
Key number: BDPC0034/60/A

VIDEO	AUDIO
<p>Super:</p> <p>Campbell Newman Premier of Queensland</p> <p>CAMERA: (One static locked off shot)</p>	<p>Good evening.</p> <p>I'm Campbell Newman.</p> <p>I'll only take a minute of your time tonight.</p> <p>Just over a week ago I received a report which takes a close look at our finances, and it wasn't pleasant reading.</p> <p>The bottom line is for some years now Queensland has been spending money we simply don't have, and we've ended up with a huge debt.</p> <p>The interest bill on that debt is billions of dollars, money that's simply being wasted.</p> <p>It's money we should be spending on fixing our hospitals and our schools, employing more doctors, nurses and teachers, and to putting more police on the beat.</p> <p>Just like your family budget, we need to tighten our belt and find ways to cut our spending.</p> <p>That will mean some tough decisions.</p> <p>But it must be done.</p> <p>I'm determined to return prosperity, opportunity and reward to the lives of all Queenslanders.</p> <p>Together we will make this happen.</p> <p>I urge all Queenslanders to read to the report.</p> <p>It's on the Queensland Government website.</p> <p>Thanks for watching.</p> <p>Goodnight.</p>

SUPER: www.qld.gov.au	
SUPER: Authorised by Queensland Government, Brisbane Spoken by C.Newman	Authorised by Queensland Government, Brisbane. Spoken by C.Newman

RTI RELEASE

Lee Anderson

From: Lara McKay <Lara.McKay@premiers.qld.gov.au>
Sent: Thursday, 21 June 2012 9:09 AM
To: Lee Anderson
Subject: FW: Coat of Arms
Attachments: BCrest4C.eps

I think we've nixed the idea of the crest for inclusion in the TVC but it is attached just in case.

Regards

Lara

Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Sean McCafferty
Sent: Wednesday, 20 June 2012 4:25 PM
To: Lara McKay
Cc: Liz Pini
Subject: FW: Coat of Arms

Hi Lara

Attached is the eps colour version of the Coat of Arms. I'm not sure how the quality will stand up on T.V. Let's see how we go.

To ensure the QLD Government corporate identity guidelines are met, can we please request:

- The Coat of Arms is easy to read and is recognisable, is of an appropriate size and appears on a clear background free from visual clutter
- The Coat of Arms is not altered in any way and is not stretched or distorted
- The website address does not appear too close to the crest
- The corporate font Meta should be used for all text – if Channel 9 doesn't have meta, Rotis Serif is the supporting font. Otherwise Arial may be used.

If there are any questions regarding corporate identity please let me know.

cheers

Sean McCafferty | Team Leader, Communication Services
Department of the Premier and Cabinet | p 07 3405 6231

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RTI RELEASE



QUEENSLAND
GOVERNMENT

RTI RELEASE

Lee Anderson

From: Lee Anderson
Sent: Friday, 22 June 2012 9:22 AM
To: 'Kelly Skuse'
Subject: RE: DG email re Sunday night TVC

I have no problem with the DG's message. I'll get him a copy of the spot today.

From: Kelly Skuse [<mailto:Kelly.Skuse@premiers.qld.gov.au>]
Sent: Thursday, 21 June 2012 6:17 PM
To: Lee Anderson
Cc: Patrick Vidgen; Lara McKay
Subject: DG email re Sunday night TVC

Hi Lee

DG has been liaising with Lara McKay regarding the 60 second ad featuring the Premier that will go to air this Sunday.

Below is a suggested message which Jon is going to send to all DG's late Friday afternoon.

Before this message is sent, Jon is seeking your approval that it is okay to be distributed to all Directors-General.

If you could let me know that would be appreciated.

Kind Regards

Kelly Skuse

Office of the Director-General
Department of the Premier & Cabinet

 (07) 340 67933

 kelly.skuse@premiers.qld.gov.au

Executive Building | Level 15 | 100 George Street | Brisbane
PO Box 15185 | City East | Queensland 4002 |

 Please consider the environment before printing this email

From: Lara McKay
Sent: Thursday, 21 June 2012 2:00 PM
To: Jon Grayson
Cc: Patrick Vidgen
Subject: **PFI**DG email re Sunday night TVC

Hi Jon

Just following on from our conversation regarding the 60 second ad featuring the Premier that will go to air this Sunday. I'm not sure if you want to send something to all DGs but I have drafted something below for your consideration. All systems are go for the ad to go on Sunday night. All bookings are confirmed and I've received approval based on the script from Free TV (responsible for classifying ads). The final ad will need to go to them tomorrow for final tick off. It is being recorded tonight at Channel 9. I should be able to provide a mpeg for you tomorrow.

Regards

Lara

Lara McKay

Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

CONFIDENTIAL

Dear colleagues

As you are aware the Premier sought independent advice on the State's financial position through the Independent Commission of Audit. The Commission's interim report was released on 15 June 2012. (<http://www.commissionofaudit.qld.gov.au/reports/interim-report.php>)

The Government needs to make some tough decisions over the coming years to ensure that we set Queensland on the course for recovery. It is imperative that Queenslanders are made aware of how and where to access the Interim Report and to review the options recommended by the Commission designed to achieve the necessary budget savings over the next three years. While this information has been reported in the media last week, we want to maximise every opportunity to ensure Queenslanders understand this position.

Therefore, the Premier will address Queenslanders at 7.30pm on Sunday night, 24 June 2012 through a 60 second television statement across all major networks advising of the Report and asking Queenslanders to review it. A link to the Report will be available on the Queensland Government website (qld.gov.au) on Sunday night.

Costs associated with securing this airtime will be met by 'delete and charge' credit incurred by agencies following ad cancellations in March, April and May. The final figure on credit used is still being calculated but Communication Services within my department will inform your Head of Communication if any credit held by your agency has been utilised for this priority airtime.

Yours sincerely

Jon Grayson
Director-General
Department of the Premier and Cabinet

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Daniel Smith

From: Lara McKay
Sent: Friday, 13 July 2012 1:59 PM
To: Daniel Smith
Subject: FW: Premier's TVC
Attachments: CAMPBELL NEWMAN SPEECH 21-6_768K.mp4

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Friday, 22 June 2012 9:51 AM
To: Lara McKay
Subject: Premier's TVC

RTI RELEASE

Lee Anderson

From: Lee Anderson
Sent: Friday, 22 June 2012 9:48 AM
To: Eustace, Karen
Subject: Re: CAD Number/s - QLD PREMIERS DEPT - BDPC003460A

Many thanks Karen.

Sent from my iPhone

On 22/06/2012, at 9:47 AM, "Eustace, Karen" <keustace@nine.com.au> wrote:

Hi Lee

Just confirming that CAD approval has come through, see below. I'll sort Adstream and captioning out now.

Cheers

Karen

From: Commercials Advice - FreeTV Australia [<mailto:DoNotReply@freetv.com.au>]
Sent: Friday, June 22, 2012 9:41 AM
To: Eustace, Karen
Subject: CAD Number/s - QLD PREMIERS DEPT - BDPC003460A

The CAD number/s for the TVC/s for QLD PREMIERS DEPT follow/s for your reference.

Do not reply to this email. If you have any queries please login via www.cadonline.freetv.com.au and Upload a Comment from your Job List.

Thank you.

Commercials Advice
Free TV Australia
44 Avenue Road
Mosman NSW 2088
Tel: 61 2 8968 7200 | Fax: 61 2 9969 8147 | Web: www.freetv.com.au/cad

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<FreeTVCadLogo.jpg>

Commercials Advice Pty Ltd

	ACN 056 573 007 ABN 32 026 343 10 44 Avenue Road, Mosman NSW 2088 Phone (02) 8968 7200 Facsimile (02) 9969 8147 www.freetv.com.au
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Reference no: **948453**

CAD Numbers are issued by Commercials Advice Pty Ltd (CAD) only on the understanding that this commercial is true and accurate, visually and aurally, including all statements and representations, express and implied.

CAD must be notified immediately of any alteration made to this commercial after the Date of Classification as any subsequent alteration or change of Key No may render the CAD Number invalid.

Agency: QUEENSLAND TELEVISION MKTG
Address: GPO BOX 72
BRISBANE QLD 4001

Fax: (07) 3369 3512

Date of classification :

Advertiser: QLD PREMIERS DEPT

Attention:

BDPC003460A	GW4Z0PLA	PREMIERS ADDRESS	60	G
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Lee Anderson

From: Lara McKay <Lara.McKay@premiers.qld.gov.au>
Sent: Friday, 22 June 2012 1:56 PM
To: Lee Anderson
Subject: RE: CAD Number/s - QLD PREMIERS DEPT - BDPC003460A

Brilliant. Thanks Lee.

Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

From: Lee Anderson [<mailto:Lee.Anderson@ministerial.qld.gov.au>]
Sent: Friday, 22 June 2012 1:56 PM
To: Lara McKay
Subject: FW: CAD Number/s - QLD PREMIERS DEPT - BDPC003460A

From: Eustace, Karen [<mailto:keustace@nine.com.au>]
Sent: Friday, 22 June 2012 9:48 AM
To: Lee Anderson
Subject: FW: CAD Number/s - QLD PREMIERS DEPT - BDPC003460A

Hi Lee

Just confirming that CAD approval has come through, see below. I'll sort Adstream and captioning out now.

Cheers

Karen

From: Commercials Advice - FreeTV Australia [<mailto:DoNotReply@freetv.com.au>]
Sent: Friday, June 22, 2012 9:41 AM
To: Eustace, Karen
Subject: CAD Number/s - QLD PREMIERS DEPT - BDPC003460A

The CAD number/s for the TVC/s for QLD PREMIERS DEPT follow/s for your reference.

Do not reply to this email. If you have any queries please login via www.cadonline.freetv.com.au and Upload a Comment from your Job List.

Thank you.

Commercials Advice
Free TV Australia
44 Avenue Road
Mosman NSW 2088
Tel: 61 2 8968 7200 | Fax: 61 2 9969 8147 | Web: www.freetv.com.au/cad

Office hours: Monday to Thursday 9:00am to 5:30pm Friday 9:00am to 6:00pm, except public holidays.

Please note that CAD must receive ALL your materials at least two (2) working days prior to your despatch date.

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 <p>FreeTV Commercials Advice</p>	<p>Commercials Advice Pty Ltd ACN 056 573 007 ABN 32 026 343 10 44 Avenue Road, Mosman NSW 2088 Phone (02) 8968 7200 Facsimile (02) 9969 8147 www.freetv.com.au</p>
--	---

Reference no: **948453**

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CAD must be notified immediately of any alteration made to this commercial after the Date of Classification as any subsequent alteration or change of Key No may render the CAD Number invalid.

Agency: QUEENSLAND TELEVISION MKTG
Address: GPO BOX 72
BRISBANE QLD 4001

Fax: (07) 3369 3512
Date of classification :

Advertiser: QLD PREMIERS DEPT

Attention:

BDPC003460A	GW4Z0PLA	PREMIERS ADDRESS	60	G
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Daniel Smith

From: Lara McKay
Sent: Friday, 13 July 2012 1:56 PM
To: Daniel Smith
Subject: FW: Premier's TVC
Attachments: option-1.jpg; option-3.jpg; option-4.jpg; option-5.jpg

From: Lara McKay
Sent: Friday, 22 June 2012 4:12 PM
To: 'Lee Anderson'
Subject: FW: Premier's TVC

Are any of these any better? We have pretty basic capture software and the Premier is obviously trying to get all the words in in his 60 sec!

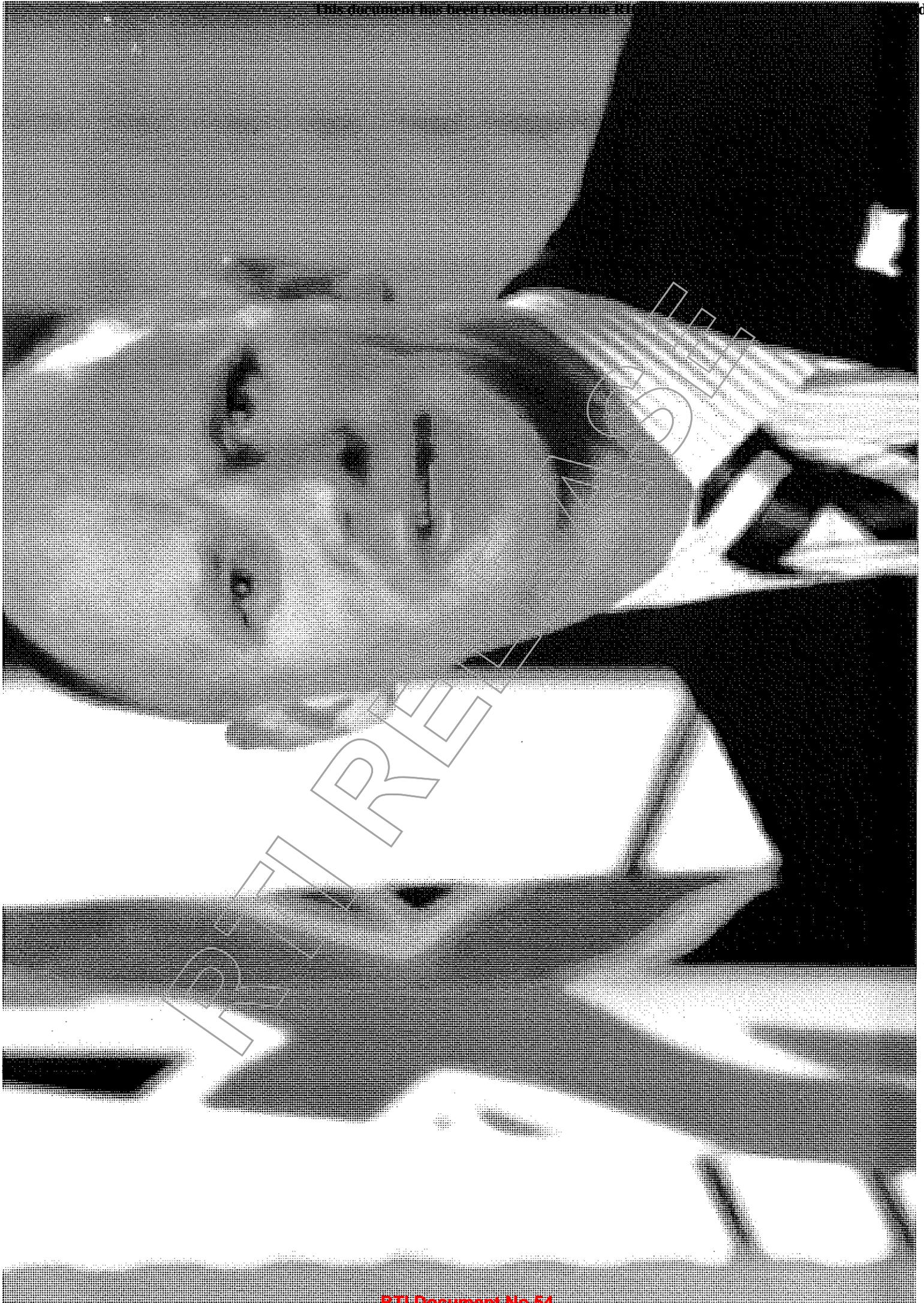
Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065

RTI RELEASES

RTI REF ID: A123456789







Lee Anderson

From: Lee Anderson
Sent: Friday, 22 June 2012 4:18 PM
To: 'Lara McKay'
Subject: RE: Premier's TVC

Option 1 looks good.

From: Lara McKay [<mailto:Lara.McKay@premiers.qld.gov.au>]
Sent: Friday, 22 June 2012 4:12 PM
To: Lee Anderson
Subject: FW: Premier's TVC

Are any of these any better? We have pretty basic capture software and the Premier is obviously trying to get all the words in in his 60 sec!

Lara McKay
Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065

RTI RELEASES

Lee Anderson

From: Lee Anderson
Sent: Friday, 22 June 2012 5:58 PM
To: Lara McKay
Subject: Re: Final spots for Sunday

Thanks for your help.

Sent from my iPhone

On 22/06/2012, at 5:54 PM, "Lara McKay" <Lara.McKay@premiers.qld.gov.au> wrote:

Hi Lee

Just a final update. I have confirmed that all networks will be running the 60 second TVC as the **first spot** in the **first ad break** (the only exception would be if some networks run a promo prior to the spot). The ad break times will vary by networks. Most will run 7.35-7.36pm but Seven may run as late as 7.45pm. All networks should run the spot in this ten minute window. You would know that we are at the whim of the networks if anything changes but this is the final agreed position this evening.

The info on qld.gov.au will be live from 7.25pm on Sunday night linking to the report on the Commission website. The actual TVC will also be available on the-premier.qld.gov.au as an mpeg if you need to direct anyone there to view it after it has aired.

Have a good weekend.

Lara

Lara McKay

Executive Director | State Services | Department of the Premier and Cabinet
Phone: 07 32277968 | Mobile: 0429 797 358 | Fax: 07 3224 4065
Level 2, Executive Building, 100 George Street, BRISBANE QLD 4000

Lee Anderson

From: Lee Anderson
Sent: Saturday, 23 June 2012 4:38 PM
To: Lee Anderson
Subject: Fwd: Premiers TV message

Sent from my iPad

Begin forwarded message:

From: Lee Anderson <Lee.Anderson@ministerial.qld.gov.au>
Date: 22 June 2012 2:25:17 PM AEST
To: Aaron Wakeley <Aaron.Wakeley@ministerial.qld.gov.au>, Kylie Jacobson <Kylie.Jacobson@ministerial.qld.gov.au>, Scott Whitby <Scott.Whitby@ministerial.qld.gov.au>
Subject: Premiers TV message

Talking points on Premier's Address:

The TVC was produced to draw public attention to the commission of audit report, and encourage people to read it.

The government was not charged for airtime: it is airtime that had already been paid for by the previous government for commercials that were discontinued as part of the LNP's freeze on non-essential advertising.

The value of the airtime is around 45'000.

The TVC was produced at no cost to the government, except from the charge for normal regulatory approval, likely to be around \$350.

It was credit for airtime that had already been booked and paid for by the previous government but wasn't used because of the LNP's freeze on advertising that was imposed when it was elected.

Lee Anderson

From: Aaron Wakeley
Sent: Saturday, 23 June 2012 5:08 PM
To: Lee Anderson
Subject: Re: Premiers TV message

Thanks Lee.

Sent from my iPhone

On 23/06/2012, at 5:02 PM, "Lee Anderson" <Lee.Anderson@ministerial.qld.gov.au> wrote:

Sent from my iPad

Subject: Premiers TV message

UPDATED points on Premier's Address:

The TVC was produced to draw public attention to the commission of audit report, and encourage people to read it.

The government was not charged for airtime: it was credit for airtime that had been booked and paid for by the Labor government for its disastrous building boost programme.

The TVC was produced at no cost to the government, except for the charge for normal regulatory approval, likely to be around \$350.

Lee Anderson

From: Lee Anderson
Sent: Saturday, 23 June 2012 7:43 PM
To: Kylie Jacobson
Subject: Re: Premiers TV message

Yes. www.boost.treasury.qld.gov.au

Sent from my iPhone

On 23/06/2012, at 6:23 PM, "Kylie Jacobson" <Kylie.Jacobson@ministerial.qld.gov.au> wrote:

What is the boost programme?

From: Lee Anderson
Sent: Saturday, June 23, 2012 05:28 PM
To: Aaron Wakeley; Scott Whitby; Kylie Jacobson
Subject: Fwd: Premiers TV message

Sent from my iPad

Subject: Premiers TV message

UPDATED UPDATED points on Premier's Address:

The TVC was produced to draw public attention to the commission of audit report, and encourage people to read it.

The government was not charged for airtime: it was credit for airtime that had been booked and paid for by the Labor government for its disastrous building boost programme.

The TVC was produced at minimal cost to the government (likely final cost: approx \$2'000)

Lee Anderson

From: Aaron Wakeley
Sent: Sunday, 24 June 2012 7:49 AM
To: Media Summary; Ministers_All; Assistant Ministers; Electorate Offices; Backbenchers; Policy Advisors
Subject: Daily media briefing. Sunday June 24.
Attachments: DAILY MEDIA BRIEFING 2012 June 24 SUNDAY.docx

Good Morning,

Just a few stories around today.

Please note the talking points on the Premier's TV Message.

Enjoy your day!

Thanks,
Aaron

MEDIA ISSUES:

- Premier's TV Message: Campbell Newman calls on Queenslanders to support his Government's Budget belt-tightening. Courier Mail p10. [HERE](#)
- Govt Debt: Editorial laying blame on Bligh and Beattie. Courier Mail p54. [HERE](#)
- Civil Unions and Surrogacy: Commentary about how law changes have prompted unfair comparisons between the Premier and Sir Joh Bjelke-Petersen. Brisbane Times [HERE](#). also run in Sunday Mail (SMH) Sydney.
- Program cuts: The Newman Government has removed support for Qld Working Women's Service. Courier Mail p33. [HERE](#)
- Red Tape: Police Minister Jack Dempsey has set up an advisory committee to fix overly bureaucratic gun licensing system. Courier Mail p34. [HERE](#)

EVENTS FOR TODAY:

- Assistant Public Transport Minister Steve Minnikin to represent the Premier at the 41st National Championships, Her Majesty the Queen's Prize Presentation

THIS COMING WEEK:

- Mon: Cabinet
- Mon: Day 1 of DestinationQ in Cairns
- Tues: Day 2 of DestinationQ in Cairns
- Tues: Minister Crisafulli meeting Scenic Rim Council
- Tues: Minister Flegg attending public housing roundtable at Sunnybank
- Tues: Minister Bleijie launching in venue problem gambling campaign at Chermside
- Wed: Premier in studio interview at 4BC and Origin Energy media event
- Wed: Deputy Premier to address Qld Media Club
- Wed: Minister Dempsey to attend QRFS National medal presentation ceremony at Buderim and Maryborough
- Wed: Minister Langbroek to announce crown-of-thorns starfish eradication training funding
- Wed: Minister Crisafulli addressing Mount Isa City Council and Cloncurry Shire Council

- Wed: Minister Flegg public housing site visit
- Thurs: Minister Crisafulli addressing McKinlay and Richmond Shire Councils
- Thurs: Deputy Premier holding first meeting of Infrastructure Queensland
- Fri: Minister Crisafulli addressing Flinders Shire Council and Charters Towers Regional Council & opening the Townsville Show
- Fri: Minister Flegg attending handover of keys for new seniors social housing units

TALKING POINTS – Premier’s TV Message

- The TVC was produced to draw public attention to the commission of audit report, and encourage people to read it.
- The government was not charged for airtime: it was credit for airtime that had been booked and paid for by the Labor government for its disastrous building boost programme.
- The TVC was produced at no cost to the government, except for the charge for normal regulatory approval, likely to be around \$350.

Aaron Wakeley
Senior Media Advisor, Government Media Unit
Office of the Premier
Phone: +617 3405 3205 | Mobile: 0417 249 295
Email: Aaron.Wakeley@ministerial.qld.gov.au
Executive Building | 100 George Street | Brisbane | QLD 4000

RTI RELEASED

DAILY MEDIA BRIEFING

Sunday 24th June 2012

MEDIA ISSUES:

- Premier's TV Message: Campbell Newman calls on Queenslanders to support his Government's Budget belt-tightening. Courier Mail p10. [HERE](#)
- Govt Debt: Editorial laying blame on Bligh and Beattie. Courier Mail p54. [HERE](#)
- Civil Unions and Surrogacy: Commentary about how law changes have prompted unfair comparisons between the Premier and Sir Joh Bjelke-Petersen. Brisbane Times [HERE](#). also run in Sunday Mail (SMH) Sydney.
- Program cuts: The Newman Government has removed support for Qld Working Women's Service. Courier Mail p33. [HERE](#)
- Red Tape: Police Minister Jack Dempsey has set up an advisory committee to fix overly bureaucratic gun licensing system. Courier Mail p34. [HERE](#)

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- Fri: Minister Flegg attending handover of keys for new seniors social housing units

TALKING POINTS – Premier's TV Message

- The TVC was produced to draw public attention to the commission of audit report, and encourage people to read it.
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- The TVC was produced at no cost to the government, except for the charge for normal regulatory approval, likely to be around \$350.

Lee Anderson

From: Aaron Wakeley
Sent: Sunday, 24 June 2012 9:02 AM
To: Media Summary; Ministers_All; Assistant Ministers; Electorate Offices; Backbenchers; Policy Advisors
Subject: Updated talking points

Hi All,

Please see the updated talking points on tonight's TV address by the Premier.

- **The TVC was produced to draw public attention to the commission of audit report, and encourage people to read it.**
- **The government was not charged for airtime: it was credit for airtime that had been booked and paid for by the Labor government for its disastrous building boost programme.**
- **The TVC was produced at minimal cost to the government (likely final cost: approx \$2'000)**

Aaron Wakeley
Senior Media Advisor, Government Media Unit
Office of the Premier
Phone: +617 3405 3205 | Mobile: 0417 249 295
Email: Aaron.Wakeley@ministerial.qld.gov.au
Executive Building | 100 George Street | Brisbane | QLD 4000

Kate Wilson

From: Kate Wilson
Sent: Sunday, 24 June 2012 7:40 PM
To: Kevin Yang
Subject: Re: Update to the Premier's website

Hi Kevin,

Sorry, I didn't check my email. It's all good to go.

Cheers,

Kate

On 24/06/2012, at 7:03 PM, "Kevin Yang" <Kevin.Yang@premiers.qld.gov.au> wrote:

Hi Kate,

I've added the Premier's Message to Queenslanders Youtube video to the Premier's home page.

I've also attached the screen shot for you to review.

Let me know if you're happy for this to go live at 7:30pm today.

Kind regards,
Kevin

Kevin Yang
Web Designer
Online Communications
Department of the Premier and Cabinet
Phone: 383 60576
Extension: 60576

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<the-premier.jpg>

RTI RELEASE

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http://dpcdev03/sites/thepremier/dev/

Home - DPC Online Servi... GovNet - DPC Online Servi...

Contact us | Help

Campbell Newman Premier of Queensland

Home About the Premier News/000r First 100 days

Message to Queenslanders

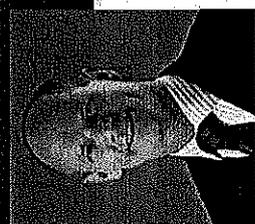
Premier Campbell Newman outlines the challenges we face following the release of the Commission of Audit Interim Report into the state of the Queensland State Budget.



Message to Queenslanders

Share More info

0:00 / 1:03



Campbell Newman MP
The Premier of Queensland

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- About the Premier
- Join us on Facebook (external site)
- Email
- Post, phone or fax
- Twitter (external site)

News

- Premier announces Skills and Training Taskforce
- Government committed to improving Reef quality
- Queenslanders celebrate new Busway
- Marathon growth boosts Gold Coast's major event status
- Queensland Commission of Audit Interim Report handed down
- Community Cabinet announced for Townsville
- Premier commends Queensland Reconciliation Awards winners

[View all news stories](#)

Twitter

Message from the Premier of Queensland

My team and I thank the people of Queensland for the trust that you have put in us.

Daniel Smith

From: Laura Wright on behalf of Lara McKay
Sent: Friday, 20 July 2012 10:48 AM
To: Daniel Smith
Subject: FW: Sunday evening publish

From: Blair Ryan
Sent: Sunday, 24 June 2012 7:43 PM
To: 'Kate.Wilson@ministerial.qld.gov.au'
Cc: Lara McKay
Subject: Re: Sunday evening publish

Hi Kate

Just confirming that the Premiers website has been updated.

Thanks and regards

Blair

From: Kate Wilson <Kate.Wilson@ministerial.qld.gov.au>
To: Blair Ryan
Cc: Lara McKay
Sent: Sun Jun 24 14:23:25 2012
Subject: Re: Sunday evening publish

Hi Blair,

Yes, that is all good to go live at 7.30pm tonight.

I will talk to the guys tomorrow about following up with a transcript, but that is not necessary for tonight.

Thanks for your help,

Kate

On 24/06/2012, at 2:09 PM, "Blair Ryan" <Blair.Ryan@premiers.qld.gov.au> wrote:

Hi Kate,

Please see attached, as discussed I've used the text from YouTube to retain consistency of message.

If easier, the new text and embed code is:

Message to Queenslanders

Premier Campbell Newman outlines the challenges we face following the release of the Commission of Audit Interim Report into the state of the Queensland State Budget.

[embed video

<iframe width="640" height="360" src="http://www.youtube.com/embed/sZExeQ7xmxs" frameborder="0" allowfullscreen></iframe>

]

This will site above the existing home page content.

Can you please advise if this is approved to go live tonight from 7:30pm, or of changes required.

Thanks and regards

Blair Ryan
A/Manager
Online Communication Team
Department of the Premier & Cabinet
Email: Blair.Ryan@premiers.qld.gov.au
Ph: 383 60568
Mb: 0429 490 330

From: Kate Wilson [<mailto:Kate.Wilson@ministerial.qld.gov.au>]
Sent: Sunday, 24 June 2012 9:57 AM
To: Blair Ryan
Subject: Re: Sunday evening publish

Hi Blair,

Here's the link and a bunch of different sized embed codes for the page.

The video clip is unlisted at the moment, so only people who have the link can see it.
It's all going live at 7.30pm tonight.

Cheers,

Kate

LINK: <http://youtu.be/sZExeQ7xmxs>

Small

```
<iframe width="640" height="360" src="http://www.youtube.com/embed/sZExeQ7xmxs"
frameborder="0" allowfullscreen></iframe>
```

Medium

```
<iframe width="853" height="480" src="http://www.youtube.com/embed/sZExeQ7xmxs"
frameborder="0" allowfullscreen></iframe>
```

Large Embed Code

```
<iframe width="1280" height="720" src="http://www.youtube.com/embed/sZExeQ7xmxs"
frameborder="0" allowfullscreen></iframe>
```

On 22/06/2012, at 8:43 PM, "Blair Ryan" <Blair.Ryan@premiers.qld.gov.au> wrote:

Thanks Kate

Happy to embed from youtube, we'd just need the URL for it.

Will be I'm touch re the text.

Thanks and have a great weekend.

Blair.

From: Kate Wilson <Kate.Wilson@ministerial.qld.gov.au>
To: Blair Ryan
Sent: Fri Jun 22 19:09:32 2012
Subject: RE: Sunday evening publish

Hi Blair,

Sorry I was away from my computer for a bit...

We have actually put the clip up on YouTube – so we can use that if it makes life easier for you. (The clapper board needs to be removed off the start of the clip.)

I am available all day Sunday – please send me a text when you send an email – That way I'll know when to check my ipad.

My mobile number is 403 953 015.

Cheers,

Kate

Kate Wilson | Online and Social Media Advisor
Office of The Hon. Campbell Newman MP | Premier of Queensland
kate.wilson@ministerial.qld.gov.au
Phone: 322 48981 | Mobile: 0403 953 015
Executive Building | 100 George Street | Brisbane | QLD 4000

From: Blair Ryan [<mailto:Blair.Ryan@premiers.qld.gov.au>]
Sent: Friday, 22 June 2012 5:45 PM
To: Kate Wilson
Cc: Lara McKay
Subject: Sunday evening publish

Hi Kate,

We're organising the publishing to support the Sunday night message (Lara McKay has been working with Lee on this) and I am also working to have the TVC available from shortly after broadcast to support any media enquiries you may have, making it available from the website of the Premier.

I would propose embedding it on the newsroom page, linking to it from the news section on the home page (right hand side).

Are you available on Sunday to review and approve this aspect? We're happy to work to timetables that suit – so please advise on your preferences.

We'll work something up and send you screen captures for you to approve.

Please pop me an email or give me a call to discuss if that is helpful.

Thanks and regards

Blair Ryan
A/Manager
Online Communication Team
Department of the Premier & Cabinet
Email: Blair.Ryan@premiers.qld.gov.au
Ph: 383 60568
Mb: 0429 490 330

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<The-Prem-2012-06-24.docx>

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Kate Wilson

From: Kate Wilson
Sent: Monday, 25 June 2012 3:35 PM
To: Scott Whitby (scott.whitby@ministerial.qld.gov.au)
Subject: FW: Ad

From: Kate Wilson
Sent: Monday, 25 June 2012 3:12 PM
To: Lee Anderson (lee.anderson@ministerial.qld.gov.au)
Subject: Ad

<http://youtu.be/xLichYzsDCg>

Kate Wilson | Online and Social Media Advisor
Office of The Hon. Campbell Newman MP | Premier of Queensland
kate.wilson@ministerial.qld.gov.au
Phone: 322 48981 | Mobile: 0403 953 015
Executive Building | 100 George Street | Brisbane | QLD 4000

RTI RELEASE

Kate Wilson

From: Kate Wilson
Sent: Monday, 25 June 2012 5:59 PM
To: 'CS Online'
Subject: RE: Update to Premier's site

Hi Blair,

That's great...

Sorry I didn't get back to you earlier. I've had a lot of cleaning up to do from the weekend.

Finally, Lee is interested in getting some stats on how many people have visited the Commission of Audit page from the Message.

Are you able to dig these up for us?

Kate

From: CS Online [<mailto:CSOnline@premiers.qld.gov.au>]
Sent: Monday, 25 June 2012 12:14 PM
To: Kate Wilson
Cc: Blair Ryan
Subject: Update to Premier's site

Hi Kate

We have added a link to the News section on the Premier's home page and the newsroom which point to the recent Youtube clip.

Can you please review.

Thanks.



Campbell Newman MP
The Premier of Queensland

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About the Premier

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Post, phone or fax

Twitter (external site)



Message to Queenslanders

Premier Campbell Newman outlines the challenges we face following the release of the Commission of Audit Interim Report into the state of the Queensland State Budget.



Message from the Premier of Queensland

My team and I thank the people of Queensland for the trust that you have put in us. We have a lot to do, but we will not let you down.

All members of my government will be working hard for Queensland - to grow a four pillar economy, lower the cost of living by cutting waste, revitalise front line services, deliver better infrastructure and planning and restore accountability to government. We also

News

- Prep
- foll
- o/LA
- Prem
- Trial
- Gov
- QUAL
- Que
- Mar
- msk
- Que
- Rep
- Com
- Tot

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- About the Premier
- Newsroom
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Home > Newsroom

Share Print Email

Newsroom

- Premier outlines challenges faced following the release of the Commission of Audit Interim Report (external site)
- Premier announces SESB and Training Taskforce
- Government committed to improving Reef quality
- Queenslanders celebrate new Busway
- Marathon growth boosts Gold Coast's major event status
- Queensland Commission of Audit Interim Report handed down
- Premier commands Queensland Reconciliation Awards Winners
- Govt Governor's speech - The opening of the first session of the fifty-fourth Parliament (PDF 363 KB) (10/01/2014)
- Commonwealth Games Board announced
- Premier honours national servicemen
- Premiers unite to save State of Origin
- Premier's Reading Challenge launched
- State and Brisbane City Council working together to deliver for Brisbane

Kind regards,

Lee Saunders

Senior Online Communication Officer | Online Communication Team
Department of the Premier & Cabinet
p. 322 58263 | e. Lee.Saunders@premiers.qld.gov.au

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Kate Wilson

From: Blair Ryan <Blair.Ryan@premiers.qld.gov.au>
Sent: Tuesday, 26 June 2012 9:47 AM
To: Kate Wilson
Cc: CS Online
Subject: updates to the Premier's website

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Website

Hi Kate,

Just advising that the Premier's website has been updated to link to the "Message to Queenslanders" video from the 'News' section on the home page, and the 'Newsroom' page of the site.

These changes are now live:

<http://www.thepremier.qld.gov.au/>
<http://www.thepremier.qld.gov.au/newsroom.aspx>

Thanks and regards

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