



**ABC**

Australian  
Broadcasting  
Corporation

**News and Current Affairs**

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To Whom It May Concern

The Conversation has become an important media resource of quality stories and trusted experts for the ABC to follow up through our various broadcasting outlets.

The reason for the good fit between the organisations is our shared commitment to provide audiences with public service journalism, meaning providing a better, deeper and evidence or fact-based understanding of the news.

The Conversation's rich database allows us to find the right person at the right time. And The Conversation's daily "heads up" email – which outlines which academics and what articles it is publishing – has become a crucial tool that many ABC producers now rely on to find trusted experts who can explain the big issues people care about.

Both resources are used by producers to source ideas and people to appear on our radio and television shows, with particular use made by RN's AM and Breakfast, local and national radio – especially the morning shows which help drive the news agenda for the day.

As the national broadcaster, the ABC provides essential context and vital information to millions of people every day through the web, television and radio. The Conversation helps us do that better.

Kind regards

Gaven Morris  
Director News