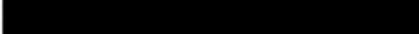


28 May 2021

Ms Rochelle Zurnamer
Content Safeguards Branch
Australian Communications and Media Authority

By email only: 

Dear Ms Zurnamer

Request for information – PRIME7 News reports about a campaign to save local voices

We refer to your email dated 11 May 2021 regarding our *PRIME7 News* story broadcast on 5 November 2020 about the Save Our Voices campaign (**news story**). We understand you sought a response on our compliance with the impartiality requirements of the Commercial Television Industry Code of Practice (**Code**) as part of your ongoing interest around impartiality and commercial influence in broadcast news.

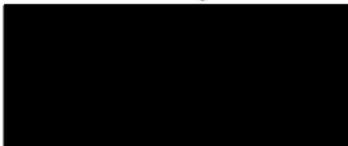
Prime takes pride in reporting factual material accurately, and to ensure that the news is presented fairly and impartially. Under the Code, we are empowered to comment on a controversial issue as part of a fair report on a matter of public interest.

Prime broadcast the news story in good faith and with the intention of reporting on the expiry of funding for regional media. We consider that this a matter of public interest – particularly to our regional audience.

In light of the above, we are confident that our broadcast was compliant with the requirements of the Code.

Thank you for the opportunity to provide a response.

Yours sincerely



Prime Media Group