

From: Evan Ekin-Smyth
Sent: Wed, 7 Apr 2021 16:06:04 +1000
To: Executive Leadership Team
Cc: Louise Parrott; Authorisation Section; David Lang; Julie Igglesden; Bernadette O'Meara; Mark Batistich; Alex Morris; Isabella McCormick
Subject: FOR INFORMATION: Laming matter - enquiries, coverage & social [SEC=OFFICIAL]
Attachments: X00086941559_03a13a6061.mp3

Good afternoon

A quick summation of the comms around the matter today.

Media enquiries

- Initial response provided to The Guardian mid-morning, followed by twelve others
 - s 47F (ABC TV), ABC 730, 7 News, Ten News, AAP, The Project, News Corp – gallery, The Aus, Brisbane Times, Nine News, 2GB
- Follow-up enquiry received from The Guardian
 - A text exchange occurred re the background to civil penalties
- Fair to expect media questions re results in just a matter of days I suspect

Coverage

A large amount of media coverage. The initial [Guardian follow-up article](#) - followed by a range of other online and broadcast content of a similar ilk. Would expect standard TV

- **ABC radio:** news headlines
 - Example audio attached
- **Herald Sun:** [Queensland MP Andrew Laming under investigation from AEC over Facebook posts](#)
 - & other News Ltd titles
- **AAP:** [LNP MP under scrutiny over Facebook pages](#)
 - published in a host of country papers

- **The Australian:** [AEC to probe Andrew Laming over Facebook pages](#)
- **Brisbane Times:** [Electoral watchdog to investigate Andrew Laming's Facebook pages](#)

Social media

- A wave of activity on social media, centred primarily on Twitter
 - Approximately 600 mentions of the matter since 10am, with a potential reach of around 5m users
 - This shows that it is largely journalists with big follower bases and relatively small secondary conversations
 - The graph below shows how quickly something rises and falls on social
 - Very low number of Facebook mentions - primarily from profiles that regularly advocate for one side of politics, and criticise the other
- A relatively small number of users have provided commentary about the AEC's integrity (or perceived lack thereof – see typical example below)
 - However, the vast majority of posts on the matter have been simple retweets of journalists and news outlets 'breaking' the story.



 **Nigel Bell**
@NigelBell19



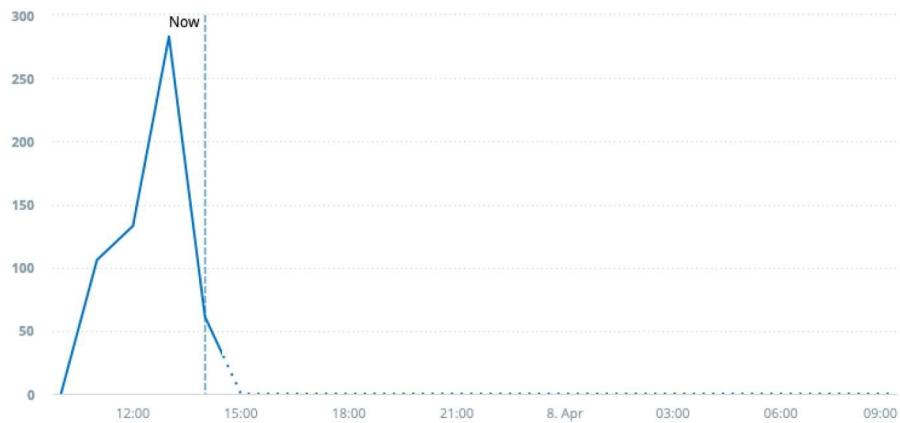
Replying to [@hilly_syd](#) [@AusElectoralCom](#) and 4 others

meh, nothing, absolutely nothing will get done, regardless of whatever honest attempt is made by the staff of the AEC. Management will quietly bend to pressure from the PMO.

3:33 PM · Apr 7, 2021 from Brisbane, Queensland · Twitter for Android

Mentions 583	Avg Mentions / day 583
Authors 540	Estimated Impressions 4.87M

Activity by topic

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