

# MEDIA RELEASE

Published Friday 17 March 2017



## Seven West Media WA delivers Australian first in election coverage

Seven West Media WA embarked on a first in Australian journalism last weekend with large scale election coverage, never before seen in Australian media.

The 2017 WA state election on Saturday March 11 was not only an important day for WA, but also a very big day in the history of the integrated Seven West Media WA newsroom.

The collaboration between news and reporting teams across The West Australian, The Sunday Times, Digital and Channel Seven Perth has created new cross-platform publishing opportunities, allowing SWM to deliver large scale event coverage that no other newsroom in Australia has ever done before.

*'This event brought all parts of Australia's only fully integrated newsroom together,' said The West Australian Editor Brett McCarthy. 'It was a demonstration of what can be achieved when our people work with each other to bring our readers and viewers big news events. The coverage across the newspapers, TV and online was first class.'*

The now fully integrated newsroom was successful in producing several hours of live, rolling television coverage (WA Decides on Seven), five editions of a newspaper on an election day (The Sunday Times), and running live coverage on two websites (PerthNow.com.au and thewest.com.au) including a custom-built vote counter and live blogs on election night.

*'The Seven News special presentation - WA Decides - was a ratings success and a brilliant example what can be achieved technically at Seven West Media WA'* said Channel 7 News Director Howard Gretton. *'It drew together some of the best people from Perth and around the network and showcased our great talent including Susannah Carr, Mark Riley and Geof Parry'*

At The Sunday Times five different editions of the newspaper were made, and more than 120 live pages produced. Staff from across the entire company including reporters, photographers, sub-editors, graphic artists and the print centre all came together to deliver the best coverage possible.

The highly responsive operations also played a part in making it possible to quickly remake the newspaper with the Mark McGowan win, so the breaking news could be distributed all around the state including areas such as Busselton, Bunbury, Narrogin, Nungarin, Mullewa and Pinjarra.

Editor of The Sunday Times Michael Beach said *'The atmosphere in the newsroom was terrific as we pulled apart and interpreted the election in every which way for our readers and viewers.'*

Strategists have said that despite the hype around social media, traditional forms of media remained the most powerful this election. This has been supported by figures behind the mining industry's successful television/newspaper heavy campaign against Nationals leader Brendon Grylls. The Sunday Times readers are highly engaged with 93% of readers take some form of action in response to an advertised campaign.\*

The West Australian, The Sunday Times and Seven Perth coverage in combination with the number one destinations for WA online news; thewest.com.au and PerthNow proved to be a successful media mix.

*'The results were nothing short of outstanding'* said Dan Stinton, Head of Digital Seven West Media WA.

The combined audience of The West and Perth Now reached 430,000 unique browsers on Saturday and 554,000 on Sunday – two of the biggest days on record. The West's live blog also had 229,000 page views from Saturday night into Sunday.

The 2017 State election coverage by Seven West Media WA is an Australian first, demonstrating the power of the integrated newsroom and putting some of the best news brains and resources together.

### For further information please contact:

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Source: emma™ Engagement Study conducted by Ipsos MediaCT, People 14.  
\*Filter: Readers of The Sunday Times (Average issue).