

**From:** Boland, Adam  
**Sent:** Friday, 21 August 2009 2:34 PM  
**To:** Mark Franklin  
**Subject:** FW: Questions for Adam Boland / Sunrise

Mark,

Although Jetstar is a well known sponsor of Sunrise, the interview was not part of any commercial agreement. It was pitched in the normal way and accepted on editorial grounds. We consider airfare wars - particularly on Australia's busiest route - to be of significant interest.

Regards,  
Adam

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**From:** Mark Franklin  
**Sent:** Friday, 21 August 2009 11:21 AM  
**To:** Bryant, Louise  
**Subject:** Questions for Adam Boland / Sunrise

Dear Adam,

Media Watch is interested in the interview Natalie Barr conducted with Jetstar's CEO, Bruce Buchanan on Sunrise on 20/08/09. We hope you can help us with the following questions:

1. What was the news value of this interview?
2. Reports of Jetstar's new services to Tullamarine Airport had been on the evening news the previous night and in that morning's papers. Therefore, what news was exclusive to sunrise?
3. Was the interview conducted as part of a commercial arrangement between Sunrise/Channel 7 and Jetstar?
4. What is the nature of the commercial arrangement between Sunrise/Channel 7 and Jetstar?

Many thanks for your assistance with our inquiries. Due to production pressures we would appreciate a response by no later than the close of business today. If you have any queries, please don't hesitate to contact me on either of the numbers below.

Kind regards,  
Mark.

Mark Franklin  
Media Watch, ABC