

AUSTRALIAN NEWSPAPER HISTORY GROUP
NEWSLETTER

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9.1 COPY DEADLINE, SUBSCRIPTION NOTICE AND WEBSITE ADDRESS

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CURRENT DEVELOPMENTS

9.2 THE NEWSPAPER OLYMPICS

By Victor Isaacs

The Olympic Games in Sydney had a major impact on Australian newspapers. All dailies/Sundays devoted vast amounts of space to news and feature reports. The impact was greatest on Sydney papers, but was major in all. All dailies/ Sundays had regular sections devoted to the Olympics for the last two and a half weeks of September. Even the *Financial Review* had a regular Olympics wraparound! On the other hand, the normal sections of newspapers were smaller than normal, as the Olympics dominated all activities. So, although newspapers were bigger, if one disregarded the Olympic supplements, they were smaller. This was especially noticeable with the Saturday *Sydney Morning Herald* in which both news and advertising were significantly less than normal.

Perhaps the word "supplement" is misleading, because for the broadsheet papers this was the first section each day.

The Olympics coverage was mainly produced by two rival large teams.

1. News Ltd had a group producing coverage for almost all News Ltd papers. This was mainly for a daily insert called the *Olympian* which appeared in all their papers except the *Australian*. The *Olympian* had to be reconfigured to suit the broadsheet Brisbane *Courier-Mail*. The national daily the *Australian* had its own large Olympics coverage.
2. The other major newspaper groups in Australia combined to produce a comparable large coverage for their papers. This team was an alliance of the Fairfax group, West Australian Newspapers, the Rural Press group and Australian Provincial Newspapers. In the Canberra market this meant duplication of stories between the *Sydney Morning Herald* and the *Canberra Times*.

This coverage meant that every day newspapers in each group had page after page which were identical.

During the Olympics the four Sydney papers, *Daily Telegraph*, *Sydney Morning Herald*, *Sunday Telegraph* and *Sun-Herald* published morning, afternoon and evening editions. This must have created havoc with their normal printing schedule for their other publications. A

copy of the first edition of the *Sun-Herald* of 24 September was purchased at Olympic Park at 4.30 on the preceding afternoon!

Printing requirements of the Olympics supplements meant that many regular features were not in their usual places. The *Canberra Times*, in its regular Saturday column about how newspapers are produced (“Addendum” in the *Panorama* magazine section usually by the editor, Jack Waterford, but on this occasion by the deputy editor, Crispin Hull), on Saturday 23 September therefore explained the intricacies of printing requirements.

For the period of the Olympics the *Geelong Advertiser*, for the first time, published on Sundays – in tabloid rather than their usual broadsheet size. The *Geelong Advertiser* indicated that if the experiment was successful they might introduce a permanent Sunday edition. [The editor notes: The *Morning Bulletin*, Rockhampton, published a Sunday paper during the three weekends of the Olympic Games. *Central Queensland Sunday* had 50,000 readers for its first issue, according to the *Morning Bulletin*.]

On a sample day, Monday 25 September 2000, the following was the Olympic coverage in major newspapers, commencing, as it should, with the Sydney papers. The pages are expressed in tabloid equivalents; ie the pages in broadsheet papers have been doubled for this list. Full-page advertisements have been counted if they relate to the Olympics and all in the Olympic supplements. Outside the Olympic supplements, pages have been counted if they were predominantly about the Olympics.

| Newspaper | Olympics supplement (including full-page ads) | Olympics coverage on other pages |
|------------------------------------|--|-------------------------------------|
| <i>Daily Telegraph</i> , Sydney | 44 | 29 |
| <i>Sydney Morning Herald</i> | 64 | – |
| <i>Australian</i> | 48 | – |
| <i>Australian Financial Review</i> | 8 | – |
| <i>Herald Sun</i> , Melbourne | 36 | 32 |
| <i>Age</i> , Melbourne | 48 | – |
| <i>Courier-Mail</i> , Brisbane | 40 | 12 |
| <i>West Australian</i> , Perth | 24 | 3 |
| <i>Advertiser</i> , Adelaide | 36 | 14 |
| <i>Canberra Times</i> | 24 | 6 |
| <i>Mercury</i> , Hobart | 36 | 6 |

It appeared on a very cursory survey that more overseas papers than normal were in sale in Sydney during the Olympics. It was certainly unusual to see overseas papers on sale consistently featuring Sydney news on their front pages. *USA Today* and the *International Herald Tribune* produced Sydney editions. *USA Today* sold for a reduced price of \$A2. It included non-Olympics Sydney features and weather. The *International Herald Tribune* had four page advertising wraparounds each day.

The big surprise of the newspaper Olympics was that the German popular daily *Bild* (“Picture”) also produced a Sydney edition for the duration of the Olympics. On Saturday 23 September, for example, *Bild*, dated Friday 22 September, was on sale in Sydney. The cost was \$A2. The Sydney edition was produced by facsimile transmission of material from Germany, including their Olympics coverage. There was also half a page of locally generated material, including local features, information and weather. [See also 9.30.3 and 9.30.12; and *PANPA Bulletin*, September 2000, for “Papers ready for the Games of the new millennium”, pp.5-6, and “Newspapers make the most of Olympic opportunity”, pp.41-43, 45.]

9.3 FAIRFAX (1): TARTING UP GRANNY

The redesign of the *Sydney Morning Herald* (see 8.37), which took effect from 31 July, occupied the minds of several media columnists early in August. Mark Day wrote an insightful and generally favourable review of the redesign of the *Sydney Morning Herald*. “The Hywood/McGeough makeover is not good, but it is a pretty good effort,” Day wrote, but he concluded (*Australian*, Media liftout, 10 August 2000, p.13): “In the end it’s the editorial content itself – the words and pictures – that creates in readers a daily purchase habit, rather than the way it is displayed.” Errol Simper gave the redesign the thumbs down in his column in the same issue of the Media liftout (p.4).

The *Herald* responded quickly to two recurring complaints from readers, one about the use of an 8.7-point type (instead of 9-point) face in the text of stories and the other about a sans serif font on the letters page. On 3 August, Greg Hywood and Paul McGeough wrote to the readers: “This week we have had many phone calls, letters and emails from readers about the *Herald’s* new presentation. Many readers were complimentary; some were tentative and others were downright angry that we would change or move any of the certainties in your newspaper. But one complaint stood out – that the Charter typeface the paper is now using might well be elegant, but that we have been running it at a too-small point size. We have addressed this issue in today’s *Herald*. In printer’s parlance, we have restored the print size to nine point, the size that you have been familiar with for years.” From Monday 14 August the letters page sported the same font as the rest of the paper, the 9-point Charter (a serif).

Paging for the *Sydney Morning Herald’s* Saturday edition varied little when the redesign of the paper took place. Tabloid equivalent of the final “old-style” Saturday *SMH* was 640 pages and of the first redesigned one, the “Weekend” *Sydney Morning Herald*, was 636.

Column 8 said (*SMH*, 8 August): “We’ve said we didn’t plan to take comments on the move to the back page, but then a Wahroonga dentist, with a burning desire to be poet laureate, offered this.

**I checked the *Herald* carefully
No Granny could I find,
Until I reached the back page
She was leading from behind!
It’s clear she’s been promoted
Column 8 left well below:
If I’ve summed her up correctly
She’s Column ONE SIX OH.**

Ken Sanz writes of the revamp: On the whole, it is not too bad, but my feeling is that it looks too conservative, particular the op-ed pages. They remind me of the Michael Cannon edited original edition of the Melbourne *Sunday Review*. The old *Herald* was woeful as far as design goes; the typefaces are now cleaner and better presented. The design of the *Herald’s* obituaries is just the pits. Are they meant to be editorial to help with the paid funeral notices? They are in the wrong place and the design is very poor still. The actual articles may be fine, but the design before and after puts people off. The look of the *Herald* is now cleaner. Whether it will attract new readers, I am not sure.

One problem is that the *Herald* carries very little Sydney news. I think they leave that for the Fairfax suburbans. The *Daily Telegraph* always runs more news stories than the *Herald* and this goes back to just after World War II. When I was a messenger boy at the *Herald* (only the *Sun* called their equivalents copy boys), I worked in the subs room of a day time and the day sub used to cut up the items for a Scoop Book. The *Telegraph* always had about three times the number of scoops that the *Herald* had. They did not do anything about it, though; just continued to stick the evidence in a large book.

9.4 FAIRFAX (2): SMARTENING UP GRANNY

“It has been brought to the attention of the *Herald*,” the *Sydney Morning Herald* said on 4 September (p.2), “that a Page 1 photograph in last Wednesday’s issue – of a man apparently asleep in front of a city billboard of Olympic swimmer Ian Thorpe – was not a genuine depiction of the life of the homeless who sleep in the central business district. As a result of inquiries by the ABC’s *Media Watch* program it has been established that the man was taken to the billboard, on the corner of George and King Streets, by *Herald* photographer Steven Siewert. Siewert has also acknowledged that he gave the man \$20. Both actions contravened *Herald* policy. The newspaper apologises for misleading its readers.”

The *Daily Telegraph* reported on 5 September (p.5): “The credibility of the *Sydney Morning Herald* has been damaged after it published a fraudulent photograph accompanying an article attacking the Olympic Games. The publication prompted fresh accusations that the *Herald* is deliberately publishing negative stories about the Olympics.” New South Wales Treasurer Michael Egan accused the *Herald* of being “anti-everything”. He said: “It’s anti-Olympics, it’s anti-Sydney, it’s anti-NSW, it’s anti-Australia.” On *Media Watch* Paul Barry reported that the *Herald* photographer had been suspended for a week. [See 9.8]

9.5 FAIRFAX (3): JOURNALISTS STRIKE A LOCKOUT

Fairfax newspapers were produced by non-union labour on 30 August when editorial staff voted to strike for 24 hours. On 1 September hundreds of journalists were locked out of Fairfax newspapers in Sydney, Melbourne, Newcastle and Wollongong with the publisher claiming that industrial action had created an “impossible” environment for newspaper production. In Melbourne, management at *The Age* confiscated media passes from journalists and photographers for the Australian Football League grand final, played on 2 September. In Sydney, telephones were cut and the canteen closed when some staff defied the lock-out order and remained passively at their desks.

A Canberra correspondent of this newsletter said the National Library received only two copies of the Saturday (2/9) edition of *The Age*. The Manuka Newsagency said only 1,000 copies were produced before the presses were shut down. Manuka received only six copies. [Mark Day reported that the editorial strike “cost the entire Saturday edition of *The Age*”.] The ABC reported that the print run for Monday’s edition (4/9) ran five hours over time because Saturday’s employment section and other weekend inserts were included in Monday’s paper.

9.6 FAIRFAX (4): THE AGE GOES GLOBAL

From 21 August a 32-page global edition of Melbourne’s *Age* can now be bought in the United States, Europe and some parts of Asia (*The Age*, 22 August 2000, p.2; *PANPA Bulletin*, September 2000, p.25). The paper, priced at \$US2.50 (\$4.25), is published in A3 size and distributed through retail venues, including bookstores, airlines, universities and hotels on the day of publication. The global edition is designed to complement the newspaper’s online site (theage.com.au). Global editions of other Fairfax publications, the *Sydney Morning Herald* and the *Australian Financial Review*, followed by the end of August. The initiative follows an agreement between the Fairfax group and international distributor, PressPoint.

9.7 FAIRFAX (5): PROFILE OF FRED HILMER

The chief executive of John Fairfax Holdings, Fred Hilmer, was profiled in the *Herald*’s business pages on 9 September 2000, p.53.

9.8 ALLEGATION OF ENHANCING WATERHOLE PHOTOGRAPH

A Central Australian Tourism body has accused the Territory's Tourist Commission of enhancing a photograph of a popular waterhole for a tourism campaign. Local tourism operators are perplexed by a photo that depicts a water hole in the West Macdonells with dazzling blue water. It appeared recently in *The Australian Magazine*. The Territory Tourist Commission denies the photo was enhanced to make the water very blue. Craig Catchlove, from the Central Australian Tourism Industry Association, says photo enhancing is not warranted and can lead to unfulfilled expectations.

9.9 RURAL PRESS LAUNCHES LIFESTYLE MAG

Rural Press Ltd has launched a lifestyle magazine, *Friday*, whose aim – in the words of editor-in-chief Chris Griffith – is to “crusade for the revitalization of rural Australia”. The first issue, which appeared in August, has a distinctly Nine Network flavour about the columnists. They include former *A Current Affair* and *Midday Show* host, Ray Martin, and *Today* chef Peter Howard, and Tracey Grimshaw presenting a favourite recipe. Athlete Melinda Gainsford-Taylor is featured in an article and she herself will become a regular writer and columnist. *Friday* is inserted in the RPL rural weeklies – the *North Queensland Register*, *Queensland Country Life*, *The Land*, *Stock & Land*, *Stock Journal* and *Farm Weekly* – during the first week of each month. Julie McGlone is editor.

9.10 BUSINESS NEWS GOES WEEKLY

Western Australia's independent business newspaper, *Business News*, has shifted to weekly publication after seven years as a fortnightly. The paper is issued free throughout Perth's CBD but a drive has begun to increase paid sales in other parts of the State. (*PANPA Bulletin*, September 2000, p.25)

9.11 QUEANBEYAN AGE CELEBRATES 140 YEARS

The *Queanbeyan Age*, which began as the *Golden Age* on 15 September 1860, celebrated its 140th birthday by issuing a 16-page historical supplement on the appropriate date. (Queanbeyan is closer to Parliament House, Canberra, than many Canberra suburbs.) The *Age*, owned by Rural Press Ltd, is published as a tri-weekly.

9.12 COMPANY PROFITS

It's the season for reporting financial performance for the year to 30 June: John Fairfax Holdings, \$185.75 million net profit (up 3pc); Rural Press Ltd \$55.73 million (up 33.6pc); News Corp \$1.9 billion (up 77 pc), buoyed by an abnormal gain of \$662 million mainly from the sale of its shares in Echostar and Ansett Australia.

9.13 PRICE RISE FOR WEEKEND AUSTRALIAN

The price of the *Weekend Australian* rose from \$1.85 to \$1.90 on 8 September because of “rising costs, including fuel and recent award pay increases to editorial and production staff”. This is 10c more than the weekend *Sydney Morning Herald*. The price of the weekday *Australian* remained at \$1.10. [Source: *Weekend Australian*, 8-9 September 00, p.2; also see 8.26]

9.14 RULING RAISES CONCERN ABOUT PRESS FREEDOM

The Australian Press Council says it is concerned the freedom of the press may be restricted by a ruling of the New South Wales Administrative Decisions Tribunal. The Tribunal has

ruled that the *Australian Financial Review* breached the Anti-Discrimination Act by publishing an article in December 1998 that was highly critical of the Palestinians. The article was a clearly defined opinion piece and, following a complaint, rebuttal was published. Chairman of the Press Council, Professor Dennis Pearce, says while the article was “vigorous” it had been followed by fairly vigorous refutations, and in his opinion a balance had been achieved. “Our concern is that if the tribunal doesn’t pay attention to the notion of both views being able to be put, it’s going to curtail debate on sensitive matters,” she said. An appeal has been lodged against the ruling.

9.15 CHRONOLOGY OF RECENT EVENTS

| | |
|---------------------|---|
| 30 July | Death of Richard Neville (Dick) Cole, general manager of the <i>Canberra Times</i> , July 1964 to March 1976; helped force <i>The Australian</i> to shift from Canberra (<i>Canberra Times</i> , 1 and 4 August 00). |
| August | Rural Press Ltd publishes first issue of lifestyle magazine, <i>Friday Magazine</i> , to insert in its rural weeklies on the first Thursday of each month (see 9.3). |
| 10 August | Obituary for Lyulph (Lyle) Arthur Stanley Cousland, journalist in Brisbane, Melbourne, Fleet Street; became editor of Melbourne’s <i>Argus</i> the day it closed; editor-in-chief of Melbourne’s Southdown Press, 1960-70; executive editor of Murray Publications, a chain of 15 magazines, 1970-76; ended career in 1980 as Australian Press Council secretary; aged 81 (<i>Sydney Morning Herald</i> , 10 August 00, p.31; <i>Australian Book Collector</i> , September 2000, p.11) |
| 10 August | Death of Sir Theodor Bray, editor of Brisbane’s <i>Courier-Mail</i> for 26 years; Chancellor of Griffith University, 1975-85; aged 95 (<i>Courier-Mail</i> , 11 August 00, p.4; <i>Australian</i> , 22 August 00, p.16, obit.). As recently as 5 April he had a letter to the editor published in his old paper. |
| 21 August | Death of Aurelio (Rex) Lopez, Spanish-born journalist who worked for Ezra Norton’s publications in London; general reporter for the <i>Daily Mirror</i> , Sydney; TV and theatre critic for Melbourne’s <i>Sun</i> ; features editor for <i>Sunday Herald Sun</i> ; aged 71 (<i>Age</i> , 24 August 00, Today p.7). |
| 21 August | A 32-page global edition of Melbourne’s <i>Age</i> can now be bought in the United States, Europe and some parts of Asia (<i>The Age</i> , 22 August 00, p.2). See 9.5. |
| 21 August | <i>Border Mail</i> , Albury-Wodonga, introduces a north-east Victorian edition (<i>PANPA Bulletin</i> , September 2000, p.11). |
| 25 August | Death of Jack “Ace” Ayling, racing writer and writer of crime stories for <i>Truth</i> ; led the media pack in famous cases such as the Pyjama Girl murder in the 1940s; the disappearance of the Beaumont children and the execution of Ronald Ryan, the last man to be hanged in Australia (<i>Herald Sun</i> , 26 August 00). |
| 28 August | Death of Richard Carey, journalist who worked in Young, NSW, Port Moresby, Fleet Street, Europe and New York; features editor of <i>The Australian</i> before becoming a supervising producer at Nine’s <i>60 Minutes</i> ; won Walkley Award for newspaper coverage of battle between bulldozers and villagers with clubs at Bougainville copper mines; aged 52 (<i>Australian</i> , 19 September 00, p.34). |
| 30 August | <i>Sydney Morning Herald</i> published fake photograph on Page 1 (see 9.3). |
| 25 September | Death of Phil Pearman, began career in journalism in England; distinguished letters editor of the <i>Australian</i> 1979-91; editor of <i>Catholic Weekly</i> , 1993-96; aged 66 (<i>Australian</i> , 28 September 00, p.31). |

9.16 THE DIGITAL DIVIDE

More than 70 per cent of Australians will have home Internet connections in three years, but this will only accentuate the gap between the information rich and information poor (*Courier-Mail*, 25 August 00, p.11). The University of Canberra’s National Centre for Social and Economic Modelling found in a study of Internet usage that:

- People earning \$85,000 or more a year were three times more likely to be online than people with annual incomes of less than \$22,000.
- People with a bachelor's degree were 2.3 times more likely to be online than those with only primary education.
- People aged under 55 were twice as likely to be online as people over 55.
- Households with children aged over 10 were twice as likely to have the Internet as those with younger children.

9.17 NEWSPAPER REPORTING ON THE NSW SOUTH COAST

The struggles of an independent newspaper, the *Shoalhaven Independent*, Nowra, were featured in the *Illawarra Mercury*, Wollongong, on 3 August 2000 on Pages 1, 4 and 5. The publisher, Shoalhaven Publishing, went into receivership in November 1999 with debts of \$460,000. The principal of the business was Trevor Kilner, three times deputy mayor of Nowra, and a nephew of former country newspaper publisher, Colin Lord. A number of former employees are still owed considerable sums of money, the *Illawarra Mercury* reported.

9.18 NEWSPAPER READERSHIP

Fewer people are reading newspapers, the *Sydney Morning Herald* acknowledged [19/8, p.9] when reporting the latest Roy Morgan Research readership figures – for the three months to 30 June. The *Herald* proceeded to do something unusual, combining circulation and readership details in the one story. Over a Sunday-to-Saturday period, in Sydney there were 230,000 fewer readers of newspapers than a year earlier. The *Herald*, which lost an average of 1,982 sales each weekday (down to 231,518), gained 3.4 per cent more readers than during the same quarter last year. Saturday's edition, with a loss of 11,801 copies in sales (2.9 per cent), lost 2.5 per cent of its readers.

Despite no change in circulation, Brisbane's *Courier-Mail* gained 14,000 readers (2.4 per cent), it reported.

9.19 NEWSPAPER CIRCULATIONS

The *Australian Financial Review*, both weekday and weekend, continues to outperform other major newspapers in circulation. For the six months to 30 June, Audit Bureau of Circulation figures show that weekday circulation was up 6.04 per cent (5,556 copies) on the same period in 1999 and weekend, up 15.69 per cent (13,338). No other national or metropolitan daily or Sunday paper could claim an increase of more than 2 per cent. The next best were *The Age*, weekday edition, up 1.8 per cent, and the *Northern Territory News*, Saturday edition, 1.7 per cent. Significant falls were the Saturday editions on the *Sydney Morning Herald* (2.9 per cent) and *The Age* (3.0 per cent) and the weekday edition of the *Daily Telegraph* (4.1 per cent).

Among the regional dailies, steady declines were the feature, but the *Newcastle Herald*, a tabloid since July 1998, continued its impressive reversal of form. After increasing its circulation by 5,912 (13.3 per cent) in 1998-99, it jumped another 2,400 (4.8 per cent) in 1999-2000. The circulation of another recently tabloid paper, the *Bendigo Advertiser*, flattened out – an increase of only 88 – after jumping by 333 the previous year. The *Gold Coast Bulletin* increased by 1,537 (3.6 per cent) after a moderate gain of 365 the previous year. Albury-Wodonga's *Border Mail* jumped 613 (2.3 per cent) to 26,790 after falling by 205 the previous year. The smallest circulation of the audited dailies is the *North-West Star*, Mount Isa, with 4,019 (down 149).

| Newspaper | Six months to 30/6/2000 | Six months to 30/6/99 | Change % |
|--|----------------------------|--------------------------|------------|
| <i>Australian</i> (M-F) | 132,595 | 131,097 | + 1.1 |
| <i>Australian</i> (Sat.) | 304,038 | 310,394 | - 2.0 |
| <i>Australian Financial Review</i> (M-F) | 97,556 | 92,000 | + 6.0 |
| <i>AFR Weekend Edition</i> (Sat.) | 98,338 | 85,000 | + 15.7 |
| <i>Daily Telegraph</i> (M-F) | 414,365 | 432,105 | - 4.1 |
| <i>Daily Telegraph</i> (Sat.) | 346,887 | 354,219 | - 2.1 |
| <i>SMH</i> (M-F) | 231,518 | 233,500 | - 0.8 |
| <i>SMH</i> (Sat.) | 393,699 | 405,500 | - 2.9 |
| <i>Sun-Herald</i> | 584,000 | 600,000 | - 0.3 |
| <i>Sunday Telegraph</i> | 718,536 | 720,505 | - 2.7 |
| <i>Herald-Sun</i> (M-F) | 551,350 | 560,887 | - 1.7 |
| <i>Herald-Sun</i> (Sat.) | 512,318 | 521,417 | - 1.7 |
| <i>Age</i> (M-F) | 199,199 | 195,599 | + 1.8 |
| <i>Age</i> (Sat.) | 330,247 | 340,577 | - 3.0 |
| <i>Sunday Herald-Sun</i> | 537,4000 | 534,100 | + 0.6 |
| <i>Sunday Age</i> | 196,234 | 197,175 | - 0.5 |
| <i>Courier-Mail</i> (M-F) | 218,963 | 218,900 | Negligible |
| <i>Courier-Mail</i> (Sat.) | 341,472 | 342,500 | - 0.3 |
| <i>Sunday Mail</i> (Qld) | 589,765 | 591,300 | - 0.3 |
| <i>Advertiser</i> (M-F) | 206,758 | 209,122 | - 1.1 |
| <i>Advertiser</i> (Sat.) | 275,861 | 277,448 | - 0.6 |
| <i>Sunday Mail</i> (SA) | 347,157 | 348,367 | - 0.3 |
| <i>West Australian</i> (M-F) | 217,008 | 221,282 | - 1.9 |
| <i>West Australian</i> (Sat.) | 388,290 | 389,810 | - 0.4 |
| <i>Sunday Times</i> (WA) | 344,169 | 344,149 | Negligible |
| <i>Mercury</i> (M-F) | 50,504 | 50,802 | - 0.6 |
| <i>Mercury</i> (Sat.) | 64,919 | 64,572 | + 0.5 |
| <i>Sunday Tasmanian</i> | 57,257 | 57,249 | Negligible |
| <i>Sunday Examiner</i> | 42,032 | 42,571 | - 1.3 |
| <i>Canberra Times</i> (M-F) | 38,987 | 39,678 | - 1.7 |
| <i>Canberra Times</i> (Sat.) | 70,558 | 71,254 | - 1.0 |
| <i>Canberra Times</i> (Sun.) | 37,095 | 37,450 | - 0.9 |
| <i>Northern Territory News</i> (M-F) | 23,103 | 23,109 | Negligible |
| <i>Northern Territory News</i> (Sat.) | 31,882 | 31,364 | + 1.7 |
| <i>Sunday Territorian</i> | 25,459 | 25,967 | - 2.0 |

9.20 VOICE OF BATTLERS FALLS SILENT

The *Sydney Morning Herald* reports (19 August, p.3) on a bitter struggle for control of *Neighbourhood News*, the volunteer-produced newsletter of the St Peters Sydenham Tempe Neighbourhood Centre. The struggle has led to a Supreme Court action. Once a trenchant critic of Labor powerbrokers in the troubled inner industrial suburbs of Sydney, the A4-sized newsletter has fallen under party control and been silent since February. Writs have been taken out in the Supreme Court to challenge the Neighbourhood Centre membership of six staffers from the offices of two ALP politicians, Anthony Albanese, the local Federal Member, and his wife, Carmel Tebbutt, NSW Minister for Juvenile Justice. Also under challenge are the memberships of the Mayor of Marrickville, Cr Barry Cotter, two other Labor councillors, including Cr Sam Iskandar, and his wife, Khadijeh, and 13 members of the Iskandar family, all recently enrolled as Neighbourhood Centre members. "The newsletter is the mouse that roared," said Cr Sylvia Hale, a No Airport Noise Independent. "But the mice are biting back."

9.21 QUARTERFOLDS BEING PRODUCED FLAT CHAT

Your editor inquired of electronic subscribers to this *Newsletter* about what quarterfold newspapers they received where they lived. (Quarterfolds are half tabloids or A4-sized newspapers or newsletters.) Here are some of the responses:

From Sydney, **Ken Sanz** writes: The *Leichhardt, Glebe and Annandale Village Voice* a free newspaper, has no folios but “Established in 1997” on the cover. The June 2000 issue of this monthly has 40 pages plus a glossy cover plus a Dining In Guide 2000 of 16 pages that is also published in the *Balmain-Rozelle Village Voice*. The Balmain-Rozelle issue is the older of the two. It is published by Village Suburban Newspapers at 760 Darling Street Rozelle. CAB audited circulation of 21,416 copies and is printed at Harris Print, 39 Alexander Street, Burnie, Tas. The publisher/editor is Kylie Davis. Tel. (02) 9818 1008. Fair bit of use of full colour in adverts and pics. Has three 60mm wide columns. Ten full-page ads and the average of the other pages is 2 columns x 180cm or 360cm per page of news or other matter, not advertising house or paid. The front-page news spot is 3 column by 170cm.

Twenty-seven of the forty pages have colour, most of it four-colour. Only four pages are black and white: 2 and 39 on one sheet and 8 and 33. This tells me it was printed tabloid and means that these pages are not the fold of one sheet. Therefore they are able to print every page with four colours! The interesting thing is that pages 12 to 20 and 21 to 28 were still folded together where the guillotine missed the top edge, which would suggest that it was not printed as one 20-page tabloid, but a 12 page tabloid plus an eight-page tabloid. The 16-page supplement is all full colour and printed on whiter and slightly thicker stock. The supplement has 3½ pages of editorial, the rest is advertising. *The Voice* has a gloss white stock for the cover, a single sheet of four half-tabloid pages, the whole is bound with staples. The gloss cover stock is probably to compete with the gloss paper of Hannan Print's *The Western Suburbs Courier* and the gloss cover of Cumberland's *Glebe and Inner Western Weekly*. Both of these tabloids also have full cover gloss real estate advertisements inside. The *Courier* is totally printed on gloss heat-set stock.

There is a newer publication the *Newtown Times* also printed at Burnie, but it is the size of Fairfax's *Good Weekend* and is again a full colour monthly, stapled and free!

From Melbourne, **Paul McPherson** writes: I don't receive a quarterfold at home, but the following details are from three community news magazines from Bayswater / Boronia / Rowville, stretching from south of my suburb of Croydon, across the foothills of the Dandenong Ranges, in the outer eastern suburbs of Melbourne, all running 11 issues a year (no January issues).

Bayswater Inside Out

Current Issue – July 2000 (Issue No. 85)

Monthly – February to December

8500 x 16pp, two colours throughout on 52 gsm Florentine Image stock.

Published by Bayswater Community News - 3153 Inc., ISSN 1039-9003

PO Box 2078, Bayswater, Victoria, 3153.

Contact: Editor: Alastair Rosie (03) 9729 0639

Email: rosie@image.net.au

Percentage editorial content = 70%

Boronia and The Basin Community News

Current Issue – July 2000 (Issue No. 70)

Monthly – February to December

10,500 x 24pp two colours throughout on 52 gsm Florentine Image stock.

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Rowville Lysterfield Community News

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From Brisbane **Rod Kirkpatrick** writes: My neighbourhood receives the *Centenary Suburban News*, a monthly quarterfold, generally 20 pages, “independently” published by Local News Publications, a trade name of Wren Enterprises Pty. Ltd., from Richlands. No. 52 was August 2000. Gloss stock. Good use of process and spot colour. It first appeared in March 1996 (14pp – yes, 14), promising to provide “a new local forum for news and views”.

From Canberra **Brian O'Connor** sent a national list of the quarterfold newspapers that he has compiled. He says there are about 90 quarterfolds being published in different parts of Australia. His directory includes circulation, frequency of publication and other details. Examples: *The Beeac News*, Beeac, Vic., circulation 130, paid fortnightly; *Flat Chat*, Captains Flat, NSW, circulation 1200, free monthly (September 2000 was Vol. 6, No. 8); and *Kojanup News*, Kojanup, WA, circulation 1280, free fortnightly.

O'Connor said Queensland was the “king of the quarterfold”, possibly because of the scattered nature of settlement. Queensland centres with quarterfolds included Thursday Island, Weipa, Winton, Cooktown, Cardwell, Ravenshoe, Mount Morgan, Monto, Nanango, Gayndah, Kenilworth, Buderim, Montville, Maleny, Beerwah, Palmwoods, Dayboro, Samford, Loganholme, Jimboomba, Rosewood, Withcott, Allora, Surat and Inglewood. He mentioned especially the *Tamborine Mountain News*, published for parts of the Gold Coast hinterland. Volunteers have produced it for more than 40 years. Joint editor Eve Curtis told this *Newsletter* that it began in October 1958 and now appeared fortnightly (No. 1035 appeared on 11 July 2000). It was distributed free to 2700 mailboxes on the Tamborine plateau and down the mountain at Tamborine village and Canungra. Curtis said it was normally 28 or 32 pages, and sometimes ran to 36. The community helped with news and photographs. The *Beaudesert Times* had printed the *TM News* since its first issue. The *News* established a rainforest trust in 1988 and had since bought two areas of rainforest for preservation and had been given another (interview, 11 July 2000).

9.22 MONSTER IN THE MAIL

On Friday, 8 September, the *Courier-Mail*, Brisbane, left no doubt about its feelings when it reported the conviction of Leonard John Fraser, 49, on a charge of murdering Keyra Steinhardt, 9, of Rockhampton. The illustrated poster outside newsagencies read:

Keyra's killer: LIFE OF A MONSTER. (Your editor has a copy for posterity.)

The headlines on various stories in the paper were:

Page 1 Keyra killer a sex beast: Fraser has history of offences

Page 2 (under a theme heading for the page of: Monster in our midst)
Mother's anguish goes on long after verdict
Denial inflicted more pain
Pages 16-17 MONSTER IN OUR MIDST
Page 18 (editorial) System must not fail another Keyra

9.23 THE AUSTRALIAN AND CANBERRA

From Victor Isaacs: The *Australian* of 14 September in Canberra had a banner at the top of page 1: "Canberra begins the Games" (referring to the beginning of the soccer tournament). At the top left-hand corner, where editions are now indicated, there was a tiny "CAN". As far as I know, this is the first time there has been a Canberra-specific printing of the "national" newspaper (well, since the *Australian* left Canberra for Sydney more than 30 years ago). The editor notes: The Queensland edition of the *Australian* did not carry a Brisbane or Queensland "label".

LITERATURE ABOUT NEWSPAPER HISTORY

9.24 THREE OLD MAGAZINES

John Russell, a new subscriber, offers the following reference, which he suspects may not be well known:

B. J., 'Three old Victorian magazines', *The Melbourne Review*, Vol. VI, January to October 1881, pp.293-302.

ITEMS RELATED TO NEWSPAPER HISTORY

9.25 WHAT DOES DAILY MEAN?

What does "daily" mean (see 8.21)? It means, writes **Ken Sanz**, whatever the newspaper wants it to mean! As a boy, I remember the *Newtown Daily* was published every Thursday. The *Bondi Daily* was published on Wednesday, Friday and Saturday around 1954 and then on Friday and Saturday around 1958. Both the *Mosman Daily* and the *Great Northern* (North Sydney) were published from Wednesday to Saturday by 1958.

In 1935 the *Katoomba Daily* was published Tuesday, Thursday, Friday and Saturday. The *Newtown Daily* was Monday, Thursday and Friday. The *Manly Daily* was published Wednesday to Saturday, but it published a *Pictorial* on a Tuesday! The *Wentworth Evening News* (NSW) was published only on a Saturday, and then in the morning.

9.26 THAT NEW-FANGLED HOT METAL

From Nowra, NSW, **Alan Clark** writes: I have enjoyed reading about the last of the "hot metal" newspapers in recent ANHG newsletters, and do not really have anything to add, except that I spent a week on the Linotype at the previously mentioned *Yass Tribune* when I first came to NSW 25 years ago. However it may be interesting at some time to list the metals used to make up the Linotype metal. I am hazy on what they were, but I do remember the unique properties of antimony, which expands as it cools, thus allowing the Linotype slugs to remain the same size. I remember as an apprentice having an ingot of metal sent away for analysis from time to time, so that the metal could remain pure.

Although it has more to do with printing than newspapers, I would like to mention an experience as a tourist. When in Great Britain three years ago, I had the privilege of visiting Robert Smail's Printing Works in a Scottish village called Innerleithen to the south of Edinburgh. It had operated as a handset shop from 1847 until 1986 when the National Trust

bought it – and they never did get around to that new-fangled hot metal setting. Still in existence were books with samples of the job printing they had done. When I was there, three employees (two female and one male) were printing occasional jobs on the hand platen and Heidelberg, and they accepted tourists willing to have a go at hand-setting. Without letting on to the guide, I picked up the composing stick and was privately pleased to use the skills that I had learned with the *Warragul Guardian* (Vic.) almost 40 years earlier.

An item from *The News*, Shoalhaven, dated 14 August 1875 tells a story from the hand-setting days, which was obviously lifted from a newspaper in another part of the State. It reads: “A compositor named Edward King, engaged on the *Inverell Dispatch* was brought up in custody at the local police court charged with wilful destruction of property. It appears that defendant had been given notice of dismissal for drunkenness and he immediately walked into the printing office and upset several galleys of type, comprising a number of columns that were ready for press. Defendant was fined one pound, or seven days’ imprisonment.”

9.27 NEW ACQUISITIONS AT THE NATIONAL LIBRARY

Bill Tully reports the following new acquisitions at the National Library of Australia:

- Maitland Mercury, Vol. 3, Newspaper index, 1845. Located: McN 1767.
- The Port Phillip Patriot almanac and directory for 1847. Located McN 1965.
- Circus, vaudeville, theatrical performers, sports athletes ... in Australia and New Zealand, 1912-1937; newspaper and magazine clippings. Located Mfm N515.

9.28 LIBRARIES DUMP BOUND COPIES OF NEWSPAPERS

Bill Tully reports also: *The Times* Literary Supplement published an article – “The vandals of Colindale”, 18 August 2000: 14-15 – criticising the selling/pulping/dumping of bound copies of unique newspapers by the British Library. An earlier and longer *New Yorker* article (24 July 2000: 42+) by Nicholson Baker – “Deadline” – levels similar charges against the Library of Congress and argues that microcopy is not always a suitable (or in some cases a complete) replacement of the original; and that the original if kept in good storage conditions need “deteriorate”. Baker is doing more than whinge – he is buying print copies discarded by LC and other large libraries and warehousing them at his own expense

9.29 RECENTLY PUBLISHED (1): BOOKS

9.29.1 ANZACS, THE MEDIA AND THE GREAT WAR by Dr John F. Williams, University of NSW Press, 312pp, paperback, 1999, ISBN 0-86840-569-8. The Anzac-legend is examined as a media-based phenomenon. Using newspaper reports of the Great War from Australian, British, French and German sources, the author reveals how the media operated during the first experience of total war.

9.29.2 SIR FRANK PACKER: THE YOUNG MASTER by Bridget Griffen-Foley, HarperCollins, 400pp, hardback, 2000, ISBN 07332 64227. The first independent biography of this fascinating Australian media mogul.

9.30 RECENTLY PUBLISHED (2): ARTICLES

9.30.1 HERALDING A NEW LOOK by Amanda Meade, *Australian*, Media liftout, 3 August 2000, p.5. Interview with editor of *Sydney Morning Herald* about its redesign. Also see OVERALL THUMBS UP FOR HERALD REVAMP by Mark Day in the Media liftout on 10 August 2000, p.13.

9.30.2 S SHOCKING SUCCESS by Iain Shedden, *Australian*, Media liftout, 3 August 2000, pp.6-7. *That's Life* has built its circulation on readers who provide the stories, and editor Bev Hadgraft has discovered there are few limits on what people are prepared to reveal.

9.30.3 TEAMWORK FOR OLYMPIAN TASK by Andrew Dodd, *Australian*, Media liftout, 3 August 2000, pp.12-13. Media outlets joined unlikely alliances to cover the Games in Sydney.

9.30.4 SPARKING A GREEN CHAIN REACTION by Andrew Dodd, *Australian*, Media liftout, 10 August 2000, p.8. Environment magazine *Chain Reaction* celebrates 25th anniversary.

9.30.5 GLOSSY DREAMS by Andrew McKenzie, *Australian*, 1 August 2000, p.32. Our appetite for "lifestyle" magazines shows no sign of waning. Includes circulation comparison for July-December 1998 and 1999.

9.30.6 WOMEN'S MAGS SAG WHILE MEN'S TITLES SHOW FIGHT by Paul McIntyre, *Australian*, Media liftout, 10 August 2000, p.13. Analysis of latest magazine circulation figures.

9.30.7 THE FUNCTIONS OF THE PRESS by Evan Whitton, *Australian Press Council News*, August 2000, pp.5, 12. Misconceptions about the press' function are noted, and the Whitton view of what the press should do is presented, with some emphasis on legal aspects.

9.30.8 WRITING ABOUT THE PACKER DYNASTY by Bridget Griffen-Foley, *Australian Book Review*, August 2000, pp.34-37. Testing the apocryphal for truth only to have book reviewers fail to discover the tried and tested version.

9.30.9 KINGSTON THE CRUSADER AT HOME IN THE HOUSE by Gabrielle Chan, *Australian*, Media liftout, 24 August 2000, pp.12-13. Margo Kingston, a 10-year veteran of the Canberra press gallery, has admirers and detractors for her style of journalism, that of the passionate partisan rather than the impartial observer.

9.30.10 IN THE INTERESTS OF RURAL SOCIETY: THE RIVERINA PRESS AND THE PROVISION OF HEALTH AND EDUCATION, by Nancy Blacklow, *Rural Society: The Journal of Research into Rural and Regional Social Issues in Australia*, Vol 10, No 2, 2000 (Special Edition: Rural and Regional History), pp.215-28.

9.30.11 LOCAL NEWSPAPERS: LOCAL IDENTITIES? by Ross Harvey on pp.252-60 of the *Rural Society* issue mentioned in 9.30.10. This is a value-added summary of and report on the 1999 Chiltern conference papers.

9.30.12 OLYMPIAN PRINT RUN by Mark Day, *Australian*, Media liftout, 31 August 2000, p.13. In his "On media" column, Day tells of the "world-first technology" developed to enable News Ltd to publish four editions a day of 32-page paper of Olympic Games news.

9.30.13 IN THE LINE OF FIRE by Matt Price, *Australian*, Media liftout, 14 September 2000, pp.6-7. Milton Cockburn's job as head of SOCOG's media unit has left the former *Sydney Morning Herald* editor disillusioned with journalism.

9.30.14 HOW THE MAN FROM PACKER PUT THE AGGRESSION BACK INTO THE FAIRFAX EMPIRE by Anne Davies, *Sydney Morning Herald*, 21 September 2000, pp.21-22. Brian Powers has refocused a sleeping media player, straining his ties with the Packers.

9.30.15 HOW BLACK JACK SET THE SCORPION LOOSE and WHAT NEWTON'S ASIO FILE SAYS ABOUT RUPERT by Alan Ramsey, *Sydney Morning Herald*, 23 September 2000, p.30. Insights from ASIO files in the National Archives into the relationships between politicians and Max Newton and Rupert Murdoch.

9.30.16 PERSISTENCE AND VISION WINS THROUGH ON SUNSHINE COAST by Rod Kirkpatrick, *PANPA Bulletin*, September 2000, pp.33-35. The first 20 years of the *Sunshine Coast Daily*, Maroochydore, Queensland.

9.30.17 HISTORY HUNT LEADS TO AN UNEXPECTED MOUNTAIN TRAIL by Rod Kirkpatrick, *PANPA Bulletin*, October 2000, pp.38-39. Aspects of the history of the newspapers of the Blue Mountains, New South Wales.

9.30.18 HOW NEWSPAPER EDITORS HELPED THE COUNTRY BECOME POLITICALLY ARTICULATE by Rod Kirkpatrick, *Australian Journalism Review*, 22 (1), 2000, pp.118-136. The role New South Wales provincial newspaper editors played in the new state movements and in the emergence of the Country Party.

9.30.19 OLYMPIC CHALLENGES by David Marsh., *The Alliance* (published by the Media, Entertainment and Arts Alliance [journalists' section]), Spring 2000, pp.1-2. Deals with the changing world of sports journalism. Briefly examines the role of the print sports journalist at an Olympic Games in the fierce competition from television.

9.32 THE SONGS THAT WILL NOT BE SUNG AGAIN

Melva Thomas contributes the following poem to our series:

His last copy spiked and his last proof read
The bard of a fledgling land is dead
And a voice that sang of land and wave
Is forever hushed in a new made grave.
He has gone the way all must go;
But this is the truth I'll have you know.
The voice that sang in his generous heart
Deathless remains – a thing apart.
Men will write in the days that be
Songs and tales of '93 [1893]
But none will dwell neath the self same skies
Nor walk where he walked, nor see with his eyes.
Ashes to ashes and dust to dust
A hand grown cold, and a pen to rust,
And a lingering sense of loss and pain
For the songs that will not be sung again.
– Author unknown.

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