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**17.1 COPY DEADLINE AND WEBSITE ADDRESS**

**Deadline for next Newsletter: 15 June 2002. Subscription details at end of Newsletter.**

The Newsletter is online through the "Publications" link from the University of Queensland's School of Journalism & Communication Website at [www.sjc.uq.edu.au/](http://www.sjc.uq.edu.au/)

**Current Developments: Metro (17.2-29); Current Developments: Provincial (17.30-43);  
Items related to Newspaper History (17.44-64).**

**CURRENT DEVELOPMENTS: METRO**

**17.2 THE NEW BLACK VOICE**

Owen Carriage has established his second national indigenous newspaper. He launched the *Koori Mail* on 23 May 1991 and ceased to be its owner in early 1992 (Kirkpatrick, *Country Conscience*, p.401). On 27 February 2002 he launched the *National Indigenous Times*, a fortnightly, as a direct competitor to the *Koori Mail*. Carriage says many indigenous readers now feel the *Koori Mail* and some other indigenous media "haven't done their homework" or "properly investigated" issues ranging from unaccountable governments to high indigenous school dropout rates and the indigenous child abuse inquiry recently set up by the West Australian Government. Todd Condie, editor of the *Koori Mail*, disagrees strongly with Carriage's criticisms (*Australian*, Media liftout, 7 March 2002, p.10; see 17.63.5).

**17.3 POSSIBILITY OF FAIRFAX NEWSPAPER BUREAUX MERGER**

The editor of *The Age* is refusing to rule out a possible merger of various sections run by the two major Fairfax newspapers *The Age* and *Sydney Morning Herald*. Editor Michael Gawenda says has confirmed that discussions are taking place about the possible merger of the business section and Canberra bureau but says his aim is to preserve the integrity of *The Age* masthead. Gawenda says it is all part of leading the company into the future. "It's certainly being talked about. I don't deny that," he said. "Media companies around the world are looking at their structure and revenue base and trying to work out how best to lead their companies into the future." (ABC Radio, 15 March 2002; also see *Australian*, Media section, 21 March 2002, p.3, and "Diary, 4 April 2002, p.2; see items 17.8, 17.22 and 17.27)

**17.4 LACHLAN MURDOCH'S CHANGING ROLE**

Who said you can't be a prince of print and queen of the screen? Lachlan Murdoch, who has been managing the *New York Post* and HarperCollins Publishers for two years, has now been given responsibility for managing the 33 American television stations in the Fox Entertainment Group. Lachlan, 30, is the heir apparent to the media empire put together by his father, Rupert, the major owner of Australian metropolitan newspapers (*Sydney Morning*

*Herald*, 27 February 02, p.3; *Australian*, 27 February 02, p.21; see also 17.63.10 and 17.63.11).

## **17.5 CHRONOLOGY OF RECENT EVENTS**

<b>12 February 2002</b>	Death: <b>Malcolm Stening</b> , aged 58 in Sydney; personal assistant to a young Kerry Packer; sales manager, Channel 7, Sydney, for two years; sales director, Macquarie Radio Network; group advertising manager of all Fairfax publications; publisher, <i>Sun-Herald</i> , in late 1980s and saw it establish readership lead of 130,000 over rival <i>Sunday Telegraph</i> ( <i>Australian</i> , 18 February 02, p.10; <i>Sydney Morning Herald</i> , 22 February 2002, p.25).
<b>27 February 2002</b>	First issue of the <i>National Indigenous Times</i> , established by Owen Carriage, founder 11 years ago of the <i>Koori Mail</i> (see 17.2 and 17.63.5).
<b>28 February 2002</b>	Death: <b>Ian Millar</b> aged 78 in Sydney; completed B.A. at Sydney University in 1949 while cadet journalist at <i>Sydney Morning Herald</i> ; sub-editor for Reuters in Fleet Street; subbed at <i>Sydney Sun</i> for three years; worked for Consolidated Press from 1953-59, becoming news editor of the <i>Daily</i> and <i>Sunday Telegraphs</i> ; entered advertising and became chief executive Australia of the international advertising agency, Hansen Rubensohn-McCann Erickson; supervised the Labor Party's "It's Time" 1972 campaign and its 1974 re-election campaign ( <i>Australian</i> , 12 March 2002, p.14).
<b>February/ March 2002</b>	Death: <b>Lachie McDonald</b> , distinguished New Zealand war correspondent, aged 92; worked on Australian papers, including the <i>Star</i> , Melbourne, the <i>Truth</i> , the <i>Sydney Daily Telegraph</i> and the <i>Bulletin</i> ; finished career as leader and feature writer for the <i>New Zealand Herald</i> ( <i>Age</i> , Melbourne, 5 March 2002, The Culture, p.9; see also McDonald's <i>Bylines: Memoirs of a War Correspondent</i> , Kangaroo Press, 1998).
<b>February/ March 2002</b>	Death: <b>Lionel Vivian "Bill" Hudson</b> , in Sydney aged 85; joined <i>Sydney Sun</i> as copy boy in 1930 when other copy boys included Alan Reid, Paul Brickhill, D'Arcy Niland and Peter Finch; obtained cadetship and stayed with <i>Sun</i> until war started in 1939; joined air force; war correspondent late in war; joined AAP-Reuters as a foreign correspondent; became editor of the AAP-Reuters desk in New York; entered TV news and later was director of news at the newly fledged Channel 10; author of several books ( <i>Sydney Morning Herald</i> , 19 March 2002, p.27).
<b>March</b>	Final issue 憫and the biggest (300 pages) 憫of <i>Elle</i> magazine, Australia ( <i>Australian</i> , 14 February 2002, p.3).
<b>4 March 2002</b>	Tenth anniversary issue of <i>Who Weekly</i> magazine established 4 March 1992.
<b>6 March 2002</b>	Death: <b>Stuart Watson</b> , at Tumut, NSW, aged 57; former owner of <i>Junee Southern Cross</i> , NSW, and <i>Dimboola Banner</i> , Vic.; member of Tumut family that has owned the <i>Tumut &amp; Adelong Times</i> since 1900 ( <i>Border Mail</i> , Albury, 7 March 2002).
<b>12 March 2002</b>	160 <sup>th</sup> anniversary of first issue of <i>The Examiner</i> , Launceston, Tasmania (see <i>Rural Press News</i> , March 2002, p.6).
<b>21 March 2002</b>	New cross-media ownership laws introduced into Federal Parliament.
<b>March</b>	In final week of March, Australian Consolidated Press closes its niche magazine <i>She</i> , part of a long-running joint venture between ACP and US publisher Hearst Corporation. <i>She</i> was nine years old; readership reached 218,000 in the December quarter but the advertising support was too weak (Matthew Doman, "She fails to survive Australia's mag slump", <i>Australian</i> , Media liftout, 4 April 2002, p.9).
<b>April</b>	Australian edition of <i>Rolling Stone</i> turns 30 this month (see <i>Australian</i> , Media liftout, 4 April 2002, p.9, and Bruce Elder, "Written in Stone", <i>Sydney Morning Herald</i> , 13-14 April 2002, Metropolitan, p.4).
<b>7 April 2002</b>	Death: <b>Peter McFarlane</b> , in Melbourne at 57 of a degenerative illness that had caused him to be bedridden for nearly a decade; great sportswriter for the <i>Age</i> ; covered Olympics, cricket, Australian rules ( <i>Age</i> , 8 April 2002, p.3).
<b>8 April 2002</b>	<i>Media Watch</i> returns to ABC-TV, with a new presenter, David Marr, who is on leave this year from his position as a journalist with the <i>Sydney Morning Herald</i> (see Jenny Tabakoff, "The watchdog barks again", <i>Sydney Morning Herald</i> , The Guide, 1 April 2002, pp.4-5; and Errol Simper, "Under Marr's watch", <i>Australian</i> , Media liftout, 4 April 2002, p.7).

## 17.6 LAUER AND LIBEL

The former New South Wales police commissioner Tony Lauer has agreed to an out-of-court settlement, reputed to be for a six-figure sum, for his long-running defamation suit against the *Sydney Morning Herald* (*Australian*, 15 February 02, p.6).

## 17.7 READERS

Leading newspaper publishers disputed the accuracy of the annual survey of newspaper readership after it was issued on 21 February. Fairfax and News Ltd have criticised Morgan Research for ignoring higher-income readers and oversampling retirees and the elderly (*Australian*, 22 February 02, p.24). Yet the Weekend *Sydney Morning Herald* reported the Morgan survey, conducted in December 2001, as showing that that paper recorded an average increase of 43,000 in readers in 2001. "This consolidated the *Herald's* position as the nation's most widely read quality newspaper." [Note the word quality, dear *Herald Sun* readers.] In addition, the readership profile of the weekend edition improved, with "nearly 46 per cent of readers now drawn from upper income and higher education backgrounds; the so-called 'AB' readers" (*Sydney Morning Herald*, 23-24 February 02, p.2).

## 17.8 FAIRFAX SLUMP

John Fairfax Holdings has reported a 34.7 per cent drop in its interim net profit, for the six months to 31 December 2001. Before significant items, Fairfax made a net profit of \$47.1 million. One major cause was seen as an unrelentingly poor advertising climate and continued losses in its online f2 division (*Australian*, 15 February 02, p.21; see 17.3, 17.22 and 17.27).

## 17.9 THE HANGED MAN

Dr Mike Richards, journalist turned academic and now author of *The Hanged Man: The Life and Death of Ronald Ryan*, just released by Scribe (rrp \$39.95), was profiled in "The Face", *Weekend Australian*, Review section, 16-17 February 02, p.3.

## 17.10 FLYING TOGETHER AS THE JOURNAL

Two titles, the *Frankston and Longbeach Flier* and the *Mornington Peninsula Flier*, have banded together to become the *Frankston and District Journal*. The change took place on 18 June 2001 and was notified to the National Library recently. The website link has been changed to [www.fcnonline.com.au/frankstonjournal](http://www.fcnonline.com.au/frankstonjournal) (Source: email from Damien Batey, editor, 19 February 02).

## 17.11 WORD MAP

**Barry Blair** reports that on 15 February 2002, on ABC Classic FM at about 7.30am, Kel Richards mentioned the following:

Word Map, a new feature of ABC Online, is an interactive website mapping Australian regionalism - words, phrases or expressions used by particular language groups in different bits of Australia. The site gives you the opportunity to search the map, to search for a particular word, or to add your own regionalism - perhaps a treasured word or phrase from the spot where you grew up. What exactly is a regionalism? Well, do you pack a suitcase, or a port? When you go for a dip do you wear your cossie, your swimmers, your togs, or your trunks? And there's a whole heap of these the Word Map is exploring as it builds up a picture of the Australian language in all its colourful variations. It even gives you a chance to vote on what should be correct usage. It's a joint project of the ABC and the Macquarie Dictionary, and you'll find it at [www.abc.net.au/wordmap](http://www.abc.net.au/wordmap)

## 17.12 MAGAZINES: TOP 20

As Stephen Brook writes (*Australian*, Media liftout, 14 February 02, p.10): Teen, TV, gossip and business titles are being eschewed by magazine readers in favour of simple “things you can do” magazines, judging by the latest Audit Bureau of Circulation figures. Among the top 20 magazines, the biggest decline was 13.79 by *B*, followed closely by *Who Weekly*, 13.76, and the biggest rise, 18.85, by *Superfood Ideas*. *Time* finished 24<sup>th</sup> with 99,637 sales per week.

	Magazine title	Circulation for six months to 31/12/01	Circulation for six months to 31/12/00	Percentage change
1	<i>Australian Women's Weekly</i>	707 733	703 929	+ 0.54
2	<i>Woman's Day</i>	536 074	570 824	↓6.09
3	<i>Reader's Digest</i>	405 073	463 414	↓12.59
4	<i>New Idea</i>	395 000	401 000	↓1.50
5	<i>That's Life</i>	395 000	405 000	↓2.47
6	<i>Superfood Ideas</i>	361 211	303 920	+ 18.85
7	<i>Better Homes &amp; Gardens</i>	300 513	311 522	↓3.53
8	<i>TV Week</i>	265 000	286 000	↓7.34
9	<i>Take 5</i>	233 748	206 764	+ 13.05
10	<i>Cleo</i>	206 784	206 023	+ 0.37
11	<i>Cosmopolitan</i>	206 127	205 629	+ 0.24
12	<i>Australian Good Taste</i>	175 669	167 281	+ 5.01
13	<i>Who Weekly</i>	171 533	198 897	↓13.76
14	<i>NW</i>	143 602	142 053	+ 1.09
15	<i>Dolly</i>	140 083	163 416	↓14.28
16	<i>Kzone</i>	135 000	122 000	+ 10.66
17	<i>B</i>	125 000	145 000	↓13.79
18	<i>Australian Family Circle</i>	121 233	120 402	+ 0.69
19	<i>Burke's Backyard</i>	112 000	97 000	+ 15.46
20	<i>Girlfriend</i>	110 000	118 500	↓7.17

## 17.13 FORGET CIRCULATION: LOOK AT SIZE

The Weekend *Sydney Morning Herald* of 16-17 February 2002 contained the tabloid equivalent of 508 pages, compared with 604 pages on 7-8 April 2001 and 656 pages on 8 April 2000 see 12.25) – that is a percentage decrease of 22.56 per cent in 22 months. The *Courier-Mail*, Brisbane, was the tabloid equivalent of 396 pages on 16 February 2002 and the *Weekend Australian* of 16-17 February carried 224 tabloid equivalents.

## 17.14 SPECIAL PUBLICATION (1): THE HUMAN BODY

The *Daily Telegraph*, Sydney, began issuing a free six-part weekly colour magazine series, “The Human Body” with its issue of Monday, 18 February 2002.

## 17.15 SPECIAL PUBLICATION (2): POLITICAL ALMANAC

The *Australian* has published a *Political Almanac*, boasting profiles of every federal Member of Parliament, electorate snapshots and authoritative election analysis. Edited by Peter Wilson, it is promoted as a “unique survey” of the individuals and political parties that make up the Australian Parliament, drawn from the research and reporting of 55 of the *Australian's* journalists (*Weekend Australian*, 16-17 March 02, p.16, editorial). It sells for \$49.95 plus \$4.95 postage and packing (advert., *Australian*, 22 March 02, p.11).

### **17.16 SPECIAL PUBLICATION (3): WAR ON OUR DOORSTEP**

The *Weekend Australian* inserted a four-page broadsheet liftout on 16-17 March 2002, “Slow train to victory”, marking the 60<sup>th</sup> anniversary of the darkest days of World War II for Australia and the arrival of general Douglas Macarthur on our shores.

### **17.17 SPECIAL PUBLICATION (4): SYDNEY HARBOUR BRIDGE AT 70**

The *Sydney Morning Herald* published a 16-page tabloid liftout supplement on 19 March to mark the 70<sup>th</sup> anniversary of the opening of the Sydney Harbour Bridge and the *Daily Telegraph* published a four-page (tabloid) wraparound.

### **17.18 SPECIAL PUBLICATION (5): DEATH OF THE QUEEN MOTHER**

Following are details of the coverage of the death on 30 March of the Queen Mother that appeared in some Australian newspapers at the beginning of April:

- *Australian*: six-page broadsheet special section (1/4)
- *Canberra Times*: four-page broadsheet wraparound (1/4)
- *Sydney Morning Herald*: seven and a half broadsheet pages – half the front page, two news pages and five in public holiday News Review (1/4); and 16-page tabloid supplement (2/4)
- *Age*: three and a half broadsheet pages – half the front page and three news pages (1/4)
- *Daily Telegraph*: 12 tabloid pages, including 11 out of the first 12 pages (1/4), and a 16-page supplement (2/4)
- *Herald-Sun*: 16 tabloid pages – eight in a wraparound and eight in news pages (1/4)
- *Courier-Mail*, four-page broadsheet news special and 20-page tabloid tribute souvenir (1/4)
- *Weekend Australian*: 12-page broadsheet liftout, “Her Life, Our Times” (6-7 /4).
- The *Canberra Times* had a 4-page wraparound for the funeral around its second section (10/4).

### **17.19 SPECIAL PUBLICATION (6): THE AGENDA**

The *Weekend Australian*, 6-7 April 2002, published a special edition of its Weekend Inquirer section entitled “The Agenda” to mark a week-long conference run by the *Australian* and the Institute of Applied Economic and Social Research, Melbourne. Nine broadsheet pages were devoted to the coverage and discussion.

### **17.20 AFTERNOON PAPERS**

One of our subscribers points out (see 16.3 and 16.11) that, really, Australia still does have one afternoon daily, albeit a free one: *MX*, the Melbourne commuter paper.

### **17.21 FAIRFAX’S JAKARTA CORRESPONDENT BARRED**

The Indonesian Government has refused to extend the work visa of Lindsay Murdoch, the Jakarta correspondent for the *Age*, Melbourne, and the *Sydney Morning Herald*. The decision means that Murdoch, who has covered Indonesia for more than three years for the two papers, can no longer work as a journalist in the country. Murdoch has won two Walkley Awards for his reports from Indonesia. The editors of the *SMH* and the *Age* said the Indonesian Government had made it perfectly clear that the refusal to extend the work visa arises from “the authoritative reporting of Mr Murdoch on human rights and related issues in Indonesia”

(*Age*, 18 March 02, p.1, and 19 March 02, p.3; *Sydney Morning Herald*, 18 March 02, pp.1, 7 and 10, and 20 March 02, p.8; and *Australian*, 18 March 02, p.7;).

### **17.22 FAIRFAX TIGHTENS SCREWS**

John Fairfax Holdings is reviewing its operational structures to seek more opportunities to cut costs, with chief executive Fred Hilmer saying that the company is experiencing the worst advertising recession in 10 years. Fairfax fears that when the advertising downturn ends, levels of ad expenditure won't return to traditional levels (*Australian*, 7 March 02, p.21; see also 17.63.14).

### **17.23 AUSTRALIAN EDITS THE TIMES**

Robert Thomson, a former *Sydney Morning Herald* and *Age* correspondent in Beijing, has become the editor of *The Times*, London. He was born at Torrumbarry, near Echuca, Victoria, but grew up in Melbourne where he attended St Kilda Christian Brothers College. He joined the Melbourne *Herald* first as a copy boy and then as a cadet journalist. Most recently, he was the managing editor in New York of the successful US edition of London's *Financial Times* (*Sydney Morning Herald*, 16-17 March 02, p.31).

### **17.24 'PLAN TO REGULATE THE PRESS'**

The above heading appeared across the front page of the *Australian* on 22 March 02 when Ian Henderson reported: "A Government regulator would rule over the operation of newspaper newsrooms under the Howard Government's long-awaited bill to ease restrictions on media ownership. Media companies could apply for exemptions to the ban on their owning newspapers and TV stations in the same city or region under the legislation introduced into the Parliament yesterday by Communications Minister Richard Alston... to be granted exemption, media companies would have to meet conditions aimed at ensuring commonly owned newspapers and TV stations had their own separate newsroom. The conditions include: separate editorial policies for each outlet; appropriate organisational charts; and separate news management, news gathering and interpretation facilities." (See also Page 4 of that issue; *Weekend Australian*, 23-24 March 02, editorial, "Government media plan is half-baked", p.18, and "Keating urges media ownership free-for-all, p.10; and 17.63.14). For an examination of the impact of the proposed changes on regional media, see Andrew Dodd, "One owner, two news outlets", *Australian*, Media liftout, 28 March 2002, p.3, and Jane Schulze, 'Alston sees safe sex for Keating's princes and queens', *Australian*, Media liftout, 4 April 2002, p.3).

### **17.25 THE AGE'S NATIONAL EDITION**

Arising from an inquiry he made to ANHG, **Dennis List** writes from Adelaide (dennis.list@unisa.edu.au): Thanks for sending that newspaper chronology (1980-2000) the other day. I noticed that it included the launch of the Melbourne *Age's* National Edition, but not its quiet demise. Living in Adelaide, I buy the *Age* occasionally, and some time last year I noticed it was no longer labelled the "National Edition" and no longer had the three or four daily stories that seemed to distinguish it from the Melbourne edition. I just searched the Web to see if there had been any announcement about the demise of the National Edition. I didn't find it, but I did find this, at [www.mediaflash.com.au/feb\\_14,2000.htm](http://www.mediaflash.com.au/feb_14,2000.htm) With editor Michael Gawenda, Harris has re-badged the Country Edition of the paper as "Victorian Edition", and has added less than 800 extra copies daily with the "National Edition" in Adelaide. Insiders say that the Spencer Street management team may now look to expand the paper's mind-set as an inner-metropolitan paper, and re-discover the Melbourne suburbs from which the newspaper historically earned a bulk of its paid sales.

### **17.26 ANDREW RULE WINS SECOND PERKIN AWARD**

Andrew Rule, senior report for Melbourne's *Age*, has won the Graham Perkin Award for the Australian Journalist of the Year in 2001, becoming the first person to win it twice. He won the award this time for his investigative report, "Geoff Clark: Power and Rape" (*PANPA Bulletin*, April 2002, p.7).

### **17.27 NOVEL FAIRFAX MARKETING DRIVE**

From Sydney, **Jurgen Wegner** writes: The *Sydney Morning Herald* has just (dated 9th but received 8th April, 2002) commenced a new marketing drive aimed at boosting their subscriber base. Individuals not already on their list received as addressed mail via Australia Post a letter containing the usual hype about subscribing to "tomorrow's paper", etc. This in itself is a novel concept and at the very least an interesting use of language. "Save up to 37% on home delivery and get two free movie tickets". What makes this unusual is that it also contains a folded leaflet in the form of a "newspaper broadsheet advertising poster" with personalised news sensation: Wegner addresses key issues [sic]. A bit like those generic family history scams which were so popular a few years ago. "Gimmick" is the word which immediately springs to mind. What next? A whole newspaper stuffed under your door with your own personal/family history as the breaking cover story? Followed by the usual tragedies as by-lines?

### **17.28 COINCIDENCES**

Coincidences: On 9 April much of the front page of the *Australian* was allocated to the effect of the National Australia Bank (NAB) closures on the small NSW town of Gunning, not far from Canberra; ditto for the *Canberra Times* front page. On 10 April the banner headline in the *Australian*, for the coverage of the Queen Mother's funeral, was "A Final Farewell"; for the *Canberra Times* it was "Final Farewell".

### **17.29 McGEOUGH WINS INTERNATIONAL RECOGNITION**

Paul McGeough, a former *Sydney Morning Herald* editor, has been awarded third prize for excellence in international journalism at the SAIS-Novartist awards given by the Johns Hopkins School of Advanced International Studies. The judges said McGeough's entry, a series of articles entitled "Afghanistan: Journey of desperation" had "vividly profiled the appalling life of the Afghan people, the outrageous degradation of women, the atrocities of war and politics, as well as the desperate and heart-breaking stories of families ..." (*Sydney Morning Herald*, 13-14 April 2002, p.34; see also 17.63.12).

## **CURRENT DEVELOPMENTS: PROVINCIAL**

### **17.30 EDITING (1): TAMWORTH**

John Sommerlad has been appointed the managing editor of the *Northern Daily Leader*, Tamworth, and Greg Punshon, the editor. Punshon, a former chief sports sub with the *Advocate*, Burnie, Tasmania, followed Sommerlad as editor of the *Port Macquarie News* 5½ years ago. (*Northern Daily Leader*, 2 March 02). Sommerlad's elevation followed the retirement of Robert Darby as general manager (see 16.46).

### **17.31 EDITING (2): WAGGA WAGGA**

The Riverina Media Group advertised in mid-March the position of Editor of the *Daily Advertiser*, Wagga Wagga, NSW (*Weekend Australian*, 16-17 March 2002, Recruiting p.12). The vacancy was created by the removal of Michael McCormack as editor (see 16.37). The



advertisement says the editorial staff comprises “a deputy editor, sports editor, 10 sub-editors, 12 journalists, three photographers as well as casual journalists, photographers and correspondents”. What does the RMG seek? “The successful applicant will be a seasoned individual with strong management, communication and leadership skills, with confidence in their ability to lead others. You will require the skills to build circulation and possess a leadership style that creates a sense of teamwork, challenges the status quo and encourages editorial excellence.” So, where did McCormack fall down? See *Walkley Magazine*, Issue 16, Autumn 2002, p.19.

### 17.32 EDITING (3): TWEED HEADS

The jargon used in advertisements for editors is becoming increasingly market and product oriented. Example: the *Daily News*, Tweed Heads, advertised (*Australian*, Media liftout, 4 April 2002, p.8) for an editor whose “initial focus” will be to Our emphasis added):

- Quickly understand the different demographics and dynamics in the **market place**.
- Reposition the **product** and re-establish ties with the community and readers particularly in the Northern NSW area.
- Understand the needs and wants of both long term residents and newcomers to the area.
- Produce an excellent **product** every day that will make readers and **advertisers** come back again and again.
- Re-energise and re-focus the staff to believe in a new philosophy.

### 17.33 EDITING (4): PRODUCTION UNIT AT LISMORE

The APN Group has advertised for a Production Journalist to join its Southern Regional Editorial Production Unit (journalists call it the “sub hub”) at Lismore. The unit services the editorial production requirements of four APN regional daily newspapers, associated weeklies and magazines from Tweed Heads to Coffs Harbour. “This position will appeal to a print journalist able to demonstrate strong design skills and to work in a deadline-driven environment. ... Salary is \$45k p.a. negotiable.” (*Weekend Australian*, 6-7 April 2002, Recruitment, p.13)

### 17.34 DARLING DOWNS DEAL: PITTSWORTH BUYS OAKEY

On Queensland’s Darling Downs, John Schmidt, of the *Pittsworth Sentinel*, bought the *Oakey Champion* from Wayne and Dianne McIntosh on 15 March 2002, reports **Neil Lomas**, a Crows Nest newspaper proprietor and University of Southern Queensland journalism lecturer. Schmidt is printing the Oakey paper at Pittsworth. The *South Burnett Times*, Kingaroy, is now being printed at Maroochydore.

### 17.35 TAMWORTH TIMES TURNS 21

A free weekly established in Tamworth, country music capital of Australia, has celebrated its 21<sup>st</sup> birthday. Pilot-turned-publisher Frank Crosling launched the *Tamworth Times* on 24 February 1981 when the town’s established newspaper, the *Northern Daily Leader*, was owned by News Ltd. Crosling sold to the *NDL* in 1988. The *Tamworth Times* published an interesting four-page tabloid historical liftout in its 60-page issue on 13 March 2002 (Barry Blair provided ANHG with a copy).

### 17.36 REGIONAL DAILIES: CIRCULATION

In the six months to 31 December 2001, Australia's regional dailies continued to lose circulation, according to figures issued by the Audit Bureau of Circulations for the 35 such titles that it audits. [Warwick's *Daily News* and the *Coffs Harbour Advocate* are not members.] ANHG has calculated the actual changes in sales as well as the percentage changes. Six papers had negligible changes – of 50 sales or fewer: Gympie, Mount Isa, Broken Hill, Dubbo, Shepparton and Warrnambool. Twelve papers had declines exceeding 3 per cent: Ipswich (6.13), Tweed Heads (6.10), Mildura (5.75), Mackay (5.34), Bundaberg and Wollongong (4.92), Grafton (4.18), Maitland (4.11), Tamworth (3.92), Kalgoorlie (3.69), Toowoomba (3.53), and Lismore (3.21). Significant percentage increases were few: Maryborough, Qld (4.12), Gold Coast (3.86) and Gladstone (2.79). The only other percentage increases above 1 per cent were: Albury (1.32), Wagga Wagga (1.24) and Maroochydore 91.22). The overall report card: needs to do much better.

City where daily published	Circulation in to 31/12/2001	Circulation to 31/12/2000	Variation in sales	Percentage variation
<b>Bundaberg (Qld)</b>	<b>11,097</b>	<b>11,671</b>	<b>▼574</b>	<b>▼4.92</b>
Cairns	29,570	30,460	▼890	▼2.92
Gladstone	7775	7564	+ 211	+ 2.79
Gold Coast	45,257	43,576	+ 1,681	+ 3.86
Gympie	5203	5183	+ 20	+ 0.39
Ipswich	12,377	13,185	▼808	▼6.13
Mackay	15,098	15,949	▼851	▼5.34
Maroochydore	20,401	20,156	+ 245	+ 1.22
Maryborough	8877	8527	+ 350	+ 4.12
Mount Isa	3919	3891	+ 28	+ 0.72
Rockhampton	18,732	19,254	▼522	▼2.71
Toowoomba	26,810	27,790	▼980	▼3.53
Townsville	28,615	28,481	+ 134	+ 0.47
<b>Albury (NSW)</b>	<b>26,518</b>	<b>26,173</b>	<b>+ 345</b>	<b>+ 1.32</b>
Bathurst	4374	4499	▼125	▼2.78
Broken Hill	6460	6454	+ 6	+ 0.09
Dubbo	5696	5692	+ 4	+ 0.07
Grafton	5665	5912	▼247	▼4.18
Lismore	16,353	16,896	▼543	▼3.21
Maitland	4525	4719	▼194	▼4.11
Newcastle	53,067	52,577	+ 490	+ 0.93
Orange	5308	5429	▼121	▼2.23
Tamworth	8588	8907	▼349	▼3.92
Tweed Heads	5433	5786	▼353	▼6.10
Wagga Wagga	15,201	15,015	+ 186	+ 1.24
Wollongong	31,966	33,618	▼1652	▼4.92
<b>Ballarat (Vic.)</b>	<b>20,411</b>	<b>20,476</b>	<b>▼65</b>	<b>▼0.32</b>
Bendigo	14,301	14,486	▼185	▼1.28
Geelong	27,283	27,811	▼528	▼1.90
Mildura	7572	8034	▼462	▼5.75
Shepparton	10,261	10,306	▼45	▼0.43
Warrnambool	12,706	12,656	+ 50	+ 0.40
<b>Burnie (Tas.)</b>	<b>24,614</b>	<b>24,414</b>	<b>+ 200</b>	<b>+ 0.82</b>
Launceston	35,342	36,003	▼661	▼1.84
<b>Kalgoorlie (WA)</b>	<b>6271</b>	<b>6511</b>	<b>▼240</b>	<b>▼3.69</b>

### **17.37 REGIONAL READERSHIP**

Regional newspapers were the most powerful medium in which to advertise local products and services, a survey has found. Seventy-six per cent of regional Australians 14 years and over turned to regional newspapers for news and advertising, swamping metropolitan newspaper reach in regional markets, the Gallup Regional Audience Measurement project concluded. The survey, commissioned by Australian regional media companies and organisations, measured responses to 4500 interviews to determine the readership of regional and metropolitan newspapers, viewing of free-to-air, pay television and listening to commercial radio. It reinforced the power of newspapers as a stand-alone advertising medium or as part of a multimedia mix. The research also concluded: 81 per cent of regional people read one or more issues of a regional newspaper in a month; and regional newspapers had strong reach across all age groups (*Hawkesbury Gazette*, 4 April 2002).

### **17.38 RURAL PRESS ON RISE**

Rural Press Ltd has reported a first-half net profit of \$24.5 million, a 10 per cent rise despite the tough advertising market (*Australian*, 15 February 02, p.23).

### **17.39 APN (1): EARNINGS DOWN**

A weak advertising market slashed 5 per cent from the full-year earnings of APN News & Media Ltd, which has announced a net profit of \$48.2 million for 2001. The profit was \$50.7 million in 2000. APN's main media properties are 10 regional dailies in Queensland and four in NSW (*Courier-Mail*, 6 March 02, p.31). A month later and APN chief executive Vincent Crowley was predicting that a buoyant advertising market in rural areas would lift profit for the 2002 calendar year to \$92 million (see Glenna Korporaal, "APN rides the rural boom", *Australian*, Media liftout, 4 April 2002, p.7).

### **17.40 APN (2): CAMERON O'REILLY RETURNS**

Cameron O'Reilly, a former chief executive of APN, is returning to Australia, but not to assume an executive role in the publishing and media group. He will continue as a non-executive director. He shifted to France with his family in 2000 after leaving the APN CEO role (*Australian*, 6 March 02, p.37; see ANHG 8.14).

### **17.41 APN (3): CROWLEY TO IRELAND; SANDERS FROM NZ TO AUSTRALIA**

Vincent Crowley, chief executive of APN News & Media Ltd for the past two years, will move to Ireland within months to become chief executive of APN's parent company, Independent News & Media plc. His place at APN will be taken by John Sanders, the former chief executive of New Zealand newspaper group, Wilson & Horton, which APN now owns. Sanders, currently APN's chief operating officer, is a former head of APN's regional newspaper business (*Australian*, 9 April 2002, p.21).

### **17.42 QUARTERFOLDS**

ANHG has obtained copies of the following A4 quarterfolds:

- *New South Western Standard Bulletin*, Vol. 22, No. 22, 31 January 2002, circulating in Wentworth, Curlwaa, Dareton, Buronga, Pomona, Palinyewah, Pooncarie, and the rich grazing land and agricultural districts of the Murray, Lower Darling and Anabranche. Printed by Sunnyland Press, printers, of 18 Jamieson Avenue, Red Cliffs, Victoria (near Mildura). Weekly. P.O. Box 121, Wentworth, NSW, 2648.
- *Millewa News*, Issue 3, Vol. 6, 29 January 2002, an A4 stapled newsletter.

Both publications disclaim responsibility for the contents because “the opinions and comments printed ... are given to us by individuals in the community and are not necessarily the Editor’s views”. Someone should tell the editor to seek advice on the liability that may befall him/her in the event of a defamation action.

### 17.43 BUSHFIRES COVERAGE

The *South Coast Register*, Nowra, NSW, published in mid-February a 28-page colour magazine, with glossy cover, as a tribute to its bushfire fighters and other volunteers. It was entitled: “Our fighting spirit: The first of Christmas 2001”. On pages 12 and 123 the register listed the names of all the members of the local Rural Fire Service. (Thanks to **Alan Clark**, of Nowra, for the copy.)

## ITEMS RELATED TO NEWSPAPER HISTORY

### 17.44 MARCHING TO THE BEAT OF A DIFFERENT DRUMMER

Your editor was puzzled at first when he saw the following subject heading for an email inquiry that an Indian University professor sent to the international “jhistory” net: “Newspaper Marches”. The email began: “Around the turn of the [20<sup>th</sup>] century many newspapers sponsored the writing of marches that honored and carried the names of the papers.” It wasn’t until “sheet music” was mentioned in the final sentence of the email that the penny dropped fully: the marches were not physical but musical. One response, from Wally Eberhard, of Georgia, said an academic at a small Kentucky college had amassed a list of 300 marches with newspapers in their titles, written primarily in the late nineteenth century. Eric Fettmann said he had a collection of such musical pieces, some of which long predated the turn of the twentieth century (e.g. 1849, 1854). Among the titles were: *The Washington Post March* by John Philip Sousa (1889); *The Milwaukee Sentinel March* by Joseph Clauder (1892); *The Cincinnati Enquirer March* and *Two Step Dance* by B.F. Kleinbeck (1901).

Larry Lorenz, Professor of Journalism, Loyola University, New Orleans, said United Press president Hugh Baillie had commissioned “The United Press March” and had had it distributed to UP’s radio clients for use as a signature tune on their newscasts. What other journalism-related music is out there? he asked. “Not long ago I came across ‘Don’t you want a paper, dearie?’ by Paul West and Jerome Kern (‘Don’t you want a paper, dearie? / Read it through and through. / Tales of war and tales of money, / Things that people do; / Tales of lovers true forever, / Just like me and you! / Look a little closer, dearie, / That’s in the paper too.’”

The obvious questions are: have newspaper march tunes been written in Australia, and what about newspaper songs? On behalf of the ANHG, **John Russell**, of Canberra, has done some delving into this topic at the National Library of Australia. Among his discoveries: “The Sydney Herald Polka, 1863” (music; Douglas Callen); “Herald waltzes” (composed by John D. Macdonald; published between 1858 and 1861); “The Argus galop, 187-” (music; Zelman); “Albury march foxtrot” (composed by Reginald Stoneham and specially written for *The Weekly Times*, 14 May 1932); and “When I am grown song” (words by Edith Beckett; music by Herbert Cosgrove; words by arrangement with *Sydney Morning Herald*).

The *Weekly Times*, Melbourne, was publishing music in the 1930s: for example, it published at least two pieces in 1932 in honour of provincial centres, Bendigo and Maryborough. The first, published on 30 April 1932, was a musical piece written for it by R. Stoneham and entitled “Bendigo”, which was dedicated to the “pioneers of a glorious inland city”. It was played on 3DB, 3BO and other stations. On 28 May 1932 the *Weekly Times* published a piece for voice and piano, entitled “Maryborough”, also written by R. Stoneham. About 1941 the

*Australian Women's Weekly* commissioned "I know a quiet place" with lyrics by Dorothy Gibson and music by Mildred Bell. The *Manly Daily* had an extensive involvement with the publication of music and songs in the 1920s and 1930s and even ran competitions for composers and song writers. Examples of what it published: "The Woolloomooloo comic song", words and music by Rex Shaw, 193? (a prize winner); "The old bush shack song", music arranged by Charles Ryder with words and music by Henry A. Forsyth, 192?; "Australian unity: a Federal song", words by George Essex Evans and music by J. Donaldson, 192?. Another publisher was the *daily Examiner*, Grafton, NSW, with dance music for the 1949 Grafton Jacaranda Festival, including "Shoemaker's dance", "Paw paw patch", "Furry day song", and "Jacaranda dance", an air composed by Mrs Leith Charleston and arranged by Irene Fletcher.

#### **17.45 SYDNEY SUN CHANGES FROM BROADSHEET TO TABLOID**

An inquiry to the ANHG editor led to a search of microfilm and hard copy files that revealed that the Sydney *Sun* became a tabloid on 17 November 1947. The research was conducted at the National Library and the State Library of New South Wales. The *Sunday Sun* was still a broadsheet at the end of 1947. The *Sunday Sun* was a tabloid by the time it was amalgamated with the broadsheet *Sunday Herald* (established 21 January 1949). The result, on 11 October 1953, was the *Sun-Herald* and followed rationalisation undertaken by John Fairfax & Sons, which had taken over Associated Newspapers, publishers of the *Sun* and *Sunday Sun*. (Files of *Sun* and *Sunday Sun*; Gavin Souter, *Company of Herald*s, pp.309, 597)

At the same time that the *Sun* became a tabloid it changed its body type to Excelsior, making the paper "the most legible, most easily read, and most modern newspaper in Sydney" (*Sun*, 17 November 1947, p.17). A reader congratulated the new-style *Sun* for being "excellent in every way; easy to handle and convenient". Above all, the new type face was outstanding (*Sun*, 18 November 1947).

The *Sun* had its antecedents in the *Star*, and began on 1 July 1910 with front-page news. Its "net sales" climbed from 24,500 in 1911 to 35,095 in 1912, 49,640 in 1913 and steadily up to 147,706 in 1920 and 207,050 in 1928.

On 1 September 1942 the *Daily Telegraph*, Sydney, announced – with newsprint shortages becoming worse – that it would appear as a tabloid for the duration of the war. It did not revert to broadsheet, of course. The *Sunday Telegraph* had become a tabloid on 7 December 1941 (Source: Bridget Griffen-Foley, *The House of Packer*, p.114).

#### **17.46 THE BEGINNING OF PRINTING IN CANADA: 250 YEARS**

Canada has celebrated 250 years of newspaper publication. The first issue of the first Canadian newspaper, the *Halifax Gazette*, was printed on 23 March 1752 by John Bushell at his printshop on Grafton Street in the new town of Halifax. Nova Scotia has the distinction of being the location not only of the beginning of printing in Canada, but also of other print cultural firsts including freedom of the press which was won when Joseph Howe was acquitted of the charge of criminal libel in 1835. Several events were held in Ottawa and Halifax to mark the anniversary of this significant event in Canadian history.

In Ottawa on 19 March 2002, statements were made in the House of Commons and the Senate, and on 20 March the Minister of Canadian Heritage and the National Librarian unveiled the original first edition of the *Halifax Gazette* of 23 March 1752 at a press conference at the National Library. The Massachusetts Historical Society in Boston lent the only known extant copy of the first issue of the *Gazette* to the Newational Library.

In Halifax, the following public events were held: On Saturday morning, 23 March, a public lecture, "Print and the People in Eighteenth-Century Halifax", was presented by Dr. Patricia Fleming, FRSC, University of Toronto, the project director of the History of the Book in Canada Project; a ceremonial reprinting of the first issue of the *Halifax Gazette* followed; in the afternoon, Open House at the Dawson Printshop, Killam Library (basement), Dalhousie University, Halifax. On Monday evening, 25 March, there was a public lecture, "On Crusoe's Island: Imagining the Colonial Reader" by Dr. Bill Bell, University of Edinburgh, General Editor, History of the Book in Scotland Project.

#### **17.47 THE SAGA OF THE DAILY COMMERCIAL NEWS**

This is an account of various changes that have occurred in recent years to a newspaper that claims to have been that rare animal, a national daily newspaper in Australia. It now appears weekly as *Lloyds List CN* but is the successor to the *Daily Commercial News*, which began publication as the *Daily Commercial News and Shipping List* on 13 April 1891 and continued until 24 April 1975. It published daily shipping newspapers in each of the five mainland capital cities. Then (date unknown) it became one national daily shipping newspaper. It became the *DCN* (initials only) from 28 April 1975 to 3 September 1976 before changing to the *Daily Commercial News* from then until 7 April 1999. Meanwhile, on 22 December 1993, Australian Provincial Newspapers Holdings had acquired Peter Isaacson Publications, Melbourne, publisher of more than 40 titles including the *Daily Commercial News*. In early March 1999 APN sold the *Daily Commercial News* to the Informa Group plc, a merger of the IBC Group plc and LLP Group plc, formerly Lloyd's of London Press. As a consequence, the *Daily Commercial News* was merged with *Lloyd's List Australia Weekly* and appeared as a tri-weekly from 12 April 1999 as *Lloyd's List Daily Commercial News* – each Monday, Wednesday and Friday. Tri-weekly issue ceased on Friday, 2 February 2001. From 5 February 2001 publication frequency dropped back to twice a week (Mondays and Thursdays), and an announcement appeared on Page 3 that day: "Lloyd's List DCN subscribers will today receive their first Newswire via email, and they will be able to access [www.lloydslistdcn.com.au](http://www.lloydslistdcn.com.au) for the latest news." Bi-weekly issue continued until Thursday, 7 March 2002. The publication has appeared weekly, on Thursdays, since 14 March 2002.

From the National Library, **Paul Livingston** supplies the following background on the title, *Lloyd's List*, from the book, *The English Newspaper: an illustrated history to 1900*, by Keith Williams, 1977, ISBN 0905947150, printed by Springwood Books Limited, London, pp.16-18: "Towards the end of the seventeenth century Edward Lloyd was the proprietor of a coffee house in Lombard Street, London. It was the 'in' place for merchants of every kind. They came to Lloyd's Coffee House to meet colleagues, competitors, and clients, to discuss and conduct their business. It became a centre for the sale of ships and wines, and an informal club for the City business set. Shrewdly judging what would be a useful service to his clients, Lloyd organised a private network of correspondents. These were mostly other coffee-house owners in commercial or shipping centres who would send him regular reports which he posted as bulletins in his establishment. ... About 1696 Lloyd began to publish these daily bulletins as a weekly news sheet under the title *Lloyd's News*. Oddly enough, it does not seem to have been a great success, and died out ... until Thomas Jemson took it [the Coffee House] over. He did all the spadework necessary to revive the paper, but the first issue of *Lloyd's List* did not come out until 1734, several weeks after Jemson had died." The oldest surviving copy of *Lloyd's List* is No 560 Friday, 2 January 1740. Copy of the title page of this issue is in the referenced book on Page 19.

#### **17.48 A HAND-SOME NUMBER OF LETTERS**

Hand-setting: "The number of letters set up during the last week in the office of the *Argus* amounted to 2,527,813," the Melbourne *Argus* reported on 22 August 1853 (p.5, col.6).

“Those acquainted with the trade will probably bear us out in the impression that this number is scarcely exceeded in any newspaper office in the world.”

#### **17.49 HOW QUEENSLAND GUARDIAN (PROBABLY) GOT TO WARRNAMBOOL**

Remember 16.58 when your editor told of his amazement at finding in the file room of the *Standard*, Warrnambool, the bound files for 1860 and 1861 of the *Queensland Guardian*, Brisbane? *Standard* managing editor Ian Pech showed me the files when I visited the *Standard* on December 10 during a week-long research visit to various Victorian country newspapers. Within 24 hours of the distribution of the newsletter, Tom Darragh emailed me to suggest an explanation of how the Brisbane files ended up at Warrnambool. The highly probable scenario centres on William Fairfax, a co-founder of the *Standard*.

Darragh, a curator at the Museum of Victoria, who compiled a recent book recording printer and newspaper registrations throughout Victoria, 1838-1924, told me that William Fairfax, who had been managing the *Argus* job printing office in Melbourne at the end of the 1850s, resigned from a partnership with Wilson & McKinnon in 1860. Fairfax went into partnership on October 1 that year in Brisbane with William Charles Belbridge, who had established the *Queensland Guardian* on March 31, less than four months after the separation of Queensland from New South Wales. Belbridge withdrew from the *Guardian* partnership on September 30, 1861, and Fairfax continued as sole proprietor for 15 months until he took the Rev. George Wight into partnership on January 1, 1863. Fairfax and Wight made the paper a daily on April 4 that year and eight weeks later Fairfax sold his interest to Wight and set up as a general printer in Brisbane. The *Daily Guardian*, a dynamic, forthright paper, ceased publication on June 27, 1868, but Fairfax had left Brisbane in 1866 and returned to Melbourne to buy the former *Argus* general printing business.

This failed and in October 1867 he joined Henry Laurie in leasing the *Warrnambool Examiner* from its founder, Richard Osburne. When the lease expired five years later, Osburne refused to renew it and Laurie and Fairfax established the *Warrnambool Standard* on October 1, 1872, in opposition to the *Examiner*. Darragh believes it is strongly likely that Fairfax took the *Queensland Guardian* files to Warrnambool with him. The bound volumes of the *Guardian* at the *Standard* cover from the first issue, March 31, 1860, to the end of that year and all of 1861. The State Library of Queensland told your editor that it had a copy of the bound files for 1861 but none for 1860. Virtually a complete set of the *Guardian* files is on microfilm.

#### **17.50 DEATH OF THE FREE OBIT?**

From **Nigel Starck** in Adelaide: The column creep of advertorial copy has now penetrated the obituary pages of North America. The report, on the growing incidence of paid obituaries, comes from the International Association of Obituarists, at its headquarters in Dallas, Texas. In two typical examples, says the association, North Carolina's *Charlotte Observer* charges \$2 a line after seven free lines and Colorado's *Daily Sentinel* charges \$12 an inch. Then there's Iowa's *Cedar Rapids Gazette*, which demands 35 cents a word for "information the newsroom wouldn't normally include". It's this feature of the paid obituary, which has some critics especially worried.

Former University of Montana journalism professor Nathaniel Blumberg says: "It's the worst example of giving over control of the news columns. Now they're even allowing such expressions as 'gone to be with the Lord'." But Charles McCollum, editor of Utah's *Herald-Journal* disagrees. "The wonderful thing about paid obits is that you run them 'as is'," he says. "You don't have to fight with dead people's relatives day after day." Australia's newspaper publishers have always welcomed new commercial opportunities. Is there any evidence of this one catching on?

### 17.51 HARD COPIES OR MICROFILM – OR BOTH?

From the National Library of Australia, Canberra, **Paul Livingston** writes: Viz. 16.53: Hard Copies or Microfilms – The NLA has the *Sydney Morning Herald* in both formats. Library policy is to use the film but if references cannot be found on filmed version we call in the print from the off-site storage. The microfilm is often only of a single edition of each day's newspaper –late edition I believe for the *SMH* – while the print version held at various locations may be earlier versions. This drives researchers crazy when they have what appears to be a valid and trusted reference and cannot locate it on the microfilm only to find it was in the earlier edition. Our print copy is also used for photographic reproduction devoted to the coverage.

### 17.52 A STRANGER ON THE DARLING

The Review section of the *Weekend Australian* ran on 23-24 February an edited extract from historian Geoffrey Blainey's introduction to his *Henry Lawson: A Selection of Stories and Poems* (released by Text Publishing on 4 March). The article, titled "back from Bourke", made no mention of the fact that Lawson – during his stay in Bourke in 1892-93 contributed a number of poems *sub rosa* to the *Western Herald*, one of Bourke's newspapers. Robyn Burrows and Alan Barton have told the story sensitively in *Henry Lawson: A Stranger on the Darling* (Angus & Robertson, 1996). That book published a number of Lawson poems not previously published between covers. Lawson went off to Bourke, not very willingly, on a journey funded by J.F. Archibald, of the *Bulletin*, at the tail end of a public stoush in print with A.B. Paterson over who could lay claim to the title the "Bard of the Bush". Here's an extract from Robyn Burrows' "Introduction" to *Stranger on the Darling*:

... Lawson spent his first few weeks in [Bourke] writing almost-libellous verse for the local newspaper, the *Western Herald* and *Darling River Advocate*. The poems elicited several retaliatory replies from a rival paper, the *Central Australian and Bourke Telegraph*. For many years, researchers investigating the poems believed that no copies of the *Western Herald* had survived, and that the poems would never be recovered. It was not until 1992 that Lawson's verses were discovered, exactly one hundred years after their initial publication.

### 17.53 DAVID McNICOLL: A DATE TO NOTE

In his autobiography, David McNicoll wrote (p.128): "I was appointed editor-in-chief of Consolidated Press on November 11, 1953, and took over on December 1, my 39<sup>th</sup> birthday." (He replaced E.W. MacAlpine as editor-in-chief.) He ceased to be editor-in-chief when Sir Frank Packer sold the goodwill of the *Daily* and *Sunday Telegraphs* in June 1972. McNicoll was holidaying in England at the time. Their formal association ceased on 15 July 1972 (pp.304-305).

### 17.54 A TASMANIAN HOLIDAY

Reflecting on a three-week holiday in Tasmania, **Ken Sanz** wrote on 11 March: The Hobart *Mercury* print museum (next to the *Mercury* office) is under the direction of Rod Boucher, the education services manager. They encourage schools to visit the centre as part of their Newspapers-in-Education package. They have the original Stanhope press on which Thomas Bent printed the *Hobarton Gazette* (lent from the Museum of Tasmania) plus many other interesting items. I had a good talk to James Oakham, an ex-compositor who was on duty the day we visited.



The *Launceston Examiner* was about to mark its 160<sup>th</sup> birthday (12 March) by publishing a copy of a flood-in-the-north issue of the *Examiner* from the 1920s and a copy of their weekly magazine publication for its coverage the same month of the floods. I saw the originals in a tin museum at Derby in the north-west some days before I saw the announcement. This Derby museum has the Wharfedale that printed Scottsdale's *North-Eastern Advertiser* before it moved to offset.

The *Western Herald*, Strahan, etc., is to celebrate its 10th birthday on 23 April 2002. It is publishing a book, *Off the Record*, to mark the occasion and a special issue of the paper on 26 April. Details are available on the paper's Website: [www.nvo.com/westernherald/](http://www.nvo.com/westernherald/)

There are a number of monthly papers published in the north and south with weeklies at Huonville, New Norfolk, Scottsdale, Smithton and Tullah. Only the New Norfolk paper is owned by one of the dailies – the *Mercury*. The rest appear to be printed offset on sheetfed Heidelbergs.

### **17.55 FIJI COUPS REPORTING**

**Anthony Mason**, of Canberra, writes: I'm a Masters student at the University of Canberra, where I have also lectured and tutored in journalism. My thesis is on the Australian newspaper reporting of the Fiji coups in 1987 and 2000. Mostly, I am interested in some of the historical data on Australian newspapers. I am interested in hearing from members whose research interests coincide in any way with mine or who have worked in Fiji at any time. I am at [a.mason@student.canberra.edu.au](mailto:a.mason@student.canberra.edu.au) (4 Braine Street, Page, ACT, 2614; ph 02 6254 7818).

### **17.56 THE LIFE OF A PRINTER**

In March 2002 Ray Muller put up for auction the printing equipment of Crystal Press, operated by the Muller family at Crystal Brook and Jamestown, South Australia, from 1956-1990. When Ray started work he would hand-set type from the 200 type cases containing letters of every size. He stayed for six years before going to Adelaide for eight years and then returning to run the family business – when it had a Linotype (*Recorder*, Port Pirie, 14 March 2002, p.6).

**Rod Kirkpatrick** writes: About the beginning of November 1971 the Mullers acquired the printery business that had been conducted by the *Northern Review*, Jamestown, before it became the *Review-Times*. The *Northern Review*, established on 14 March 1878 as the *Jamestown Review*, arose from the *Review's* amalgamation with the *Agriculturist and Review*, the *Area Express* and the *Laura Standard* in 1949. In turn, the *Northern Review* combined with the *Peterborough Times* and the *Orroroo Enterprise* on 2 April 1970 to become the *Review-Times*. A lot of the equipment auctioned last month came from the *Review* printery, which was hived off from the *Review-Times* business in October 1971 when ownership changes resulted from the *Port Pirie Recorder* announcing it would no longer print the *Review-Times* and on the same day, 15 October 1971, beginning to issue its own paper free in the Jamestown area (*Jamestown Review*, 14 March 1878; *Northern Review*, 25 March 1970, and *Review-Times*, 20 October 1971).

### **17.57 AN EDITOR FOR MORE THAN 66 YEARS**

Your ANHG editor has discovered an editor who appears to have surpassed Godfrey William ("Goff") Letts, of Donald, Victoria, in the length of time (66 years) he spent editing a newspaper. Here's part of what I wrote about Letts in *PANPA Bulletin*, December 2000:

In April 1921, William Morgan brought his nephew, Godfrey William Letts (1898-1987), a grandson of the founder of the *Donald Times*, from Kalgoorlie as editor. Letts, who had topped Western Australia in the Government scholarship examinations before attending Scotch College where he matriculated, had been working on the *Kalgoorlie Miner*. He travelled by train from Western Australia, arriving in Donald in the early morning with his bicycle, his carry bag and his rifle. This Godfrey William was also known as Goff and he would edit the *Donald Times* for 66 years, which the Letts family and the *Guinness Book of Records* believe is a record term for an Australian newspaper.

Well, Thomas Hunt, who founded the *Free Press*, Kilmore, on 23 March 1865, edited that paper from then until 1933 (*Australian Dictionary of Biography*, Vol 4, p.447) or until his retirement in June 1934 (*Newspaper News*, 1 January 1935, p.6) – 68 or 69 years. Either way, he was editor for longer than the 66 years claimed for Goff Letts. Hunt acquired or established other newspapers, the *Seymour Express* in 1872, the *Lancefield Mercury* in 1874, the *Nagambie Times* in 1878 and the *Moira Independent* in 1883, but they had passed from his possession by the 1890s. He represented the local electorate in the Victorian Parliament for more than 20 years. Hunt died on 8 December 1934, aged 93 (*ADB*, Vol. 4, pp.447-448).

### **17.58 THE NEWS FROM LONDON, 104 DAYS LATER**

From *The Colonist*, Sydney, Friday, 16 July 1841: ENGLISH NEWS: By the *Herald*, which arrived yesterday from Glasgow (being the first of a line of emigrant ships from the Clyde), we received Glasgow papers to the 5<sup>th</sup> of April, containing London news to the evening of the 3d (sic).

### **17.59 GEORGE JOHNSTON'S DIARY**

George Johnston, journalist and author of *My Brother Jack*, was a war correspondent for the Melbourne *Argus* in 1942. He kept a diary, which was published by Angus & Robertson under the title *New Guinea Diary*. The original is now held by the National Library of Australia. The *Australian* published an extract on 2 April 2002, p.3, in its "War on our doorstep: The diaries" series.

### **17.60 PLATEN PRESS FOR SALE**

The Yass & District Historical Society Inc., NSW, has a platen press for sale:

**Manufactured by the Chandler & Price Co., Cleveland, Ohio, USA, date unknown, but believed to be pre-1914. Originally designed for manual operation, fitted with small motor attached to fly wheel and belt. In use until 1996. Rescued from destruction by our Historical Society in January 1997 for museum display as a working/functional exhibit.**

Photograph, further details etc supplied to interested parties. Inquiries to: The Hon. Secretary, Yass & District Historical Society Inc., PO Box 304, Yass, NSW, 2582.

### **17.61 MELBOURNE NEWSPAPER DISPLAY**

Paper World will stage in Melbourne from 20-24 May an exhibition of original Melbourne newspapers covering the major news stories from Federation 1901 to "September 11" 2001. Venue is the refurbished offices of Roy Morgan Research at 401 Collins Street, Melbourne. Colin Leitch, of Paper World (an ANHG member), says the exhibits will also show the evolving format and style of Melbourne's major dailies, the *Sun*, *Herald*, *Age*, *Argus* and *Herald Sun* (more information at [www.paperworld.com.au](http://www.paperworld.com.au))

## 17.62 AUSTRALIAN PRESS BICENTENARY

Apart from the symposium being organised for 1 March 2003 by ANHG (see 16.2), another event is being organised by Joy Jorgensen, of Kenthurst, NSW. Her event will commemorate the first edition of the *Sydney Gazette* (5 March 1803) and provide an opportunity for a reunion of descendants of founding publisher George Howe. Email Joy on joyj@ihug.com.au for more details.

## 17.63 RECENTLY PUBLISHED: ARTICLES

17.63.1 THE BATTLE OF MELBOURNE: THE RISE AND FALL OF *THE STAR* by Bridget-Griffen-Foley, *From the Frontier: essays in honour of Duncan Waterson*, special joint issue of *Journal of Australian Studies*, No 69, and *Cultural History*, No. 20, 2001, pp.89-102.

17.63.2. TORPEDOED BY THE TRUTH by Rodney Dalton, *Australian*, 15 February 02, p.13. As the Government spread the deception of asylum seekers throwing children overboard, it was the *Australian* that cut through to the truth (virtually a full-page article and chronology).

17.63.3 MURDOCH'S GREAT ESCAPE by Neil Chenoweth, *Australian Financial Review Weekend*, 16-17 February 02, pp.21, 23. How does he do it? Murdoch may have just announced \$7 billion worth of losses but he has waved off the market and has set the company up for big profits in the future.

17.63.4 SHIPPING OUT by Scott Rochfort, *Sydney Morning Herald*, 23-24 February 02, Metropolitan, p.4. The *SMH* has published shipping lists since it began life as the *Sydney Herald* on 18 April 1831. A reflection on the changing nature of shipping news, prompted by the release in Australia of the movie version of Annie Proulx's novel, *The Shipping News*.

17.63.5 NEW BLACK VOICE CHECKS THE MAIL by Rosemary Neill, *Australian*, Media liftout, 7 March 02, p.10. An account of the launch of a new national newspaper for indigenous people (see 17.3 and 17.5).

17.63.6 PAPERS FOLLOW THE PORTS AND POPULATION AS VICTORIA EXPANDS by Rod Kirkpatrick *PANPA Bulletin*, March 2002, pp.33-35. A potted history of Warrnambool's newspapers.

17.63.7 THE SOUL OF AUSTRALIA: USING CHURCH NEWSPAPERS TO OPEN UP AUSTRALIAN HISTORY by Jennifer Clark, *National Library of Australia News*, March 2002. Summarises the large range of Church newspapers held in the National Library, and comments on their usefulness for research into Australian social history

17.63.8 NICHE TITLES PROVE TOUGH BUSINESS by Mark Day, *Australian*, Media liftout, 14 March 02, p.6. Day's "On Media" column explores ventures seeking growth in the Fairfax newspaper enterprise, especially as related to business publications, including online areas.

17.63.9 CHOGM SECURITY STORY TRIGGERS ROW by Martin Chulov, *Australian*, Media liftout, 14 March 02, p.7. The *Herald Sun* is defending the accuracy and newsworthiness of a "Terror alert" story in blasted across its front page on 2 March 2002, the eve of the Commonwealth Heads of Government Meeting on the Sunshine Coast, Queensland.

17.63.10 HEIR APPARENT by Max Walsh, *Bulletin*, 19 March 02, pp.18-22. News Corp's Lachlan Murdoch is being groomed to run the global media giant. He talks about the media, pay TV and running a global business (see 17.4).

17.63.11 JUST PLAYING THE HAND THAT LIFE DELIVERED by Cosima Marriner, *Sydney Morning Herald*, 23-24 March 02, p.48. News Corp's heir apparent says he has his work cut out to follow his father (see 17.4 and 17.63.10).

17.63.12 IN THE HEAT OF THE NIGHT by Paul McGeough, *Good Weekend (SMH)*, 9 March 02, pp.22-27. The war on terror has brought the world's reporters – one-time rivals suddenly allied – to Afghanistan. Among them was McGeough, a former *Sydney Morning Herald* editor, an old hand at filing from the front line. But nothing could have prepared him for the terrifying Taliban ambush that left three of his colleagues dead.

17.63.13 PULP FRICTION: PAPER TIGER STALKS NEWSAGENTS by Robert Gottliebsen, *Australian*, 20 March 02, p.30. UK chain W.H. Smith has designs on Australia's newsagency business and the stage is set for a battle to change the way Australians buy newspapers and magazines.

17.63.14 BOTTOM LINE BLUES by Mark Westfield, *Australian*, Media liftout, 21 March 02, pp.4-5. The cost-cutting strategies of Fairfax CEO Fred Hilmer have failed to get the newspaper company back on track (see also 17.3 and 17.21).

17.63.15 A PRINTER'S DEVIL FINDS HIS WAY AROUND THE COUNTRY CIRCUIT by Rod Kirkpatrick, *PANPA Bulletin*, April 2002, pp.29-31. A profile of a country printer who made good, told against the backdrop of the history of newspapers in the Victorian town of Stawell.

17.63.16 BAD NEWS by Ivor Ries, *Bulletin*, 26 February 2002, pp.41-43 (cover story). It has been a shocking start to the year for News Corp supreme Rupert Murdoch. Beware the cornered lion, warns the writer.

## 17.64 A Select Chronology of Australian Newspaper Events, 1920-1929

Henry Mayer described the twenties as "by far the toughest and most ruthless period in Australian journalism" (*The Press in Australia*, 1964, p.29).

<b>September 1922</b>	First issue of <i>Sun News-Pictorial</i> , Melbourne's first new daily for 31 years; launched by Sydney-based Hugh Denison, publisher of that city's <i>Sun</i> and modelled on London's <i>Daily Sketch</i> and <i>Daily Mirror</i> .
<b>April 1923</b>	Denison launches <i>Evening Sun</i> , Melbourne; it is coloured pink and is sensational and sets out to pick at little faults in the <i>Herald</i> .
<b>2 July 1923</b>	<i>Daily Guardian</i> launched in Sydney after Smith's Newspapers Ltd (publisher of <i>Smith's Weekly</i> ) was incorporated.
<b>1924</b>	Keith Murdoch becomes managing director of Herald and Weekly Times.
<b>January 1924</b>	The <i>Labour News</i> , Sydney, becomes <i>Labor Daily</i> .
<b>15 September 1924</b>	<i>Ballarat Courier</i> incorporates its older rival daily, the <i>Ballarat Star</i> , from today.
<b>31 December 1924</b>	<i>Albury Daily News</i> ceases; incorporated in <i>Border Morning Mail</i> from January 1925.
<b>September 1925</b>	Warwick Oswald Fairfax joins John Fairfax & Sons.

<b>25 April 1925</b>	Denison closes Melbourne <i>Evening Sun</i> (lost between £200,000 and £300,000) and sells <i>Sun News-Pictorial</i> to Herald & Weekly Times.
<b>29 October 1925</b>	First issue of <i>Morning Star</i> , Melbourne, daily issued by Victorian Farmers Union; sold at one penny a copy, one-third cheaper than the other dailies. Ceased two years later – with circulation that never exceeded 50,000 – when sold for £31,000 to Pictorial Newspapers Pty Ltd, registered publisher of <i>Sun News-Pictorial</i> . The Farmers Union lost 12s in the £.
<b>Sept 1926</b>	Murdoch leads Melbourne syndicate to buy Perth <i>West Australian</i> and issues shares to locals to appease concern about interstate control.
<b>3 September 1926</b>	The Shakespeare family, with Thomas Mitchell Shakespeare at its head, launches the <i>Canberra Times</i> as a weekly (eight months before the “temporary” Parliament House is opened). Motto: “To serve the National City and through it the Nation.”
<b>3 May 1927</b>	<i>Canberra Times</i> becomes a bi-weekly.
<b>1927</b>	Ailing <i>Morning Star</i> sold to HWT subsidiary.
<b>20 Feb 1928</b>	<i>Canberra Times</i> becomes a daily.
<b>1928</b>	Murdoch-led syndicate buys South Australia’s oldest, sickest paper, the Adelaide <i>Register</i> , tarts it up, cuts the cover price and soon pressures long-time owner of the successful Adelaide <i>Advertiser</i> , Sir Langdon Bonython, to sell for £1 million. Syndicate closes <i>Register</i> three years later.
<b>18 July 1928</b>	Death of Sir James Oswald Fairfax (1863-1928), Partner John Fairfax & Sons, 1889-1916; director, John Fairfax & Sons Ltd, 1916-28.
<b>29 Sept 1929</b>	<i>Sunday Guardian</i> , Sydney, launched.

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