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27.1 COPY DEADLINE AND WEBSITE ADDRESS

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Barry Blair, of Tamworth, NSW, and Victor Isaacs, of Canberra, are major contributors to this Newsletter.

CURRENT DEVELOPMENTS: METROPOLITAN

27.2 NEWS CORP MOVES BASE TO USA

The headlines made interesting reading when Rupert Murdoch announced that The News Corporation Ltd would shift its stock exchange listing from Australia to the United States – where it earns about almost 75 per cent of its revenue. "Murdoch moves to Wall St", declared the *Australian*. "News Corp quits Australia", said the *Age*. "US move boosts Murdoch: News Corp to buy family share in the Courier-Mail", said the *Courier-Mail*; "Investor bonus as News Corp moves", said Adelaide's *Advertiser*. Part of the announcement was that News Corp would buy out the 58 per cent share of Queensland Press Ltd that the Murdoch family has held since 1987. News Corp will retain a secondary stock-exchange listing in Australia (wide range of sources available, especially the Australian metropolitan daily newspapers of 7 April 2004: e.g. *Australian*, pp.1, 2, 21 and 26; also see *Australian*, 8 April 2004, Media & Marketing liftout, pp.17, 18 [including an article by John Henningham speculating on whether the changes would hasten the conversion of the *Courier-Mail* to a tabloid format – the most significant aspect of the article, for historians, was the mention of the years when a wide range of newspapers converted to tabloid]; and *Weekend Australian Financial Review*, 8-12 April 2004, p.33; see also Grahame Morris's comments in his "Beyond Spin" column in the *Australian*, 15 April 2004, Media & Marketing liftout, p.18). News Corp president Peter Chernin said on 29 April that the company had no intention of delisting from the Australian Stock Exchange (*Courier-Mail*, 30 April 2004, p.29).

27.3 LATHAM, LABOR AND THE MEDIA

Federal Opposition Leader Mark Latham – dubbed by Greens Senator Bob Brown as "the Prime Minister-in-waiting" – is being courted by the various media proprietors. Labor's new Leader had a meal with Lachlan Murdoch and News Ltd CEO John Hartigan at the Murdoch rural property, "Cavan", near Yass, New South Wales at the beginning of March. Seven Network owner Kerry Stokes and his CEO, David Leckie, Channel 10 executive chairman Nick Falloon, Fairfax CEO Fred Hilmer and PBL chief executive Peter Yates have all met Latham. News Ltd and PBL both have a 25 per cent interest in pay TV operator Foxtel (*Australian Financial Review*, 25 March 2004, pp.1, 76-77).

27.4 COMMUNICATIONS MINISTER TO STEP DOWN

After only six months as the Minister for Communications, Daryl Williams has announced he will not seek re-election to Parliament at the next election, due to be held before year's end. Williams served as John Howard's former Attorney-General for seven and a half years and the Justice Minister for 18 months of that period (*Australian*, 6 April 2004, p.2, and see profile, same date, p.11).

27.5 CHRONOLOGY OF RECENT EVENTS

| | |
|----------------------|---|
| 16 March 2004 | Death: Blair Jude Roots , on Gold Coast, aged 51; worked on papers in north Queensland before becoming a renowned ABC correspondent from Townsville and Darwin and a leading reporter on such programs as <i>Countrywide</i> and <i>Landline</i> (<i>Courier-Mail</i> , 23 March 2004, p.18). |
| 21 March 2004 | Death: James William Simmonds , on Gold Coast, aged 68; journalist and scriptwriter; began on <i>Portland Observer</i> , Vic.; became law and crime reporter for Melbourne <i>Truth</i> and covered the Lindy Chamberlain case, writing the first book on the trial, <i>Wednesday's Child</i> ; spent nearly 10 years as Melbourne bureau chief for the <i>Sunday Telegraph</i> ; became a scriptwriter for television police dramas such as <i>Homicide</i> , <i>Matlock Police</i> and <i>Division 4</i> (<i>Courier-Mail</i> , 13 April 2004, p.18). |
| 28 March 2003 | Death: Percy Beams , aged 92; was one of Melbourne's most respected and influential sports writers and versatile sportsmen; chief football and cricket writer for the <i>Age</i> from 1946 to 1975; played 213 VFL games for Melbourne, and was captain-coach from 1942-44; chosen in the club's team of the century; played 10 times for Victoria. Played 18 first-class cricket matches, scoring 1186 runs at average of 51.56, including a double century and two centuries; captained Victoria in 1945-46. Covered several overseas cricket tours for the <i>Age</i> (<i>Herald Sun</i> , 30 March 2004). |
| 6 April 2004 | The News Corporation Ltd announces it will shift its primary stock exchange listing to Wall Street (see 27.2). |
| 23 April 2004 | Death: William George (Bill) Mordey , in Newcastle, aged 67; sports writer, sporting promoter, horse stud owner; joined Sydney's <i>Daily Mirror</i> at 15; became one of its best-known sportswriters (<i>Australian</i> , 27 April 2004, p.13; <i>Canberra Times</i> , 30 April 2004, p.18). |

27.6 EDITORS

Michael Gawenda will stand down as editor of Melbourne's *Age* later this year and take up a reporting role in Washington for the Fairfax newspaper group. Gawenda started his career at the *Age* in 1970. A global hunt for a replacement has begun, but the Fairfax London correspondent, Peter Fray, is rumoured to be the front runner, according to one report (*Australian*, 16 April 2004, p.2).

Judith Whelan, an assistant editor of the *Sydney Morning Herald* since 2002, has been appointed as editor of the *Good Weekend*, the Fairfax magazine that is inserted in the weekend editions of the *Sydney Morning Herald* and the *Age*. She replaces Fenella Souter who stepped down at the end of 2003 after seven years in the position (*Australian*, Media & Marketing liftout, 4 March 2004, p.18). Souter's farewell message appeared in the *Good Weekend*, 6-7 March 2004, p.9, and Whelan introduced herself on 10 April 2004, p.5.

Australian Associated Press's news editor-in-chief, Tony Gillies, is profiled in *PANPA Bulletin*, February/March 2004, p.28. Gillies was formerly at Rural Press Ltd.

Matthew Stevens, 44, has been appointed deputy editor (weekend) for the *Australian*, having most recently been the national chief of staff. Rory Callinan joins the *Australian's* Brisbane

bureau after having been the investigations editor on the *Courier-Mail*. Anne Fussell has been appointed editorial manager of Nationwide News, based in Sydney. Her position as managing editor of the *Courier-Mail* has been filled by Steve Gibbons who has held various editing positions at the paper for the past three and a half years. He is a former assistant editor of the *Advertiser*, Adelaide, and edited the APN regional dailies in Rockhampton, Tweed Heads and Lismore (*Weekend Australian*, 24-25 April 2004, p.2; *Courier-Mail*, 24 April 2004, p.4).

27.7 TELSTRA BUYS TRADING POST GROUP

Telecommunications giant, Telstra, has bought the Trading Post group of classified advertising publications for \$636 million, outbidding the Fairfax newspaper group. They are seen to have synergies with Telstra's Sensis (owner of the White Pages and the Yellow Pages). Sensis chief executive Andrew Day warned that the purchase of the *Trading Post* and its websites signalled an attack on the newspaper "rivers of gold" classifieds (*Australian*, 9 March 2004, pp.19 and 24, and 11 March 2004, Media & Marketing liftout, p.23).

27.8 LAST LETTERS FROM TED AND NORM

The deaths of two long-term regulars in the letters columns of Australian newspapers, Norm Christenson and Ted Matulevicius, have not gone unmarked. Paul Christenson wrote to mention his father's death (Norm's "career" spanned more than 25 years and 250 letters) and the tributes flowed. Bill Carpenter remarked: "With the death of Norm so soon after Ted, one realises how hazardous this letter-writing caper is." Margaret Murray, of Christenson's home suburb of Thornleigh, Sydney, contended: "The world needs more people like you, challenging the weasel words of those to whom we give political; power" (*Sydney Morning Herald*, 26 and 27-28 March 2004, pp. 14 and 42 respectively; *Australian*, 26 March 2004, p.14, and *Weekend Australian*, 27-28 March 2004, p.16).

27.9 SPENCER STREET AND THE AGE

Alan Wood wrote (*Australian*, 24 February 2004, p.15): "On Saturday Melburnians awoke to find they only had bits of the *Age* newspaper on their front lawn. The main news section was missing. On Sunday the news section turned up along with the *Sunday Age*, which explained to readers what had happened. About 150 pickets from the Australian Manufacturing Workers Union illegally blockaded its printing plant near Tullamarine airport." (See also Michael Bachelard's report, "Fairfax appeal to Bracks over picket", *Australian*, 27 February 2004, p.2; and the *Herald Sun*, 21 February 2004.)

The industrial action (which cost Fairfax \$2.1 million) followed the closure of the *Age's* CBD (Spencer Street) printing plant and the dismissal of 86 workers. The Industrial Commission has since ordered the *Age* to rehire the 86 printers because the termination of their jobs would have breached an enterprise bargaining agreement. The order is effective until 30 March 2005 (*Australian*, 10 March 2004, p.4; *Sydney Morning Herald*, 10 March 2004, online edition; see also Carmel Egan's, "The *Age* plagued by vexed press" and "Radical's ruse stops edition", *Australian*, 18 March 2004, Media & Marketing liftout, pp.17 and 23, and p.23, respectively).

27.10 DEFAMATION

The magistrate Pat O'Shane has been awarded \$220,000 in damages in the NSW Supreme Court after being defamed in a *Sydney Morning Herald* opinion piece, by Janet Albrechtsen, that implied she was biased, incompetent and unfit for office because she allowed extreme views to affect her judgement (*Sydney Morning Herald*, 17 March 2004).

The *Age* has reached a \$430,000 out-of-court settlement with a Northern Territory woman, Jan Ross-Manley, following its publication four years ago of a defamatory article about her.

The article was written by a journalist who is now the speech writer for NT Chief Minister Clare Martin (*Australian*, 24 February 2004, p.3).

27.11 WILSON WINS JOURNALIST OF YEAR AWARD

Peter Wilson, the *Australian's* Europe correspondent, has won the 2003 Graham Perkin Australian Journalist of the Year Award, pipping the Fairfax newspapers' Paul McGeough (*Weekend Australian*, 13-14 March 2004, p.2).

27.12 NEW CHAIRMAN FOR ADVERTISER

Reg Cordina, 65, who began his newspaper career in 1953 as an office boy in the mailroom at the *Adelaide News*, has been appointed chairman of Advertiser Newspapers Limited, Adelaide. He replaces Brian Sallis, who retired on 9 March. From 1994-2001 Cordina was general manager of the Herald and Weekly Times Ltd (*Advertiser*, 10 March 2004).

27.13 PRESS COUNCIL CRITICISES GOVERNMENT

The Australian Press Council has criticised a seven-day ban preventing press photographers from most of Australia's leading metropolitan dailies taking photographs in the House of Representatives. The Speaker, Neil Andrew, imposed the ban after seven newspapers ignored a directive not to publish photographs of a man who leapt from the floor of the public gallery on to the floor of the House in February (*Courier-Mail*, 26 February 2004, p.4).

27.14 READERSHIP: MODESTY SHRUGGED OFF

The disconcerting modesty that some of Australia's metropolitan newspapers demonstrated when the six-month circulation figures were issued in mid-February disappeared when the readership figures were issued at the end of the month. The circulation figures were generally negative or less than exciting; the readership figures were much more positive. The *Courier-Mail*, which took three days to find an angle to use to report its declining circulation figures (a comparison with the total regional daily circulation in Queensland), was straight out of the blocks with the news of its improved readership figures. Readership rose 2.2 per cent during the year, according to the Roy Morgan Research figures. The *Sunday Mail*, Brisbane, went from a tiny single-column item on Page 2 reporting that it had retained its place as Australia's second biggest-selling newspaper, and failing to mention that its circulation had actually fallen a little, to a much bigger four-column item of 13-pars on Page 2 with "1.5 million!" in a big reverse heading that hits you in the eye and "Our readership surges to record levels" as the strap line. The item began: "Readership of your soaraway *Sunday Mail* is at an all-time high after breaking through the 1.5 million mark for the first time." Isn't it fascinating how readership is reportedly up when circulations are going down? More copies must be getting passed over the back fence.

Most metropolitan newspapers struggled to retain their Saturday readers last year, according to the figures released in March by Roy Morgan Research (*Australian*, Media & Marketing liftout, 4 March 2004, p.16, and *Australian*, 27 February 2004, p.19). The figures indicate that Melbourne's *Herald Sun* was the only major metropolitan newspaper to increase readers for all its editions in the 12 months to 31 December 2003. Other strong performers were: the weekday and Saturday editions of the *Cairns Post*, the weekday *Northern Territory News*, the *Sunday Times* in Western Australia, the *Sunday Mail* in Queensland, and the Saturday editions of the *Gold Coast Bulletin* and Launceston's *Examiner*. The February edition of the HWT magazine, *inHOUSE*, boasts: "The circulation of the *Herald Sun* (553,000) is greater than the combined circulations of the *Age*, *Sydney Morning Herald*, *Australian Financial Review* and *Canberra Times* (545,652).

| Newspaper | Readership: Calendar year 2003 | Readership: Calendar year 2002 | Readership change % |
|--|---|---|--------------------------------|
| <i>Australian</i> (M-F) | 442,000 | 436,000 | + 1.4 |
| <i>Australian</i> (Sat.) | 881,000 | 908,000 | - 3.0 |
| <i>Australian Financial Review</i> (M-F) | 284,000 | 293,000 | - 3.1 |
| <i>AFR Weekend Edition</i> (Sat.) | 173,000 | 181,000 | - 4.4 |
| <i>Daily Telegraph</i> (M-F) | 1,193,000 | 1,185,000 | + 0.7 |
| <i>Daily Telegraph</i> (Sat.) | 948,000 | 965,000 | - 1.8 |
| <i>Sydney Morning Herald</i> (M-F) | 893,000 | 869,000 | + 2.8 |
| <i>Sydney Morning Herald</i> (Weekend) | 1,304,000 | 1,308,000 | - 0.3 |
| <i>Sunday Telegraph</i> | 1,872,000 | 1,928,000 | - 2.9 |
| <i>Sun-Herald</i> | 1,474,000 | 1,474,000 | steady |
| <i>Herald Sun</i> (M-F) | 1,545,000 | 1,491,000 | + 3.6 |
| <i>Age</i> (M-F) | 688,000 | 699,000 | - 1.6 |
| <i>Herald Sun</i> (Sat.) | 1,463,000 | 1,415,000 | + 3.4 |
| <i>Age</i> (Sat.) | 992,000 | 1,059,000 | - 6.3 |
| <i>Sunday Herald Sun</i> | 1,605,000 | 1,479,000 | + 8.5 |
| <i>Sunday Age</i> | 643,000 | 671,000 | - 4.2 |
| <i>MX</i> | 131,000 | 140,000 | - 6.4 |
| <i>Courier-Mail</i> (M-F) | 616,000 | 603,000 | + 2.2 |
| <i>Gold Coast Bulletin</i> (M-F) | 97,000 | 100,000 | - 3.0 |
| <i>Townsville Bulletin</i> (M-F) | 83,000 | 86,000 | - 3.5 |
| <i>Cairns Post</i> (M-F) | 85,000 | 79,000 | + 7.6 |
| <i>Courier-Mail</i> (Sat.) | 949,000 | 968,000 | - 2.0 |
| <i>Gold Coast Bulletin</i> (Sat) | 170,000 | 164,000 | + 3.7 |
| <i>Townsville Bulletin</i> (Sat) | 110,000 | 111,000 | - 0.9 |
| <i>Cairns Post</i> (Sat) | 113,000 | 109,000 | + 3.7 |
| <i>Sunday Mail</i> (Qld) | 1,509,000 | 1,438,000 | + 4.9 |
| <i>Advertiser</i> (M-F) | 579,000 | 578,000 | + 0.2 |
| <i>Advertiser</i> (Sat.) | 731,000 | 747,000 | - 2.1 |
| <i>Sunday Mail</i> (SA) | 771,000 | 786,000 | - 1.9 |
| <i>West Australian</i> (M-F) | 592,000 | 595,000 | - 0.5 |
| <i>West Australian</i> (Sat.) | 1,034,000 | 1,046,000 | - 1.1 |
| <i>Sunday Times</i> (WA) | 928,000 | 883,000 | + 5.1 |
| <i>Mercury</i> (M-F) | 129,000 | 134,000 | - 3.7 |
| <i>Examiner</i> (M-F) | 84,000 | 86,000 | - 2.3 |
| <i>Advocate</i> (M-F) | 62,000 | 64,000 | - 3.1 |
| <i>Mercury</i> (Sat.) | 155,000 | 160,000 | - 3.1 |
| <i>Examiner</i> (Sat) | 101,000 | 97,000 | + 4.1 |
| <i>Advocate</i> (Sat) | 65,000 | 71,000 | - 8.5 |
| <i>Sunday Tasmanian</i> | 135,000 | 141,000 | - 4.3 |
| <i>Sunday Examiner</i> | 107,000 | 104,000 | + 2.9 |
| <i>Canberra Times</i> (M-F) | 117,000 | 117,000 | 0 |
| <i>Canberra Times</i> (Sat) | 175,000 | 184,000 | - 4.8 |
| <i>Canberra Times</i> (Sun) | 110,000 | 105,000 | + 4.7 |
| <i>Northern Territory News</i> (M-F) | 53,000 | 50,000 | + 6.0 |
| <i>Northern Territory News</i> (Sat.) | 65,000 | 64,000 | + 1.6 |
| <i>Sunday Territorian</i> | 51,000 | 50,000 | + 2.0 |

The Roy Morgan Research readership figures for the top-20 performing magazines are:

| Magazine | Readership: Calendar year 2003 | Readership: Calendar year 2002 | Readership: Change % |
|----------------------------------|---|---|---------------------------------|
| <i>Australian Women's Weekly</i> | 2,690,000 | 2,692,000 | - 0.1 |
| <i>Woman's Day</i> | 2,520,000 | 2,450,000 | + 2.6 |
| <i>New Idea</i> | 1,920,000 | 1,880,000 | + 2.3 |

| | | | |
|--------------------------------------|-----------|-----------|--------|
| <i>Better Homes & Gardens</i> | 1,470,000 | 1,500,000 | - 2.0 |
| <i>That's Life</i> | 1,220,000 | 1,230,000 | - 1.1 |
| <i>TV Week</i> | 1,180,000 | 1,160,000 | + 2.3 |
| <i>Reader's Digest</i> | 1,010,000 | 1,210,000 | - 15.9 |
| <i>Cosmopolitan</i> | 919,000 | 941,000 | - 2.3 |
| <i>National Geographic</i> | 855,000 | 824,000 | + 3.8 |
| <i>Australian Good Taste</i> | 853,000 | 670,000 | + 27.3 |
| <i>Cleo</i> | 797,000 | 748,000 | + 6.6 |
| <i>Super Food Ideas</i> | 797,000 | 818,000 | - 2.6 |
| <i>Who</i> | 789,000 | 845,000 | - 6.6 |
| <i>Take 5</i> | 738,000 | 706,000 | + 4.5 |
| <i>Australian House & Garden</i> | 688,000 | 657,000 | + 4.7 |
| <i>Burke's Backyard</i> | 647,000 | 640,000 | + 1.1 |
| <i>Marie Claire</i> | 611,000 | 626,000 | - 2.4 |
| <i>NW</i> | 601,000 | 545,000 | + 10.3 |
| <i>TV Soap</i> | 551,000 | 503,000 | + 9.5 |
| <i>Ralph</i> | 548,000 | 557,000 | - 1.6 |

27.15 THE IMAGE THAT CHANGED OPINION ON REDFERN'S RIOTS

The *Daily Telegraph* published a full front-page picture on 20 February of the attack on a woman and the theft of her handbag that led police officers to be cruising the streets near where Thomas Hickey, a black youth, died on the weekend of 14-15 February. Inside the *Telegraph* published other pictures. They were stills taken from the security video cameras stationed near Redfern station. Aborigines rioted in Redfern for nine hours on the Sunday night/Monday morning of 15-16 February, blaming police for Hickey's death. The release of the video images changed the flow of public opinion on talkback radio and in letters to the editor of newspapers (*Australian, Media & Marketing* liftout, 26 February 2004, p.19).

27.16 CT MAGAZINE'S FIRST ANNIVERSARY

Subscribers to the *Canberra Times* received a 40-page first anniversary issue of *ct magazine* in March. One article (p.8) was entitled "Canberra Snapshot", a day in the life of *Canberra Times* photographers. Another (pp.33-36) focused on Mansfield, the Victorian town where that State's Country Press Association will hold its annual conference in November this year.

27.17 NEOS KOSMOS INTRODUCES ENGLISH-LANGUAGE SUPPLEMENT

Victor Isaacs writes: *Neos Kosmos*, the largest circulating Greek newspaper in Australia, now publishes an English-language supplement. The tabloid English section is inside the main broadsheet Greek section. Presumably, this is an attempt to retain readership among members of the Greek community who are becoming more at home in English than Greek.

27.18 PRINTING SHAKE-UP

Australia's \$1.6 billion magazine printing industry is set for a shake-up as Kerry Packer's Australian Consolidated Press reviews all of its printing contracts as part of a push to cut costs. The big loser from the review is likely to be Michael Hanna's Independent Media Group. ACP, Australia's biggest magazine publisher, is expected to move business to rival printer PMP or some of the smaller operators it has effectively seeded over the past three years (*Australian Financial Review*, 29 March 2004, pp.1, 50).

27.19 THEAGE.COM.AU

In 1999 there were an average of 200,000 “unique visitors” a week to theage.com.au viewing 1.4 million pages. In 2004 there are an average of 700,000 unique visitors a week to theage.com.au viewing 8.4 million pages. Unique visitors are individual website users. Each viewer may view a number of web pages. Page impressions measure the number of web pages viewed by unique visitors (*Age*, 22 March 2004, “Mini Age” liftout, p.8).

27.20 ONLINE ADVERTISING SPENDING JUMPS

Australian online advertising expenditure rose by 41 per cent in 2003 to \$236 million. Classified advertising accounted for 37 per cent of online advertising expenditure. Finance and recruitment were the biggest spenders online. The source for these statements is the 2003 Online Advertising Expenditure Report by the Audit Bureau of Verification Services (*Australian*, 6 April 2004, p.21).

27.21 PRESS COUNCIL’S ROUND TABLE ON RESEARCH

The Australian Press Council will convene on 17 May its first Round Table on print media research. The council is trying to obtain an overview of research in progress that may be of interest to it in fulfilling its objects and give help and guidance to those who want to undertake useful print-media research. More details can be obtained from the Press Council at info@presscouncil.org.au (executive secretary is Jack R. Herman).

27.22 NEWSPAPER RECYCLING

The latest figure for newspaper recycling in Australia – an average of 73.5 per cent for 2003 in each state and territory – is believed to be the highest in the world, the annual report of the Publishers National Environment Bureau shows. Bureau executive director Frank Kelett says Australia consumed 718,482 tonnes of newsprint last year and recovered 528,393 tonnes, an increase of 0.7 per cent on 2002 (*Australian*, 15 April 2004, Media & Marketing liftout, p.20; *PANPA Bulletin*, April-May 2004, p.23).

27.23 PHOTOJOURNALSIM AND WARS

Kate Geraghty is believed to be the first female photographer that the *Sydney Morning Herald* has ever sent to cover a war. She covered the war in Iraq last year. See “Shooters in the line of fire”, an article in the four-page Anzac special wraparound in the *Sydney Morning Herald*, 24-25 April 2004, p.4A.

27.24 ANNITA GIVES *BULLETIN* NICE SET OF NUMBERS

The 27 April edition of the *Bulletin* carried a 3,700-word article (pp.16-21) arising from an interview with Annita Keating van Iersel, the wife of the former Prime Minister Paul Keating. Jennifer Byrne did the interview as part of her “Lunch with” series. In the interview, Annita says Paul Keating ended their 23-year marriage during a small dinner party with friends in Canberra. She is adamant that ending the marriage “wasn’t my doing”, despite the impression Paul Keating has given in Labor circles. The *Bulletin* increased its print run for the issue and still demand could not be met. Another run was ordered (“Sauce”, *Sydney Morning Herald*, 24-25 April 2004, p.22; *Australian*, 21 April 2004, p.1). On 4 May the *Bulletin* followed up with another two pages on Annita (“I had to do it”, pp.18-19).

27.25 LACHLAN AND SARAH ARE EXPECTING

The chairman of News Limited, Lachlan Murdoch, and his wife Sarah O’Hare are expecting their first child, the eighth grandchild for News Corp chairman and chief executive Rupert Murdoch (*Australian*, 30 April 2004, p.3).

CURRENT DEVELOPMENTS: PROVINCIAL

27.26 APN POST RECORD FULL-YEAR PROFIT

APN News and Media Ltd posted a record full-year net profit of \$103.5 million for 2003 and expects even better times to be ahead. An outstanding performer for the company was the *New Zealand Herald*, which it bought from publisher Wilson & Horton in December 2001. APN's major Australian publications are 10 regional dailies in Queensland and four in New South Wales. APN's profit in 2002 was \$90.18 million. The company is considering listing on the New Zealand Stock Exchange (*Courier-Mail* and *Australian*, 3 March 2004, pp.27 and p.21, respectively, and 29 April 2004, pp. 29 and 26, respectively).

27.27 TASMANIA (1): RURAL PRESS LTD

It took Rural Press Ltd only two months of owning the *Western Herald*, Rosebery, Tasmania, before it performed radical surgery. The *Herald* was part of the package when Rural Press completed an aggressive takeover of the *Advocate*, based in Burnie and Devonport, in January. On 12 March, the *Western Herald's* final issue as a weekly appeared. On 23 March its first monthly issue appeared – as a 12-page insert in the *Advocate*. It will appear on the fourth Tuesday of each month. The first monthly issue indicated on the front-page, under the masthead: “The West Coast’s own monthly newspaper”. But thinking like a monthly was still in its early stages. Page 11 carried a small box of details about the paper, but labelled it there “The West Coast’s own weekly newspaper”. The banners across the tops of Pages 2, 3, 4, 8, 10 and 11 said: “News this week”; Page 5, “Opinion this week”; Page 9, “Features this week” (*Western Herald*, 12 March 2004, p.2, and 23 March 2004, p.1; Damian Bester, E-mail message to ANHG, 24 March 2004; Peter Dwyer, E-mail message to Rod Kirkpatrick, 1 April 2004; see ANHG 17.54 and 18.59.2).

Since taking over the *Advocate*, Rural Press had already shut down the monthly *Western Tiers* newspaper that served the Meander Valley, near Deloraine, in northern Tasmania. Greg Hall, an Upper House Member for Rowallan, expressed his displeasure in the Tasmanian Parliament. He said there had not been an issue of the *Western Tiers* since January. This is confirmed by the State Library of Tasmania catalogue (*Mercury*, Hobart, 11 March 2004, p.13).

27.28 TASMANIA (2): EDITOR JOINS PREMIER’S OFFICE

Rod Scott, the editor of the Launceston *Examiner* for the past 11 years, resigned in late April to become the chief of staff for the new Tasmanian Premier, Paul Lennon. Scott, who became the editor on the resignation of Michael Courtney, had been the deputy editor for a year and the news editor for eight years (*Mercury*, Hobart, 15 April 2004, online edition; *Australian*, 15 April 2004, “Strewth”, p.11).

The *Examiner* advertised the vacant editorship on 22 April (*Australian*, Media & Marketing liftout, p.23).

27.29 CIRCULATION: REGIONAL DAILIES

The *Fraser Coast Chronicle*, Maryborough-Hervey Bay, topped the circulation performers amongst regional dailies for the six months to 31 December 2003, Audit Bureau of Circulation figures show. Its Monday-to-Saturday figures were up 5.18 per cent. The *Gold Coast Bulletin's* Monday-to-Friday figures jumped 4.06 per cent and its big-selling Saturday issue rose by 2.43 per cent to sales of 78,971. The *Gympie Times* (Tues.-Sat.) was up 4.11 per cent, the Saturday *Townsville Bulletin* was up 3.64 per cent and the *Bendigo Advertiser* (Monday to Saturday) was up 3.53 per cent. Big losers were the Toowoomba *Chronicle*

(Monday to Saturday), down 4.27 per cent, and the *Wagga Wagga Daily Advertiser* (Monday to Friday), down 3.25 per cent.

| Newspaper (Mon-Sat unless otherwise stated) | Six months to 31/12/2003 | Six months to 31/12/2002 | Change %* |
|---|---|---|------------------|
| <i>Border Mail, Albury-Wodonga (NSW)</i> | 27,128 | 26,909 | + 0.81 |
| <i>Western Advocate, Bathurst (M-F)</i> | 4,528 | 4,431 | + 2.19 |
| <i>Barrier Daily Truth, Broken Hill</i> | 6,044 | 6,215 | - 2.72 |
| <i>Daily Liberal, Dubbo (M-F)</i> | 5,496 | 5,614 | - 2.10 |
| <i>Daily Examiner, Grafton (M-Sat)</i> | 5,819 | 5,777 | + 0.73 |
| <i>Daily Examiner, Grafton (Sat)</i> | 6,943 | n.a. | n.a. |
| <i>Northern Star, Lismore (M-Sat)</i> | 16,549 | 16,207 | + 2.11 |
| <i>Northern Star, Lismore (Sat)</i> | 25,341 | n.a. | n.a. |
| <i>Maitland Mercury (M-F)</i> | 4,641 | 4,648 | Steady |
| <i>Newcastle Herald (M-Sat)</i> | 55,499 | 53,183 | + 4.35 |
| <i>Newcastle Herald (Sat)</i> | 85,991 | n.a. | n.a. |
| <i>Central Western Daily, Orange</i> | 5,315 | 5,283 | + 0.61 |
| <i>Northern Daily Leader, Tamworth</i> | 8,513 | 8,554 | - 0.48 |
| <i>Daily News, Tweed Heads (Mon-Sat)</i> | 4,999 | 5,147 | - 2.88 |
| <i>Daily News, Tweed Heads (Sat)</i> | 6,273 | n.a. | n.a. |
| <i>Daily Advertiser, Wagga Wagga (M-Sat)</i> | 13,950 | 13,862 | + 0.63 |
| <i>Daily Advertiser, Wagga Wagga (M-F)</i> | 13,411 | 13,862 | - 3.25 |
| <i>Daily Advertiser, Wagga Wagga (Sat)</i> | 16,558 | 16,105 | + 2.81 |
| <i>Illawarra Mercury, Wollongong</i> | 30,384 | 30,121 | + 0.87 |
| <i>Ballarat Courier (Victoria)</i> | 20,441 | 20,426 | Steady |
| <i>Bendigo Advertiser</i> | 14,665 | 14,069 | + 3.53 |
| <i>Geelong Advertiser (Mon-Fri)</i> | 29,332 | 28,496 | + 2.93 |
| <i>Geelong Advertiser (Sat)</i> | 45,282 | n.a. | n.a. |
| <i>Sunraysia Daily, Mildura</i> | 7,420 | 7,552 | - 1.75 |
| <i>Shepparton News (M-F)</i> | 10,899 | 10,736 | + 1.52 |
| <i>Warrnambool Standard</i> | 12,794 | 12,655 | + 1.10 |
| <i>Bundaberg News-Mail (Qld) (Mon-Fri)</i> | 11,534 | 11,310 | + 1.98 |
| <i>Bundaberg News-Mail (Sat)</i> | 15,549 | n.a. | n.a. |
| <i>Cairns Post (M-Sat)</i> | 30,000 + | 29,712 | + 0.97 |
| <i>Cairns Post (M-F)</i> | 27,000 + | 26,899 | + 0.38 |
| <i>Cairns Post (Sat)</i> | 44,661 | 43,676 | + 2.26 |
| <i>Gladstone Observer (Tu-Fri)</i> | 7,780 | 7,982 | - 2.53 |
| <i>Gladstone Observer (Sat)</i> | 9,458 | n.a. | n.a. |
| <i>Gold Coast Bulletin (M-Sat)</i> | 47,608 | 45,810 | + 3.92 |
| <i>Gold Coast Bulletin (M-F)</i> | 41,157 | 39,550 | + 4.06 |
| <i>Gold Coast Bulletin (Sat)</i> | 78,971 | 77,100 | + 2.43 |
| <i>Gympie Times (Tu-Sat)</i> | 5,545 | 5,326 | + 4.11 |
| <i>Gympie Times (Sat)</i> | 8,706 | n.a. | n.a. |
| <i>Queensland Times, Ipswich (Mon-Sat)</i> | 12,782 | 13,026 | - 1.87 |
| <i>Queensland Times (Sat)</i> | 16,946 | n.a. | n.a. |
| <i>Daily Mercury, Mackay (Mon-Sat)</i> | 15,541 | 15,748 | - 1.31 |
| <i>Daily Mercury (Sat)</i> | 19,978 | n.a. | n.a. |
| <i>Sunshine Coast Daily, Maroochydore (Mon-Sat)</i> | 22,560 | 21,079 | + 7.03 |
| <i>Sunshine Coast Daily (Sat)</i> | 38,998 | n.a. | n.a. |
| <i>Fraser Coast Chronicle, Maryborough-Hervey Bay (Mon-Sat)</i> | 9,814 | 9,331 | + 5.18 |
| <i>Fraser Coast Chronicle (Sat)</i> | 11,118 | n.a. | n.a. |
| <i>North-West Star, Mount Isa (Mon-Fri)</i> | 3,716 | 3,650 | + 1.81 |
| <i>Morning Bulletin, R'hampton (Mon-Sat)</i> | 18,281 | 18,744 | - 2.47 |
| <i>Morning Bulletin (Sat)</i> | 24,032 | n.a. | n.a. |

| | | | |
|--|--------|--------|--------|
| <i>Morning Bulletin</i> (electronically delivered editions: Mon-Fri) | 27 | n.a. | n.a. |
| <i>Morning Bulletin</i> (electronic: Sat) | 40 | n.a. | n.a. |
| <i>Toowoomba Chronicle</i> (M-Sat) | 25,195 | 26,318 | - 4.27 |
| <i>Toowoomba Chronicle</i> (Sat) | 32,218 | 32,935 | - 2.18 |
| <i>Townsville Bulletin</i> (M-Sat) | 28,811 | 28,343 | + 1.65 |
| <i>Townsville Bulletin</i> (M-F) | 26,496 | 26,213 | + 1.08 |
| <i>Townsville Bulletin</i> (Sat) | 40,777 | 39,344 | + 3.64 |
| Kalgoorlie Miner (WA) | 5,661 | 5,818 | - 2.70 |
| Advocate, Burnie (Tas.) | 24,610 | 24,480 | + 0.53 |
| <i>Examiner</i> , Launceston | 35,496 | 35,483 | Steady |

APN News and Media Ltd has appointed Terry Quinn as editor-in-chief of the group's regional daily newspapers in Australia and New Zealand. Quinn leaves Fairfax New Zealand to join APN. He has held senior editing positions in Scotland, England and the US (*Border Mail*, Albury-Wodonga, 8 March 2004, online edition).

27.30 SIXTY-TWO YEARS IN NEWSPAPERS

Weekly Times legend Geoff Wright retired recently after 62 years in newspapers, the final 14 as a roving reporter for the "cockies' Bible" which earned him a huge following among rural readers. Geoff began his newspaper career at Warrnambool in 1941. After a variety of appointments, he joined the Sun News-Pictorial in the 1960s. HWT managing director Julian Clarke once wrote of him: "Geoff Wright strides like the Lone Ranger across the landscape of Australian bush journalism. His gangly frame and gnarled features are as familiar – and as welcome – as cold beer in countless pubs of countless country towns throughout Victoria and across the length and breadth of the continent. Geoff's gruff exterior conceals the brain of a true journalist and the heart of a poet. For half a century, he has crafted the sort of journalism that people still love to read in this age of information overload ... " (*inHOUSE*, February 2004).

27.31 TALLANGATTA SCHOOL AND PAPER

Sue Hughes writes (in response to 26.35): The Tallangatta Secondary College, in north-eastern Victoria, distributes the fortnightly *Tallangatta Herald*. The editor, Geoff Lowcock, is the college principal. The paper is circulated free, but donations are invited.

27.32 NEW EDITORS

New editors have been appointed at the *Queensland Times*, Ipswich (Daniel Sankey); the *Coffs Harbour Advocate* (Lee McDougall, the paper's first female editor); the *Warwick Daily News* (Natalie Gauld); the *Goulburn Post* (Gerard Walsh); the *Bundaberg News-Mail* (Lucy Ardern); and the *Muswellbrook Chronicle* (Dayarne Smith). The *Inverell Times* is seeking a new editor. Sources: *APN Password*, March 2004; *Rural Press News*, March 2004; *Muswellbrook Chronicle*, 30 April 2004; *Northern Daily Leader*, 24 April 2004, p.43.

27.33 BRUNSDONS BOW OUT

Dennis and Pam Brunson have seen a few things change in the newspaper and printing industry over the years, from linotype and slugs to computers and offset printing. The familiar faces of Uptin Print and the Port Macquarie News spent their last day on the job on 26 March 2004 after a long innings in the industry. Dennis worked at Uptin Print for 21 years, and Pam for 18. When Dennis was five (1947), his father Allan bought the *Hastings Gazette*. Dennis became an apprentice printer. At the *Gazette*, long hours were the norm because it was all handset and hand-fed printing machines. "It used to take us 13 hours to produce a paper."

Later the *Gazette* was printed at the Port Macquarie site, where it took a little less time. “It dropped from 13 hours to just 25 minutes,” Dennis said. After the *Hastings Gazette* was sold to Fairfax in 1983 and the job printing section to Keith Uptin, Dennis began working at the Port Macquarie site. During that time he and many of the other letterpress printers experienced challenging changes in their profession. “One of the biggest problems for us old operators was going to a qwerty keyboard,” he said. “It was tricky.” (*Port Macquarie News*, 26 March 2004)

27.34 CASTLEMAINE MAIL 150 ON 6 MAY

The *Castlemaine Mail*, which began life as the *Mount Alexander Mail*, will be 150 years old on 6 May 2004. The *Mail* was a daily from 1 October 1862 until 14 November 1942. It changed its title from the *Mount Alexander Mail* to the *Castlemaine Mail* on 1 October 1917 (source: the *Mail* of those dates).

27.35 TAMWORTH’S NEW PAPER

Tamworth, home of the *Northern Daily Leader*, has another new title venturing uncertainly into waters tried by many before it. The *Northwest Advertiser* is an eight-page fortnightly paper with a gardening column as just about the only editorial content. It’s printed by the independently owned *Namoi Valley Independent*, Gunnedah. The first issue of the *Advertiser* appeared on 12 March 2004, the second on 26 March and the third on 9 April. It proclaims it is “local ... privately owned and friendly”.

27.36 GOLD COAST BOOMING

The *Gold Coast Bulletin* keeps doing personal bests. On 11 April (during Easter) it published a 436-page tabloid issue, with 224 pages containing real estate advertisements. That edition made a net profit of more than \$1 million, according to general manager Roy Miller. The previous record was mentioned in 26.42: 416 pages on 17-18 January 2004. It comprised a 192-page news section, a 32-page Weekender, and a 192-page real estate section.

27.37 THE BRIDGE CROSSES TO A NEW ERA

The *Koondrook and Barham Bridge* sent the ANHG its final hot-metal, letterpress issue (12 March 2004) and its first cold type/offset issue (19 March 2004). Page 1 of the 12 March issue was headed: “The end of an era”. It included an article by Baptist minister the Rev Geoff Leslie who has contributed a column for 10 years. Leslie reflects on the wonder of a paper continuing to be produced by hot-metal techniques so long. Lindsay and Sue Harrington have owned the paper, on the NSW-Victorian, border, since July 1976. Leslie’s columns, full of human-interest anecdotes, are available on the internet (at www.ruralministry.org). The *Bridge* office has moved from Murray Street, Barham, to 30 Mellool Street. See 27.49.2.

NEWSPAPER HISTORY

27.38 TWO NOTES ON FRONT PAGE NEWS by Victor Isaacs

27.38.1 WHEN DID FRONT PAGE NEWS BEGIN IN AUSTRALIA?

Newspaper history writing in Australia often repeats the story that the first newspaper in Australia to place news instead of classified advertisements on its front page was the *Sydney Sun* upon its establishment in 1910. Even otherwise excellent historians such as Robin Walker (*The Newspaper Press in New South Wales 1803-1920*, p. 109) and Gavin Souter (*Company of Heralds*, p. 302) repeat this story. The story is not true for Australia. It is not

even true for Sydney. Who started the myth? The Sydney *Sun* itself in a self-congratulatory pamphlet published in 1929.

The first newspaper in Australia to place news regularly on its front page was the Melbourne evening paper, the *Herald*, as early as 1889. It placed news on its front page regularly from 17 October 1889.

(Even before 1889, news or other editorial items were occasionally placed on the front page alongside advertisements. Examples are:

28 Sept 1872: news from the English mails arriving on the steamship “Bangalore”,

3 March 1875: wreck of the “Gothenburg”, Brisbane floods and other items,

13 July 1882: Anglo-Egyptian war,

31 October 1882: Melbourne Cup,

3 August 1889 and most subsequent winter Saturdays: “Football Favourites” profiles,

22 August 1889: Maybrick murder case,

28 August 1889: wedding of Princess Louise.)

In the case of Sydney, the first newspaper to place news on its front page was the newspaper the *Sun* replaced, the *Australian Star*. This had front-page news from 8 November 1904 – six years before the Sydney *Sun* was established. Sydney’s other afternoon paper, the *Evening News*, changed over to front-page news on Monday, 4 August 1913 (thank you to Reader Services at the State Library of NSW).

The next major papers to change were the *Geelong Advertiser* on 21 June 1924 (coinciding with the inauguration of a new printing press) and the Sydney *Daily Telegraph* on 8 October 1924 (as it struggled to survive in the turbulent Sydney newspaper market of the time). Most other papers changed over in the 1930s and early 1940s. The Sydney *Morning Herald* changed on 15 April 1944 (Souter, *Company of Herald*s, p.596; and see 27.49.16). For more dates, see ANHG items 3.6 and 13.33.

27.38.2 WESTERN AUSTRALIA’S PECULIAR FRONT PAGES

WA’s dailies were slower than their interstate counterparts to change to front-page news, and the changeover of each one had unusual features.

Daily News (Perth afternoon): As with many small country dailies, the *Daily News* gradually began to publish some news items on its front page, although it mainly remained filled with classified advertising. Similarly news items crept on to the back page, and this gradually became the main news page. Even when ads were dropped from p.1, the **back** page remained the main news page, Page 1 being the second most important news page. When the *Daily News* changed from broadsheet to tabloid on 6 March 1939, it also adopted a conventional news arrangement (i.e. with p.1 the main news page).

West Australian (Perth morning, the State’s main newspaper): This changed from broadsheet to tabloid on 19 December 1947. However, it still retained classified advertising on its front page – thereby presenting a most strange appearance! For another month, it retained the old arrangement even as a tabloid (i.e. the editorial and main news pages were still the centre pages). From 24 January 1948, these changed to pages 2 and 3. The *West Australian* did not place news on its front page until 10 December 1949, being the last metropolitan daily in Australia to place news there. (But read on, for the strange story of the *Kalgoorlie Miner*’s front page.)

Kalgoorlie Miner: This paper had some editorial items on its front page from the 1900s, in the then style of many country newspapers. Over time, it became the practice for commercial news to be placed on the front page. The main news pages remained on its centre pages. In

early 1951 the *Kalgoorlie Miner* looked like a paper out of the 1900s: the main news pages were the centre pages; it had a strong vertical layout, with no multi-column paragraphs or headings; and it had no photographs in its editorial matter. From 13 August 1951 the *Kalgoorlie Miner* changed to tabloid size but otherwise retained its old layout. Gradually, a few two-column paragraphs or headings appeared, and a few photographs were used - mainly portraits, not of topical events.

On 17 June 1953 the *Kalgoorlie Miner* became the last daily in Australia to place its main news coverage on Page 1. (This was also a commemorative issue marking the 60th anniversary of gold discovery in Kalgoorlie.)

27.39 AUDIT OF ANHG MEMBERS' RESEARCH INTERESTS

Brown, Megan (Postgraduate Student University of Wollongong): I am currently researching "Women Writing in Colonial Newspapers and Periodicals" for my PhD Thesis. I am attempting to look at the various forms of writing they used to insinuate themselves into print. Any thoughts or suggestions from those experienced in this field would be gratefully received. E-mail: mab98@uow.edu.au

Clark, Alan (*South Coast Register*, Nowra). I have worked at the *Register* since 1975, and am interested in the history of all sections of the press in the Nowra district in particular, and Shoalhaven generally. PO Box 799, Nowra 2541. E-mail: alanwclark@yahoo.com

Cryle, Denis (Central Queensland University): Colonial press history (publications in 1989 and 1997); imperial press (2004 forthcoming); and national newspapers (News Limited). E-mail: d.cryle@cqu.edu.au

Emery, Victoria (Deakin University, Geelong): Late nineteenth and early twentieth century reading culture. Local and sectional journals, in particular Catholic journalism in Melbourne. Forthcoming paper 'Sketching the amateur journalist' in the proceedings of the Australian Media Traditions conference, 2003. E-mail: vemery@deakin.edu.au

Griffen-Foley, Bridget (Macquarie University): Australian journalists on Fleet Street; the "New Journalism" in Australia; Australian radio periodicals. Departments of Modern History & Politics, Macquarie University, NSW 2109. E-mail: bgfoley@hmn.mq.edu.au

Isaacs, Victor: Metropolitan newspaper history; Newspaper design; Bibliography of Australian newspaper history (would be pleased to hear of any obscure or old references). 43 Lowanna St Braddon ACT 2612. E-mail: abvi@webone.com.au

Johnson, Stuart. Research: PhD thesis 'The Shaping of Colonial Liberalism: John Fairfax and the Sydney Morning Herald 1841-1877'. A survey of the Herald on major issues such as state aid & education, free trade, land policy & manhood suffrage. Submit late 2004. Publications: A series of three articles examining the religious faith of John Fairfax. The first being 'Busy for Both Worlds': John Fairfax as a Leading Evangelical layman (Part 1), LUCAS: An Evangelical History Review, 27 & 28 (2000), 41-63. Part 2 will appear this year. Part 3 may interest ANHG readers as it will consider Fairfax's nonconformist background and the editorial position of the Herald. Also, entries on John Fairfax for two biographical dictionaries published abroad. Email: stuartj@student.unsw.edu.au

Kirkpatrick, Rod (University of Queensland): Australian newspaper history, especially provincial. Nearly completed a manuscript on the history of provincial daily newspapers throughout Australia. Writes an article for each issue of *PANPA Bulletin*. Writes annual review of Australian media for the International Press Institute's *World Press Freedom Review*. Compiles this newsletter. E-mail: r.kirkpatrick@uq.edu.au

Mason, Anthony (University of Canberra): PhD Thesis: The Australian broadsheet newspaper reporting of the Fiji coups. Particularly focussing on the sources used by the journalists, the practices of the journalists and the kinds of representations that resulted. Conference paper published in *Pacific Journalism Review*. Seminar paper from Asia Pacific Week at ANU available to those interested. E-mail: anthony.mason@anu.edu.au

Pearson, Mark (Bond University): Media law, press freedom and open justice, and the history of all three. Pearson, Mark. (2004), *The Journalist's Guide to Media Law* (deals with legal and ethical issues), Allen & Unwin, Sydney. Chapters 3 and 4 cover the history of press freedom and open justice. Email Mark_Pearson@bond.edu.au Web www.bond.edu.au/hss

Russell, John: Has interests in the history of colonial printing and publishing especially newspapers and periodicals, the role of women, and labour in print. E-mail: karinrussell@optusnet.com.au

Spennemann, Dirk HR (Johnstone Centre & School of Environmental and Information Sciences, Charles Sturt University, Albury): Current research interests: (i) Newspaper publishing in the German colonies, with special reference to the Pacific; (ii) Nineteenth Century Newspapers in the Pacific, with special interest in the fiction published therein; (iii) Fiction in Nineteenth Century newspapers in the Riverina; (iv) Nineteenth Century German-language newspapers in Australia (emerging research interest). Forthcoming publications in 2004(5): (a) Fiction Index to the *Samoanische Zeitung* (1901-1914) [Letao Press, Albury, free to web]; (b) Fiction Index to the *Albury Banner* (1860-1900) [Publisher to be determined]; (b) German Publishing in Samoa (1900-1914) [retrospect, Albury, free to web]--contains detailed bibliographical discussion of the German gazette, the *Samoanisches Gouvernementsblatt*; (c) Survey of newspapers and periodicals published in the German colonies (1885-1914) [Charles Sturt University, Johnstone Centre report]; (d) Government publishing in the German Pacific (New Guinea and Samoa) – in review by *BSANZ Bulletin*. Address: School of Environmental and Information Sciences, Charles Sturt University, PO Box 789, Albury NSW 2640. E-mail: dspennemann@csu.edu.au

Veale, Brigid (Southern Cross University): Has successfully submitted a thesis entitled “The changing face of regional newspapers: a case study of the *Advocate* (Coffs Harbour)”, for the award of Master of Professional Communication at the University of Southern Queensland. The thesis examined the impact of corporate ownership on the news content of a regional newspaper, through a case study of the *Advocate*; includes a content analysis of the newspaper and interviews with editors and journalists. She was a journalist with APN for 14 years in Queensland and NSW and is now working in the media unit at Southern Cross University, Lismore. E-mail: bveale@scu.edu.au

27.40 ANHG'S PANPA BULLETINS GIFT TO NATIONAL LIBRARY

The National Library of Australia has written to the Australian Newspaper History group to thank it for donating many back issues of *PANPA Bulletin* to the NLA. The issues donated included various issues from 1983-1992 (December 1983, September and December 1986, June September and December 1987, April, June, August, September, October and December 1988, February, April, June, September and December 1989, June, July, August, October, November and December 1990, January to August and December 1991, September, November and December 1992) and complete sets for 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000 and 2001. The ANHG also donated “Fudge”, a supplement to the *Bulletin*, for June, August, October and December 1988, and February, April and June 1989. The various issues came from a collection put together by John Tidey, of Middle Park, Victoria, and another by Rod Kirkpatrick, of Middle Park, Queensland. The donated issues cover the period from when the *Bulletin* appeared quarterly, then every two months, and then monthly. Since

the middle of last year, *PANPA Bulletin* has appeared every two months. It will become a monthly again in June this year. The magazine, published by the Pacific Area Newspaper Publishers Association, appeared quarterly until the end of 1987, every two months from February 1988 and monthly from July 1990.

27.41 NOWRA NEWSPAPERS CELEBRATE 125 YEARS

On 27 February Nowra, in the Shoalhaven district of New South Wales, celebrated 125 years of newspaper publication. ANHG member Alan Clark wrote an article on Nowra newspapers to mark the occasion. It was published in the current Nowra paper, the *South Coast Register*, 25 February 2004, p.17.

27.42 PORT AUGUSTA FILES SAVED

They've survived more than 120 years, a closure and almost a trip to the dump. Now, thanks to the generosity of a former *Transcontinental* printer, Maurice Hill junior, who is a son of its founder, a vital window into Port Augusta's past has been returned to the city. A collection of bound *Port Augusta Dispatch* newspapers from 1877 (the paper began on 18 August that year) are now in the possession of Port Augusta library staff, after Maurice Hill, formerly of Port Augusta, donated them back to their city of origin.

The *Dispatch* files, dating from 1877, are now the oldest hard copies kept in Port Augusta's library. Only microfilm reproductions had been available until now. The *Dispatch* ceased publication on 21 April 1916, probably because of the rationing of newsprint during the war. Hill's father, Maurice senior, and John Edwards, both employees of the *Port Augusta Dispatch*, left that paper in 1914 to take over the *North Western Star* from 31 October. It had relocated to Port Augusta from Wilmington where it had begun on 30 August 1912. The *Transcontinental* began in October 1914 and absorbed the *North Western Star* from 10 August 1910 and the *Quorn Mercury* from 19 October 1956.

Hill's son, Maurice junior, has long been an amateur historian of the region's newspapers. He started as an apprentice printer on the *Transcontinental* in 1936 and worked for the rest of his life in the newspaper business. Hill says he was lucky to get the papers. "The *West Coast Recorder*, based in Port Lincoln, and the *Port Augusta Dispatch* were owned by the same group of people, and they swapped papers with each other ... so these papers that have been given to the library are actually from Port Lincoln. I got them when the Port Lincoln paper shifted premises and a new tenant thought they were rubbish. Luckily, someone who knew what they were saw him throwing them out and got the papers back before they hit the tip. I was lucky that they thought of me, because of my father's connection to that paper, and I've just had them in my shed for years." But rather than be sentimental about the paper, Hill is only too glad to see them back in the city where they belong (*Transcontinental*, Port Augusta, 10 March 2004; research of State Library of South Australia notes about newspapers).

27.43 ADELAIDE ADVERTISER: A JOURNALIST REMINISCES

Tim Lloyd writes (*Adelaide Advertiser*, 13 March 2004): The *Advertiser's* lovely old 19th century buildings with modernist facades at 11 to 27 Waymouth St have been lined up for demolition. Also going is the old *Advertiser* production building, surrounded by a network of lanes behind the *Advertiser* and the Post Office buildings. In fact a whole swath on Waymouth St's southern side is designated for demolition, to be replaced by two office buildings of up to 18 storeys. Different parts of my life have been tied up with these buildings. I started my career in journalism on the first floor of No. 11, when it was home to the rural weekly, the *Chronicle*. The building housed the *Advertiser* and the *Chronicle* journalists, photographers and sub-editors. It was a five-floor rabbit warren of newspaper offices, cigarette chewing journos, telephones with bells and furious clacking of typewriters.

As a theatre reviewer for the *Advertiser* I would rush my same-night reviews over the fourth floor bridge to the production building at midnight.

There, the operators of the Linotype machines would set the text in hot metal, copies would be run off for the proof readers and sub-editors and I could stay to see my blocks of type mirrored in zinc alloy on tomorrow's broadsheet page. On the lower floors of the production building, the first edition of the paper was already rolling on the giant three-storey high presses and the whole building hummed and vibrated with joy. In the basement, you could watch the two-tonne rolls of newsprint being railed in on small trolleys on an underground line from the newsprint store on the other side of Post Office Place. A couple of years later, I was based further down Waymouth St at No. 27, in an elegant office with wood panelling, up a magnificent flight of marble stairs with cast iron balustrade. It was devoted to rural and country news pages of the *Advertiser*, where farmers could wander in off the street for a chat. Computers came to journalism, replacing the typesetting processes, so we were all centralised on one floor in the production building above the presses. A decade later, the presses were abandoned and printing moved to new, highly automated presses at Mile End. (See also, "Adelaide offices make the News", *Australian*, 8 April 2004, p.44.)

27.44 MERCURY PRINT MUSEUM, HOBART

From Sydney, **Jürgen Wegner** writes: Between the offices of Hobart's *Mercury* newspaper and its main printing plant, the Mercury Print Museum occupies the ground floor of a large restored 1814 Georgian residence. This is Ingle Hall and the building is regarded as one of Australia's finest examples of early Georgian architecture to have survived almost intact. Unlike its parent, which commenced production as the *Hobarton Mercury* in 1854, the Museum is a quite recent addition to Hobart's historical venues. It was established in June 1999 primarily to cater for visits by school groups as part of the paper's "Newspapers in Education" program.

While its main aim is education and especially to show students the development of printing and newspapers (and the history of the *Mercury*) over the past two centuries, it has a much broader appeal. Entry is by "gold coin donation" and you are taken on a chronological audiovisual tour through printing and the history of the paper. The tour commences with the figure of a newspaper editor in period costume at his desk, and leads from traditional newspaper and print production methods to modern, automated equipment.

Original displays include a Stanhope iron hand press (on loan from the Tasmanian Museum and Art Gallery), and a variety of platen presses from Arab to Adana. There are display cases showing a variety of support equipment such as forme trolleys, typewriters, cameras, Morse signalling equipment, printing blocks and plates, type, composing sticks, ingots and ingot bucket, handset rule mitres, and much other related incidental material.

Many museums draw the line at the "traditional" and obviously "historical" material, i.e. from the days of letterpress. The second part of the Museum, however, focuses on more recent developments as part of the continuity of history. Here there are examples as diverse as a Linotype Paul keyboard used in typesetting, an early example of a "laptop" (the NEC PC-8201A for fieldwork, especially sports coverage), a Linotron 400 terminal, Mergenthaler's System 5500, as well as more modern examples such as the Compugraphic 8000 typesetter, the Cybergraphics system, to current Apples still in limited use today.

I found the smaller items of local significance of greater interest. These include displays of printed matter from the past about the paper such as a 1920s visitor's guide, ledgers, the 1910 annual picnic and sports day programme, an old time card rack, and even an old metal street stand as used by the paper "boys". There is also a display on the *Mercury* of 25 June 1977, the last hot metal issue to be produced, including a locked-up forme of the front page, stereo

mould and plate, and the finished printed paper. The Museum also contains a small but growing library on the subject of newspapers and printing which numbers about 100 volumes.

Some promotional items have been produced for visitors. These include a poster showing Ingle Hall and even a mouse-mat. The Museum 38-page illustrated "guide" written by John Mercer (*Two centuries of printing and communication*) is exceptionally good value at \$5. It covers both the developments in printing and newspapers in the past 200 years as well as much detailed information about the *Mercury's* history.

Contact details are: Website: http://ink.news.com.au/mercury/print_museum/ Rod Boucher, Newspapers in Education, The Mercury, GPO Box 334, Hobart 7001 (boucherr@dbl.newsltd.com.au) Phone: 03 6230 0736

27.45 AUSTRALIAN JOURNAL: A QUERY

Megan Brown writes: Have there been any studies done on the *Australian Journal* (Melbourne), 1865 to around the 1950's? There is a lot of women's writing in it and I have been on the hunt for background to the paper. (mab98@uow.edu.au)

27.46 BREAKING THE NEWS OF THE VOYAGER DISASTER

From Brogo, near Bega, NSW, **John Farquharson** writes: 10 February was the 40th anniversary of Australia's worst peacetime naval disaster – the sinking of the destroyer HMAS Voyager after a collision with the aircraft carrier HMAS Melbourne, off Jervis Bay. On that date this year, the ABC's Margaret Throsby repeated an interview from last year with David Salter, the maker of a TV documentary on the disaster.

As a journalist for over 50 years, I would like to correct for the record an inaccurate impression given in the documentary. In dealing with the newsbreak of the collision, the documentary suggested this occurred when Wallace Brown, of the *Courier-Mail* learned of the disaster at 2am on 11 February. That is not so, and I would be intrigued to know why the ABC, David Salter and his TV crew chose to ignore what Tony Eggleton, Navy Office public relations officer at the time, told them in that respect, as well as the accurate account given in Dr Tom Frame's book on the disaster, *Where Fate Calls* (Hodder & Stoughton, 1992).

By 2am news of the naval disaster of 10 February 1964, had gone around the world. As the political correspondent for Australian United Press in the Canberra Press Gallery, I broke the Voyager story shortly after 11pm (10 Feb.). I had obtained the bare bones of what had happened from Tony Eggleton at the Navy office. Had the ABC researcher done a thorough job, s/he would have found that in addition to Dr Frame's account, I had written in detail of how the news break occurred in a piece to complement an article by Dr Frame to mark the 25th anniversary of the Voyager disaster (*Canberra Times*, 4 February 1989).

What actually happened was much more newsworthy than the TV documentary version. It all began with a journalist in AUP's Sydney office overhearing, on a crossed telephone line to Garden Island, a conversation about ships colliding off Jervis Bay. A call came through to me in Canberra just as I was about to leave the Press Gallery, asking me to check whether there had been an accident involving two navy ships. I rang Eggleton at home, but he had already been at the Navy office for an hour. He said he had been getting desperate and was thinking of phoning some Canberra correspondents to suggest they ask him some questions.

As soon as I asked Tony whether there had been a collision at sea involving RAN ships he confirmed there had been and gave me the details that he had. Overall, I thought the documentary was well done, apart from the inaccurate impression given about the breaking of the story, and the long speculative bow it drew in suggesting that the Coalition Government's

defeat at the polls in 1972 stemmed from a gaffe by then Prime Minister Holt in connection with the Voyager. After all, there were two Prime Ministers – Gorton and McMahon – before Gough Whitlam won office for Labor in 1972.

RECENTLY PUBLISHED

27.47 BOOKS

27.47.1 THE MAN WHO DIED TWICE: THE LIFE AND ADVENTURES OF MORRISON OF PEKING by Peter Thompson and Robert Macklin, Allan and Unwin, 380 pages, \$32.95. A new biography of this intrepid and influential Australian journalist. (Reviewed in *Weekend Australian*, *Canberra Times* and *Courier-Mail*, 13 March 2004).

27.47.2 INDEX TO QUEANBEYAN NEWSPAPERS 1860-1861. Brooke Watson and Wendy Eldridge trading as Archive Angels have produced a comprehensive index of Queanbeyan newspapers from 1860 to 1861. It is the first in a series of volumes to be published. It contains over 7200 entries listed alphabetically by surname, including births, deaths, marriages, obituaries, inquests, trial and court appearances, news, advertisements, political issues and notices. The cost is \$27.50 including postage. Archive Angel's address is 18 Moreton Street, Russell Vale NSW 2537, phone 02 4283 5773 or 03 9704 7372.

27.47.3 **John Farquharson** writes: In his review of *Keith Murdoch: Founder of a Media Empire* by R.M. Younger (ANHG 26.57.1), Victor Isaacs says this is the first full-length biography of Sir Keith Murdoch to be published. In 1980 Macmillan published a biography of Murdoch by Desmond Zwar titled *In Search of Keith Murdoch*. While it may not fulfil the definition of "full-length", it still covers his life. Zwar had to write to a length specified by the publisher.

The first attempt to write a biography of Keith Murdoch was made by Melbourne journalist C.E.Sayers, father of Stuart (one-time literary editor of the *Age*), was not published. Zwar acknowledged that credit for the research background for much of his book must go to Sayers. Angus McLachlan, one-time news editor of the *Sydney Morning Herald* and later managing director of the Fairfax company, reviewed Zwar's book (*SMH*, 21 November 1980), highly commending it. He noted that "Zwar finished his book by revealing (for the first time, as far as I know) an extraordinary deal which Murdoch contemplated two years before his death. He would leave the Melbourne *Herald* and personally take over the ailing *Argus*, then owned by the London *Daily Mirror* group. He would pool his own newspaper interests with the *Mirror's* in a new company of which he would own 51 per cent". But Murdoch pulled back, and so did the *Mirror*.

27.48 THESIS

E. L. Vickery, TELLING AUSTRALIA'S STORY TO THE WORLD: THE DEPARTMENT OF INFORMATION 1939-1950, PhD thesis, Australian National University, 2003.

27.49 ARTICLES

27.49.1 IS HIS OUR ANDREW GILLIGAN? By Sheena MacLean, *Australian*, 26 February 2004, Media & Marketing liftout, p.23. A discussion of the ethics of Mark Forbes reporting in the *Age* some statements from the seminar presentation made by Frank Lewincamp at the Strategic and Defence Studies Centre ANU, Canberra. Lewincamp is the Director of the Defence Intelligence Organisation. Forbes was a student in the Master's Degree Program in Strategy and Defence. See also the letter to the editor, *Australian*, 24 February 2004, p.14, from Professor Ross Babbage, Head, Strategic and Defence Studies Centre, ANU.

27.49.2 WHEN THE *COOLGARDIE MINER* WAS BORN IN A TATTERED BAG SHANTY by Rod Kirkpatrick, *PANPA Bulletin*, February/March 2004, pp.29-31. The eastern goldfields press of Western Australia begins. See 27.37.

27.49.3 DORRIGO SOON TO BE LAST HOT-METAL PRINTED PAPER, *PANPA Bulletin*, February/March 2004, p.54. The end is nigh for hot metal technology in Australian newspapers.

27.49.4 ETHNIC PRESSES: THE EUROPEANS IN AUSTRALIA, 1950s-1960s by Barry York, *NLA News*, November 2003, pp.19-21, and ETHNIC PRESSES: ASIANS AND ARANBS, 1980s-1990s by Barry York, *NLA News*, December 2003, pp.15-17. Both articles discuss the collection of ethnic community newspapers held by the National Library of Australia.

27.49.5 AUSSIE MAGAZINE AND THE MAKING OF DIGGER CULTURE DURING THE WAR by Amanda Laugesen, *NLA News*, November 2003, pp.15-18. The legacy of journalist and editor, Phillip Harris, is explored.

27.49.6 READ ALL ABOUT IT – HOT OFF YOUR PC by Elaine Mulcahy, *Age*, 2 December 2003, "Next", p.7. Online and digital editions of newspapers: an update.

27.49.7 BEHIND THE LINES. The *Australian* published from 15 to 26 March a daily Page 2 article, associated with the above general heading, intended as a writing resource for senior high school students. Vicki Greer, of St Andrew's Cathedral School, prepared Sydney the articles. Examples: "The how and why of letters to the editor" (15/3); "Editorial cartoons and their messages" (16/3); "Delving deeper for a news feature" (18/3); "Sharp focus on the front-page photos" (19/3).

27.49.8 PRESS FREEDOM UNDER ATTACK by John Hartigan, *Australian Press Council News*, 16 (1), February 2004, pp.1-4. The CEO of News Limited delivered the Press Council's 2003 annual address at the State Library of NSW.

27.49.9 THE SEARCH GOES ON by Joel Achenbach, *Sydney Morning Herald*, 13-14 March 2004, *Spectrum*, pp.4-5. Google rules the world of wisdom for now, but the next step is a knowledge source that thinks before it looks.

27.49.10 RAIDERS OF THE LOST E-ARCHIVES by Scott Carlson, *Australian*, 17 March 2004, *Higher Education* liftout, pp.36-37. Preserving history and documents is a computer-age problem.

27.49.11 BLOGGING: A PERSONAL MEDIUM IS NOW THE MESSAGE by Trevor Cook, *Weekend Australian Financial Review*, 20-21 March 2004, pp.22-23. Millions of people are going online to pour out their heart and soul into cyberspace. But what started as the domain as the individual has become a powerful communications tool.

27.49.12 MEDIA WATCH by Catharine Lumby, *Bulletin*, 30 March 2004, pp.18-19. Sports stars have nowhere to hide – the media are alerted to their every move.

27.49.13 ONLINE: SEE AND READ THE NEWS AS IT HAPPENS by Hugh Martin, *Age*, 22 March 2004, "Mini Age" liftout, p.8. This is just one of the articles in this 12 broadsheet-page *Mini Age* that give a valuable insight into the basics of journalism and newspaper production as it is now.

27.49.14 MOORE TO DIGEST by Sally Jackson, *Australian*, 11 March 2004, *Media & Marketing* liftout, p.19. The man at the helm of *Australian Reader's Digest* has big plans –

and he thinks baby boomers will love them. One is to increase the dimensions of the page so that it is more prominent on newsagency and supermarket shelves.

27.49.15 AJA FINDS ETHICS TOO HARD TO ENFORCE by Mark Pearson, *Australian*, 15 April 2004, Media & Marketing liftout, p.20. The journalists' union has all but given up on ethics complaints, referring them to the Press Council.

27.49.16 SECOND FRONT by Jonathan King, *Sydney Morning Herald*, 17-18 April 2004, p.38. Sixty years ago the *Sydney Morning Herald* made news by turning itself inside out; it put news and pictures on Page 1 instead of classified advertising (see 27.45).

27.49.17 TWO FAMILIES BUILT DYNASTIC STABILITY FOR SA PRINT EMPIRE, *PANPA Bulletin*, April-May 2004, pp.24-26. A potted history of the *Border Watch*, Mount Gambier, and the Laurie and Watson ownership dynasties.

27.49.18 HIGH NOON by Dominic Rushe, *Weekend Australian Magazine*, 1-2 May 2004, pp.16-22. Time is running out for Conrad Black, a former principal of the Fairfax group of newspapers. High society is deserting him, the billionaire lifestyle has evaporated, the writs are flying and bankruptcy looms. Where did it all go wrong?

The ANHG Book Store

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