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**NEWSLETTER**

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This issue compiled for the ANHG by Victor Isaacs (abvi@webone.com.au)

**30.1 COPY DEADLINE AND WEBSITE ADDRESS**

**Deadline for next *Newsletter*: 15 February 2005. Send copy to the editor, Rod Kirkpatrick, at <r.kirkpatrick@uq.edu.au> or post to 13 Sumac St, Middle Park, Qld, 4074.**

**Subscription details appear at end of Newsletter.**

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**Barry Blair, of Tamworth, Rod Kirkpatrick, of Brisbane, and David Marsh, of Perth, have made significant contributions to this issue of the Newsletter.**

**CURRENT DEVELOPMENTS: METROPOLITAN**

**30.2 THE INDEPENDENT WEEKLY – A DIFFERENT VIEW FOR ADELAIDE**

by Victor Isaacs

The heading is taken from the masthead of Adelaide's new Sunday newspaper, which published its first issue on 19 September 2004. It is a possible precursor for even more newspaper competition in Adelaide, if plans for a new daily paper come to fruition (see item 28.3). *The Independent Weekly* (price \$1.50) is certainly not a conventional Australian newspaper. In fact, its content is more like a weekly magazine. It contains little of what one expects in Sunday papers. An Australian Sunday paper that does not include sports results is, to say the least, unconventional. Also notably absent are television programs. The paper goes to press on Friday evenings, although it can be produced on Saturday nights for special occasions, such as elections and grand finals.

A circulation of 15,000 is the aim (the Adelaide *Sunday Mail* sells 335,000). The first edition had a printing variously reported as 18,000 or 40,000 but was said to be a sell-out. Capital of \$4million has been raised.

As noted in item 29.19, the paper consists of a 16-page broadsheet section, inside which is a 16-page tabloid newsprint magazine. In the inaugural issue, half of the broadsheet pages (pages 1 to 5 and 12 to 16) and all of the tabloid pages, excluding pages 6-7 and 18-19, included colour. The layout is clear and modern. Nearly half of the first issue was advertising, although very little was from national advertisers.

*The Independent Weekly* is edited by Alex Kennedy, once an adviser to Liberal Premier John Olson. She describes it as "a tiny, niche publication". It is published by Solstice Media and printed by Rural Press Printing at Murray Bridge, SA.

For the record, here is the content of the main section of issue no. 1:  
Page 1: Below a flash pointing to articles inside were three articles:

“Twist in cabinet coup: Minister flirted with Canberra before tying the knot with Rann” a background piece about State National Party MP Karlene Maywald joining the State ALP Government as a Minister.

“They won’t say, but it’s a nobble by any other name” a comment, not news, article about the State Government’s FOI practices, and

“New voice and a new choice” about *The Independent Weekly* (see below).

pp.2 & 3, newsy articles

pp.4 & 5, “Election 2004” articles

pp.6 & 7, Background articles, mainly one long piece about SA energy prices

pp.8 & 9, “Comment & Analysis” including Editorial

pp.10, 11 & 12, “Business & Money”

p.13, Sport (i.e., two background articles)

pp.14, 15 & 16, “International” Four of the six articles in this article are from the *Independent* of London.

*In*, the tabloid section, consisted of magazine-type features. Eleven of the 27 articles or features were from the London *Independent*. There were nearly four pages of real estate advertising, and a two-page ad for a car sales website associated with the *Independent Weekly*.

The introductory page one article read:

**“New voice and a new choice: ...** For the first time in a long time there is a different, locally owned voice in the Adelaide print media. The daunting shadow of the dominant publisher in this state looms across the advertising, distribution and readership landscape. They are very good and formidable newspaper publishers. But from now they don’t entirely have the monopoly on local choice. Please don’t confuse us as a competitor with daily paper or a Sunday paper. We are a complimentary weekly aimed at revealing news you may not see anywhere else and background detail and comment on issues and ideas through SA eyes. Our ownership is uncomplicated: our shareholders are all local people who share the same passion of having a paper with an Adelaide accent... We have affiliations with the award-winning London *Independent* newspaper... Agence France Press and the Fairfax papers... Isn’t it good to have a choice? – **Ian Meikle, chairman**”

The editorials in the inaugural issue, in part, said:

**“A time for independent thinking**

... we believe there could rarely be a better time for another point of view, an independent point of view. The presence of this newspaper is not some sort of primal scream against the wicked empire of Murdoch. It is not to foment that *The Advertiser*, *The Australian*, *The Sunday Mail* and the various parts of Messenger have saturated the State with a mess of misinformation and jaundiced judgements. It is here simply because another viewpoint, another attitude, even another style can only help to stimulate and broaden our thinking. The one thing we can say about the information and views we bring is that they will be true to our name. They will be independent. This will not be a newspaper of dogma. We are not aligned with the Left or the Right, with business or unions. And, thank heavens, we will not take ourselves too seriously. We hope to share a little fun.

“But we will take the issues of our times seriously. We will try to look behind the daily headlines to analyse why they are happening, at the attitudes and influences that affect us. We will examine the way we are governed, at the sharp divisions between policy and populism... We hope, of course, to be provocative from time to time ... There is much to be discussed.”

**“This sporting life**

*The Independent Weekly* will not be a great sporting paper – sporting, that is, in the sense of masses of previews and results and curious juxtapositioning of names and body parts... But we will look at sport as part of our culture, business and ethics...”

## **Second issue**

The second issue went to press on Saturday evening, as – despite the views in the editorial above – the results of the AFL Grand Final could not be ignored. Three photographs of the winning Port Adelaide team were credited to Fairfax.

See also ANHG 28.3 and 29.19; *Mediaweek* 27 September 2004, p.8; “New player brings fresh competition” in the *Australian*, Media section, 16 Sept, p.19; and “Broadsheet’s promising start” in the *Australian*, Media section, 30 Sept 2004, p.19.

Copies of the inaugural issue of *The Independent Weekly* are available from Victor Isaacs, abvi@webone.com.au or 43 Lowanna St Braddon ACT 2612 for \$3 (i.e., cost plus postage).

## **30.3 CHRIS ANDERSON ON MEDIA INFLUENCE**

Chris Anderson, former editor of the *Sydney Morning Herald*, and currently a board member of Publishing and Broadcasting Ltd, delivered the 2004 ABC Andrew Olle Media Lecture in Sydney on 29 October. Media proprietors in Australia, he said, by choice or otherwise, wielded far less influence now than they ever did. On the big issues, journalists and editors have more freedom to decide the content of their papers and programs than at any time in the postwar history of the media. He did not believe proprietors involved themselves in day-to-day coverage. Anderson queried media coverage of big issues, such as the election, in terms of personality contests. He wondered whether this was really what people wanted, in view of the high proportion of people who receive information and views from other sources.

Anderson wondered if the current advertising boom could last forever, in view of the rise of the web. However, some trends can be continued with imagination, resources and supportive owners. In the last category, he wondered if anyone believed that programs such as *Sunday/Business Sunday* could be maintained without the support of the Packers or the *Australian* newspaper without the support of the Murdoch family.

An edited extract of the lecture appeared in the *Age*, 2 November 2004, page 11.

## **30.4 FAIRFAX (1): BOARD REVAMPED**

The two-longest serving directors of John Fairfax Ltd., Sir Roderick Carnegie and David Gonski, resigned on 17 September 2004. On the same date, Joan Withers, former CEO of Radio Network of New Zealand, joined the Board. Ms Withers’ appointment reflects Fairfax’s now extensive NZ interests (*SMH, Age, Australian, Canberra Times* 18 Sept).

## **30.5 FAIRFAX (2): HILMER SELLS SHARES**

Fred Hilmer, who will conclude his term as chief executive officer of John Fairfax Holdings in 2005, has sold 2.8 million Fairfax shares at an average price of \$3.7849 a share (about \$10.6 million in all). He said he sold the shares as part of his personal financial planning and preparations for handover to a successor next year (*Courier-Mail*, 21 September 2004, p.25).

At the final John Fairfax meeting for the year, on 2 December, choosing a successor for Hilmer was on the agenda, but no announcement was expected before Christmas (*Australian*, 2 December 2004, p.23).

## **30.6 FAIRFAX (3): GOING GLOSSY**

*Sunday Life*, the glossy magazine inserted into Fairfax’s Sunday newspapers, the *Sun-Herald* and the *Sunday Age*, appeared in a redesigned format from 19 September 2004. It now has a bigger page size, heavier paper and more pages. *Sunday Life* competes with *Sunday* in News

Ltd's Sunday papers (see *Mediaweek*, 8 November 2004, p.8). Then on 3 October, the *Television* magazine in the *Sunday Age* was replaced by a much larger *Preview* magazine covering entertainment generally. This incorporated theatre advertising formerly in the *Agenda* magazine. The remnant of *Agenda*, comprising longer background articles, now appears in the main section of the *Sunday Age*.

On 2 October the *Financial Review* blatantly sought elitist advertising and readership with a glossy magazine insert entitled *Life & Leisure The Sophisticated Traveller*. This will appear quarterly. On Wednesday, 24 November, the *Age* introduced a glossy monthly magazine: *The (Melbourne) Magazine*.

### **30.7 FAIRFAX (4): THE AGE AT 150**

To commemorate its 150<sup>th</sup> anniversary, during the week commencing 11 October, the *Age* had extra sections:

On Monday to Friday there were double sided posters: "The People", "The Coastline", "The Moments", "Metropolis" and "The Future".

On Tuesday to Friday there were stapled booklets: "Influential Lives, From Melba to Myer: the men and women who have made a difference", "True Champions, The Top 50: from Bradman to Thorpie, a critical selection", "Talking Pictures, the stories behind the photographs that made us laugh, cry and wonder" and "Great Yarns: News that shatters, stories that touch the soul: the essence of journalism".

The *Age* of Saturday 16 October included a special commemorative 20-page commemorative section entitled "150 Years – A Journey". Contents included:

- A fictionalised account of the founding of the *Age*,
- The newsroom as deadline approaches
- The atmosphere of the reporters' room
- Biographies of some staff
- Newspaper design
- War reporting
- Political reporting
- Letters and editorials
- Social reporting
- The "Green Guide" (TV/Radio supplement)
- Graham Perkin and other notable *Age* personalities
- Football and film reporting
- Cartooning
- Religious writing
- A chronology of the *Age*'s history

The *Sunday Age* of 17 October included a facsimile of the first *Age* of 17 October 1854. Unfortunately the quality of the reproduction is disappointing.

### **30.8 FAIRFAX (5): THE IRAQI PRIME MINISTER**

On 17 June 2004 the *Sydney Morning Herald* and *Age* prominently carried, on page 1, a report by their then Iraqi correspondent, Paul McGeough, that the Iraqi Prime Minister Iyad Allawi had allegedly personally executed six suspected insurgents. This story sank without trace in the international media. McGeough left Iraq. [But he won a Walkley for "International Journalism". See 30.25.]

Subsequently the US Deputy Secretary of State, Richard Armitage, told the *Australian's* Washington correspondent "I've got an eight-letter word for it. It begins with N – nonsense". Not surprisingly, the *Australian* ignored the first story but featured this follow-up prominently (21 October, p.2). The *SMH* and *Age* have had no follow-up to the story.

## 30.9 CHRONOLOGY OF RECENT EVENTS

<b>14 Sept 2004</b>	Death: <b>Griff Richards</b> , editor of the <i>West Australian</i> , 1956-72 (see 30.20.1).
<b>16 Sept 2004</b>	Death: <b>Neil Town</b> , aged 95, one of Melbourne's best-known press photographers; started his career on the <i>Age</i> and worked at the <i>Star</i> , <i>Argus</i> and <i>Herald</i> ; after war service in the RAAF returned to the <i>Herald</i> , then the <i>Australian</i> .
<b>18 Sept 2004</b>	First Australian edition of British <i>Financial Times</i> printed in Sydney.
<b>19 Sept 2004</b>	Fairfax's <i>Sunday Life</i> magazine revamped (see 30.6).
<b>19 Sept 2004</b>	<i>Independent Weekly</i> , Adelaide's new Sunday paper, inaugural edition (see 30.2).
<b>27 Sept 2004</b>	Death: <b>Keith Mattingley</b> , senior manager with the <i>Herald</i> and <i>Weekly Times</i> , a pioneer of newspaper marketing and encourager of indigenous involvement in newspapers (see 30.20.2).
<b>2 Oct 2004</b>	Death: <b>Geoffrey Wright</b> , aged 79, former proof-reader for the <i>Warrnambool Standard</i> , and reporter for <i>Bendigo Advertiser</i> , <i>Sun News-Pictorial</i> and <i>Weekly Times</i> until 2003 ( <i>Herald-Sun</i> , 4 Oct).
<b>2 Oct 2004</b>	First edition of <i>Financial Review's</i> new glossy, quarterly magazine <i>Life &amp; Leisure The Sophisticated Traveller</i> (see 30.6).
<b>3 Oct 2004</b>	<i>Sunday Age's</i> entertainment magazine revamped (see 30.6).
<b>3 Oct 2004</b>	First edition of APN's Auckland <i>Herald on Sunday</i> (a 188 page, four section tabloid) in opposition to Fairfax NZ's national Sunday titles.
<b>15 Oct 2004</b>	Melbourne <i>Age</i> commemorates its 150 <sup>th</sup> anniversary.
<b>31 Oct 2004</b>	Death: <b>Arnold Earnshaw</b> , a 40-year veteran of News Ltd publications, particularly journalist, sub-editor and night editor of the <i>Australian</i> ( <i>Australian</i> , 1 Nov, p.3, and 2 Nov, p.10).
<b>1 Nov 2004</b>	London <i>Times</i> appears only in tabloid (compact) form for first time.
<b>2 Nov 2004</b>	Death: <b>Logan Sligo</b> , in Brisbane aged 85. He was described by Theodor Bray as "the best political reporter the <i>Courier-Mail</i> ever had"; served cadetship on <i>Courier-Mail</i> and <i>Newcastle Sun</i> ; served in AIF in World War II; became City Hall roundsman on Brisbane <i>Telegraph</i> in 1947; rejoined <i>Courier-Mail</i> in 1949, working on general rounds and as Sydney representative before becoming the chief political reporter during the premierships of Gair, Nicklin, Pizzey and the early days of Bjelke-Petersen ( <i>Courier-Mail</i> , 12 November 2004, p.24).
<b>9 Nov 2004</b>	Birth: <b>Kalan Alexander Murdoch</b> , first child of Lachlan Murdoch and Sarah O'Hare (see end of 30.10).
<b>13 Nov 2004</b>	<i>Sydney Morning Herald</i> and <i>Age</i> include special 20 <sup>th</sup> anniversary edition of <i>Good Weekend</i> magazine.
<b>15 Nov 2004</b>	Death: <b>Leonard Alan Granato</b> , in Brisbane, aged 65; journalism lecturer at Queensland University of Technology, 1979-1996; worked as journalist on four US newspapers before he joined United Press International for eight years, holding senior editorial positions ( <i>Courier-Mail</i> , 22 November 2004, p.22).
<b>22 Nov 2004</b>	Death: <b>Gay Davidson</b> , <i>Canberra Times</i> political journalist, pioneer female in this area ( <i>Canberra Times</i> , 23, 26 and 27 November 2004).
<b>22 Nov 2004</b>	Death: <b>Helen Handbury</b> , director of Advertiser Newspapers, daughter of Sir Keith Murdoch and sister of Rupert (all News Ltd newspapers 23 and 27 Nov 2004; obituary <i>Australian</i> , 1 December 2004).
<b>29 Nov 2004</b>	Death: <b>Jack Pacholli</b> , publisher of the former <i>Toorak Times</i> and other Melbourne suburban newspapers, infamous for often publishing outrageous claims ( <i>Age</i> , 1 December 2004).

## 30.10 NEWS LTD NO LONGER CALLS AUSTRALIA HOME

Who could prefer a domicile in New York to Adelaide? Well, apparently News Ltd does. An independent consultant, Grant Samuel, reported on 15 September confirming News' conclusion that transfer of their shareholding registry would be advantageous to shareholders' pockets. Part of the plan involves News buying the Murdoch family's personal holding in Queensland Press (*Courier-Mail*, *Brisbane Sunday Mail*, *Gold Coast Bulletin*, *Cairns Post*). The report shows Queensland Press to be one of the best earners in the business – a tropical

river of gold with earnings before interest and tax of \$193.9 in 2004, likely to grow to \$224.5 in 2005. The report valued Qld Press at \$2.95 billion (*Australian*, 16 Sept 2004, pp.25, p.28). See also 29.4.

Opposition to the move, primarily directed at the loss of some corporate governance control, possibly put approval of the move in jeopardy. News Ltd subsequently to retain existing applicable Australian corporate governance requirements (see *Australian*, 7 October, p.25, 8 October 2004, p.19, and 11 October, p.17, advertisement). At News Ltd's AGM on 26 October (its final one in Adelaide), shareholders overwhelmingly approved the move.

Before the AGM, Rupert Murdoch laid the foundation stone of the Advertiser/Sunday Mail's new \$60 million building in Waymouth St. He also received the ceremonial Key to the City of Adelaide. Murdoch said that "Adelaide is our spiritual home... and from Adelaide, I think it's fair to say, we've managed to make the world sit up and take notice". (*Australian*, 26 October 2004, p.4).

Under the heading, "A history of deal making", the Media section of the *Australian* (28 October 2004, p.18) publishes a detailed chronology of major deals in which Rupert Murdoch has been involved over the past half a century.

Immediately following News' move to the US, Liberty Media bought a large share of News shares, prompting speculation of a possible takeover. In self-defence, News inaugurated a rights plan, to be implemented in the event of further large share purchases, either by Liberty Media or by the Murdoch family (*Australian*, 9 November 2004, p.19).

News Corporation's move to the US became final on 12 November when News's shares began regular trading on the New York Stock Exchange (*Weekend Australian*, 13-14 November 2004, p.42; see also *PANPA Bulletin*, November 2004, p.6).

Meanwhile, Lachlan Murdoch's wife Sarah O'Hare has given birth to their first child, Kalan Alexander Murdoch on 9 November 2004 in Sydney. He is the first new Murdoch male since the birth of James to Rupert and second wife Anna. Rupert and third wife Wendi have two daughters, as does James Murdoch (*Australian*, 10 November 2004, p.3; for picture and story, "Sarah's 'little miracle'", see *Sunday Mail*, Brisbane, 14 November 2004, p.3).

### **30.11 TABLOIDISATION**

The venerable London *Times* dropped its broadsheet edition and went completely tabloid from 1 November 2004. Rupert Murdoch stated, "News has no plans to create a tabloid replica of [the *Australian*]". (*Australian*, Media section, 4 November 2004, p.17, and 11 November, p.16).

### **30.12 MONEY MAKING IN THE WEST**

West Australian Newspapers' net profit rose from \$64m to \$79.5m in the year ended 30 June 2004, while its shares rose 30 per cent in value. The increased earnings saw the *West Australian*'s new editor (appointed Sept 2003), Paul Armstrong, earning \$45,000 in bonuses (*Sunday Times* 19 Sept). In the current financial year, profits, so far, are up 32 per cent. (*Australian*, 4 November 2004, p.25).

### **30.13 WHO'S RIGHT & WHO'S LEFT**

In editorials on the day before the 9 October 2004 most newspapers – as usual – supported the conservative parties. The *Australian*, *Financial Review*, *Daily Telegraph*, *Age*, *Herald-Sun*, *Courier-Mail*, and *Advertiser* all endorsed the Coalition. Only the *Canberra Times* endorsed

the ALP. (Just one week later the *Canberra Times* again argued - albeit unenthusiastically - for a vote for the ALP Government in the ACT elections of 16 October). Website [www.crikey.com](http://www.crikey.com) claimed that the *Age*'s stance caused internal dissent with "morale through the basement floor".

In an odd move the *Sydney Morning Herald* refused to endorse either side. Indeed, their editorial, an extract from which featured prominently on the front page, made a virtue of this. It said: "There comes a time when a newspaper, having expressed a voting preference for 170 years, as has the *Herald*, must renew and reassess its claim for independence so that its pursuit of truth is not only free of partisanship and without fear and favour, but is seen to be so. From today, the *Herald* will no longer endorse a political party."

This brought about the unusual event of other newspapers commenting editorially on another newspaper's editorial. Next day, 9 October, the *Weekend Australian* carried a comment asking "What does this strange change signify? Perhaps the paper no longer knows what it stands for. Perhaps it thinks elections do not matter any more. Or did management fear ... offend[ing] some readers and ... journalists?". The *Daily Telegraph* was even more scathing: "If [voters] were counting on any advice from a newspaper which once prided itself on its position of community leadership they will have been sadly disappointed. Yesterday, cynics were suggesting Granny's "editorial" was not actually an editorial at all, but a marketing exercise in disguise. Attracting an increasingly left-leaning readership among denizens of the inner city, but wishing to retain its perceived influence in predominantly conservative business circles, the *Herald* was simply trying to have a bob each way. So much for leadership. And so much for any semblance of journalistic integrity."

See item 30.46 below "Do editorials matter?" and see the *Australian*, Media section, 14 October 2004, p.17.

### **30.14 NEWSPAPERS BITE NEWSPAPERS**

As well as the example in the preceding two paragraphs, there has been more back-biting between newspapers.

30.13.1. Reporting the News Ltd AGM (see item 30.9), the *Age* of 27 October 2004 in its front page article said "It was difficult to wonder if the News shift to the US was due in some way to the presence in the past six years of corporate governance warrior Stephen Mayne." This was surely making a molehill into a mountain.

Next day's News Ltd's papers, however, made the mountain into an alpine range. Regular business columnist, Terry McCrann, argued that the paragraph proved the childishness and irrelevance of the *Age*. Indeed the *Sydney Daily Telegraph* headed his column "*Age* admits it is not a serious newspaper." McCrann's gist was: "Now it might be claimed that one sentence doeth (sic) not condemn a whole newspaper. Except that it so perfectly captures the emptiness of the heart of a once great newspaper. And indeed, a once great media company, as the sins of its sister paper, the *Sydney Morning Herald*, are only less egregious by degrees."

30.13.2. In a curious bit of spiteful writing within the same newspaper, see item 30.48.6 below, where Terry McCrann criticised his follower columnist on the *Australian*, Matt Price.

### **30.15 NEW WA SPORTS NEWSPAPER**

**David Marsh** reports: Closely following the failure of a few recent specialist WA sports newspapers, *Perthsport Magazine* emerged in the Perth's metropolitan area in May. With the intention of publishing once a month, the periodical, which is edited by former university student and sports fan, Frances Pratt, largely rely on correspondents from within the local

sporting community to contribute articles. In contrast to previous sports newspapers, this publication is available free to the public. However, its circulation is restricted, only being available at selected local sports venues and the offices of the WA Department of Sport and Recreation. Other short-lived WA sports newspapers that have disappeared in recent years include *Sports Forum* (2003), *Western Australian Truth Sport* (2003) and *Westside Sport* (1997).

### **30.16 FREEBIES GALORE**

**Janette Pelosi** and **Rod Kirkpatrick** note the freebies available over a period of a few weeks in Sydney's competitive newspaper market :

- *Sunday Telegraph* 31 October: *The Lion King*: selections from the original Broadway cast recording (Music CD with 4 songs)
- *Sun-Herald* 14 November: *Shrek 2* DVD Sampler
- *Sun-Herald* 21 November: Sydney Symphony Classical Favourites Live in Concert
- *Sydney Morning Herald* 20 November: Free blue cloth shopping bag
- *Weekend Australian* 20 November: *Australian Memories in Black and White* CDROM (Murdoch Books)
- *Sun-Herald* 28 November: *Harry Potter and the Prisoner of Azkaban* promotional DVD
- *Daily Telegraph/Sunday Telegraph* 14 to 28 November: *The Simpsons* Official 3D Character Collection: The Who's Who of Springfield was available free on 14 November and Simpsons characters sold from Monday 15 November 2004 with a token from each day's paper for \$1.50 for two characters.

**David Nichols** noted on 22 November that the *Herald Sun* had been "giving away crime thrillers for the past few weeks".

### **30.17 STORM IN TEACUP DEPT: CANBERRA TIMES AND THE CHIEF MINISTER**

The front page of the *Canberra Sunday Times* on 24 October, eight days after the ACT election, was devoted to an article entitled "Doctor Jon's hospital fix" referring to the re-elected ACT ALP Government's challenge in health funding. The article was accompanied by a photograph of the Chief Minister, Jon Stanhope, as a Doctor. Underneath small print said "Photo: Digitally created".

On 25 October, Stanhope said he would lodge a formal complaint with the Press Council over the publication of the photograph, which he said caused him "great embarrassment". He continued: "For the *Canberra Times* to have resorted to such cheap, gutter journalism is a source of great disappointment. It is behaviour redolent of an Orwellian totalitarian regime."

The *Canberra Times* responded equally vigorously. Its editorial of 26 October titled "Rollover George Orwell" defended its article and photograph and described Stanhope as "...one of Australia's most glass-jawed and thin-skinned politicians..." On that day, Jon Stanhope and Jack Waterford, editor-in-chief of the *Canberra Times* had a vigorous debate on ABC local radio. Next day Waterford had another bite at the cherry, repeating his views in an article. He did, however, concede that the caption print was too small and its meaning not clear.

### **30.18 INSIDE EDGE BECOMES INSIDE CRICKET**

Australian Consolidated Press relaunched in October the cricket magazine, *Inside Edge*, as *Inside Cricket*. Editing the magazine is former AAP report and *Sun-Herald* sports editor, Tony Harper. Six monthly editions will be published over the Australian cricket season and

an Ashes Tour special ahead of the 2005 Australian tour of the UK (*Mediaweek*, 27 September 2004, p.6)

### **30.19 MADISON LAUNCHED**

ACP's new lifestyle and fashion magazine aimed at women aged from 25-49 was announced on 27 October 2004. The first edition is set for February 2005. ACP says this will be its biggest launch in a decade. The magazine is a joint venture between ACP and New York-based Hearst Magazines International, which already co-owns *Harper's Bazaar* and *Cleo* (*Australian*, 28 October 2004, Media section, p.17).

### **30.20 OBITUARIES: RICHARDS AND MATTINGLEY**

#### **30.20.1: GRIFF RICHARDS**

**David Marsh** writes: **Griff Richards**, who is credited with introducing a new streamlined approach to journalism at the *West Australian* in the 1950s, died on 14 September 2004 at the age of 96. Richards, the first WA-born editor of the paper, was also its longest-serving editor, from 1956 to 1972. He commanded respect as a master of the English language and a stickler for detail, was the first editor of the newspaper to openly pursue abolition of the White Australia policy and was also an early advocate of the need for Australia to develop a distinctive identity based on its geographical position in the Asia-Pacific region. Also in the 1960s, long before the republican debate began, he came to the view that Australia with broadened immigration, trade and foreign policies, would inevitably become a republic through peaceful evolution. Richards was born in Boulder in 1908. In 1926, he applied for a cadetship at the *West Australian* but was told there was no opening, so he enrolled for an arts degree at the University of WA and did casual work for the newspaper as a reporter. In February 1927, he was given a cadetship and continued his studies on a part-time basis. In 1932, Richards was appointed leader of the paper's parliamentary staff, and designed and edited a special centenary issue of the *West Australian*. In 1942 he enlisted in the RAAF. He was commissioned as a pilot officer and eventually promoted to flight lieutenant navigator and gunnery leader. His career continued to prosper and at one stage he wrote a joint column with Paul Hasluck. As news editor in 1951, Richards re-wrote the paper's style guide. A couple of years ago he recalled: "At that stage the *West Australian* had grown up without any direction. I wanted simple language in the paper." In 1966, he dropped the stylised version of the Royal Arms on the newspaper's masthead. He recalled: "The Coat of Arms gives a hint of official patronage. But we had no direct link with the Monarchy. I received three letters about its removal — no complaints, just people asking why we did it."

#### **30.20.2 KEITH MATTINGLEY**

**David Marsh** writes: **Keith Mattingley**, who spent 45 years in the newspaper industry, died in Melbourne on 27 September 2004 at the age of 80. He was a senior manager with the Herald & Weekly Times and related companies for more than three decades, serving in Melbourne, Perth and Port Moresby. He followed his brother Bill into journalism at the *Herald* in 1941, under Sir Keith Murdoch. Mattingley began as a recruit combing fruit and vegetable stalls for the *Melbourne Herald's* finance desk and culminated in several executive/editorial positions. He was chief sub-editor, then feature services manager until 1965, when he was appointed to develop the newspaper industry in PNG. Mattingley was the HWT's first editor-in-chief of South Pacific Post newspapers and later managing director. Mattingley was group publications manager for the HWT in Melbourne when his appointment as managing director of West Australian Newspapers was announced at the end of 1982. Previous senior roles included HWT development manager and manager of the *Sun News-Pictorial*. On taking up his appointment at WAN in January 1983, his priorities had

included speeding up the introduction of new technology in both printing and editorial fields. (See also *Herald-Sun*, 28 Sept, p.14).

### **30.21 CLAUDE FORELL IN PROFILE**

Claude Forell, who has been writing for the *Age*, Melbourne, since 1952 is profiled in the "Person of the Week" section in *Mediaweek*, 11 October 2004, pp.2 and 6. It's an interesting read. Forell joined the paper as a third-year cadet in 1952 and officially retired in 1993, but has continued to contribute to the paper. (*Mediaweek* spells his name as "Forrell", but it was, in fact, "Forell".)

### **30.22 NEWS LTD: EXECUTIVE CHANGES**

Kevin Smith has been appointed managing director of South Pacific Post, publisher of Papua New Guinea's *Post-Courier*, replacing Bob Howarth who will move to another executive position with News Ltd. Smith is the former advertising director of the *Northern Territory News* (*Australian*, 19 October 2004, p.27; *PANPA Bulletin*, November 2004, p.60).

Max Tomlinson, managing director of Advertiser Newspapers Ltd, Adelaide, has retired because of ill health. His place has been taken by Michael Miller, who had been the marketing director for News Ltd for seven years. Tomlinson had been in the Adelaide position for only about 16 months after working for many years in North Queensland, most recently as the general manager of the North Queensland Newspaper Co. Ltd (*PANPA Bulletin*, November 2004, p.61).

### **30.23 'HEAD HONCHOS IN PONCHOS BID ADIOS'**

The heading is how the *Canberra Times* of 23 November 2004 highlighted its photo of Asian and Pacific leaders wearing Chilean costume at the end of the APEC summit.

### **30.24 ADVERTISING SPENDING HEADS FOR \$10bn**

Media buyers and economists agree that the \$9 billion Australian advertising market is headed for another year of strong growth in 2005. Steven Allen, of Fusion Strategy, thinks ad spending will jump 10.7 per cent next year. By 31 December this year, ad spending for 2004 is expected to have risen 11.3 per cent over 2003 (Neil Shoebridge, "Ad spending heading for \$10bn", *Australian Financial Review*, 22 November 2004, p.50).

### **30.25 WINNERS OF THE 2004 WALKLEY AWARDS:**

Following are the print-related winners in the 2004 Walkley Awards, announced on 2 December (source: AAP):

#### **PRINT**

**News Report:** Ellen Whinnett, *Mercury*, "Richard Butler".

**Newspaper Feature Writing:** Gay Alcorn, Malcolm Schmidtke and Liz Minchin, *Age*, "Young Latham".

**Magazine Feature Writing:** Jane Cadzow, *Good Weekend*, "The Right Thing".

**Three Headings:** Ian Gunn, *Australian*, "Heads And Tales".

**Cartoon:** Mark Knight, *Herald Sun*, "Benefits Of A Bedtime Story".

**Artwork:** Andrew Dyson, *Age*, "Media Software".

**Editorial Graphics and Design:** *Australian Design and Graphics Team*, *The Australian* and *The Weekend Australian*, "The Australian Megagraphics Series".

#### **PHOTOGRAPHY**

**General News:** Martin Lange, Cumberland Newspapers, "Round House Tragedy".

**Daily Life Photography:** Brett Faulkner, *Australian*, "Mungo Moonrise".

**Sport Photography:** Ray Kennedy, *Age*, "Doubles".

**Photographic Essay:** Adam Pretty, Getty Images, Time, "Athens Olympics Essay".

#### **ALL MEDIA**

**Best use of the Medium:** Matthew Absalom-Wong, Hugh Martin, Simon Johanson and John Silvester, *theage.com.au*, "Gangland".

**Coverage of Suburban or Regional Affairs:** Alice Gorman, *The Gold Coast Bulletin*, The Bloc "In Council".

**High commendation:** Jenny Dennis, *Illawarra Mercury*, "Pathology Test Review"

**International Journalism:** Paul McGeough, *Sydney Morning Herald*, "The Aftermath Of War".

**Business Journalism:** AFR Team, *Australian Financial Review*, "Rivkin's Swiss Bank Scandal" Neil Chenoweth, Shraga Elam; Colleen Ryan; Andrew Main; Rosemarie Graffagnini.

**Investigative Journalism:** Malcolm Knox and Caroline Overington, *The Sydney Morning Herald*, "Norma Khouri Investigation".

**Coverage of Indigenous Affairs:** Debra Jopson and Gerard Ryle, *Sydney Morning Herald*, "Black Land, White Shoes".

**High Commendation:** Chris Graham, Joe Hildebrand and Brian Johnstone, AAP and *National Indigenous Times*, "Stolen Wages Payback Shame".

**Coverage of Sport:** Jacquelin Magnay, *Sydney Morning Herald*, "Cycling's Shooting Gallery".

**Social Equity Journalism:** Kathy Evans, *Sunday Age*, "Tuesday's Child".

**Commentary, Analysis, Opinion and Critique:** Patrick Smith, *The Australian*, "Colour Of Money"

**Gold Walkley:** AFR Team, *The Australian Financial Review*, "Rivkin's Swiss Bank Scandal" Neil Chenoweth, Shraga Elam, Rosemarie Graffagnini, Andrew Main, Colleen Ryan

#### **CURRENT DEVELOPMENTS: PROVINCIAL**

##### **30.26 RURAL PRESS IN THE MONEY**

Strong growth occurred at Rural Press in 2003-04 despite the drought. The company achieved a 57 per cent increase in profit. The chairman, John B. Fairfax, said on 20 September 2004 "The Company's strategies and medium term objectives are predicated on further growth which at this stage appears achievable". Managing director, Brian McCarthy earned a performance bonus of \$187,700 (*SMH* website 20 Sept). At the AGM on 22 October, the Chairman, John B. Fairfax, said the company would "continue to look at new opportunities whether they be organic growth or acquisitions" (*SMH* website 23 Oct).

##### **30.27 RURAL PRESS BUYS GOONDIWINDI AND MOREE PAPERS**

Rural Press Ltd has bought the *Goondiwindi Argus* and the *Moree Champion*, both independent country papers. Moree (NSW) and Goondiwindi (Qld) are near the NSW-Queensland border (*Northern Daily Leader*, 3 December 2004, p.3). A local syndicate, comprising Geoff Farrar, Joe Hoffmann, Robert Farrar, Michael Tooth and Jack Sullivan, had owned the *Champion* for 25 years. Separately, Hoffmann had also owned the *Argus* for 33 years (*Moree Champion*, 2 December 2004). Both papers are printed at Moree. No doubt, Rural Press will in time print the two new acquisitions at its Tamworth plant, where it prints its string of New England titles, writes Rod Kirkpatrick.

##### **30.28 EDITORS**

Julian Ricci has been appointed editor of the *Northern Territory News*, Darwin's daily newspaper. He replaces Brett de Vine, who returns to the *Daily Telegraph*, Sydney, as a member of the senior editorial team (*Australian*, 11 November 2004, p.24).

APN News & Media advertised for a new editor for the *Sunshine Coast Daily* after appointing long-serving *Daily* editor-in-chief Peter Owen to a new position assisting APN regionals' editor-in-chief Terry Quinn on a range of readership initiatives (*Mediaweek*, 11 October 2004,

p.6). Owen's comments in the "Talkback" section of the newspaper were still appearing in the week ended 6 November, Rod Kirkpatrick reports.

Meanwhile, APN has promoted Central Region/*Sunshine Coast Daily* manager, **Mark Jamieson** to Chief Operating Officer, and deputy general manager of Sunshine Coast Newspaper Co., **Daryl Olson**, to general manager.

### **30.29 BRIGHT SITES LAUNCH APN REGIONALS ONLINE**

After several years of monitoring the development of online newspapers, APN News & Media Ltd has decided to take its regional dailies onto the internet. In a group-wide strategy, all 14 APN regional dailies in Queensland and New South Wales launched online sites at the end of September. The newspaper sites feature the top news and sports stories of the day, as well as searchable classifieds and information about each newspaper and its region (*APN Password*, September-October 2004, pp.1, and 3-5).

### **30.30 DAILY NEWS IN THE NEWS**

A heavy downpour at Tweed Heads on 19 October 2004 threw staff at the *Daily News* in a mild state of panic when rainwater built up in the downpipes, pouring back through the ceiling and into the editorial and production section of the building. Water also found its way into the archival storage room, seeping into valuable back issues of the *Daily News*, which had to be left out to dry. Early morning staff were confronted with several centimetres of water over the floor with several desks and their computers saturated by the deluge. By 8am the cul-de-sac in front of the newspaper was more than a metre deep, forcing other staff to find alternative ways of getting to the building. Staff managed to get the building cleaned up by mid-morning and had a paper out the next day, although it was touch and go for a while. It appears that most of the archived papers will be able to be restored.

### **30.31 ALL THE NEWS FROM WINDELLAMA**

Another A4 duplicated local newspaper has been sighted. The *Windellama News* circulates in the area south of Goulburn, NSW. Its front page states, "Published monthly. Distribution over 600 in Windellama, Oallen, Nerriga, Bungonia, Mayfield, Quialigo, Lake Bathurst and Tarago." The October 2004 issue is Vol. 8, no. 9, and has 42 pages, including lots of local advertising.

Meanwhile the *Eurobodalla Shire Council News* has been launched by the Eurobodalla Shire on the NSW South Coast. Copies will be delivered to all residents twice a year (ABC Radio, Bega News, 29 November 2004).

### **30.32 NEW WEEKLIES FOR SUNSHINE COAST**

On 3 November 2004, Sunshine Coast Newspapers replaced its *Sunshine Coast Weekly* with four new weeklies: the *Buderim Weekly*, *Nambour Weekly*, *Caloundra Weekly* and, for those who live in Maroochydore, Mooloolaba and north of Bokarina, the *Weekly* (*Sunshine Coast Daily*, 2 November 2004, p.8).

### **30.33 EDITORIAL SWAP BETWEEN TWO BULLETINS**

John Affleck, editor of the *Townsville Bulletin*, will return to the *Gold Coast Bulletin* as deputy editor with his place to be taken at Townsville by Michael Carroll, the current deputy editor at the Gold Coast. News Ltd owns the two *Bulletins* (*Weekend Australian*, 6-7 November 2004, p.34).

## NEWSPAPER HISTORY

### 30.34 MUSEUMS OF PRINTING IN AUSTRALIA

Here is an initial compilation of Museums of Printing in Australia. Please advise of any additions or comments: to [abvi@webone.com.au](mailto:abvi@webone.com.au) or to 43 Lowanna St Braddon ACT 2612. Depending on additional information received, we will publish a more complete list in due course. **Victor Isaacs** compiled this list, with the assistance of Barry Blair and Rod Kirkpatrick.

MUSEUM	LOCATION	OPENING HOURS	PHONE	DIRECTOR & MAIL	WEB SITE & ANHG REFERENCE
<b>Melbourne Museum of Printing</b>	36 Moreland St Footscray	Thursdays & Sundays from 2pm or by arrangement	03 9689 7555	Michael Isaachsen, 36 Moreland St Footscray Vic 3011	<a href="http://home.vicnet.net.au">http://home.vicnet.net.au</a> ANHG 13.37
<b>Mercury Print Museum, Hobart</b>	Ingle Hall (next to the Mercury), Cnr. Macquarie & Argyle Sts Hobart	Mondays to Fridays, 10am – 1pm or by arrangement	03 6230 0736	Rod Boucher Mercury Print Museum, 89 Macquarie St Hobart TAS 7000	<a href="http://ink.news.com.au/mercury">http://ink.news.com.au/mercury</a> ANHG 12.38
<b>New England Regional Art Museum, Museum of Printing, Armidale</b>	Kentucky St, Armidale	Thursdays to Sundays, 11am – 4pm	02 6772 5255	PO Box 508 Armidale NSW 2350	<a href="http://www.neram.com.au/1mop">www.neram.com.au/1mop</a> ANHG 12.37
<b>Penrith Museum of Printing</b>	Penrith Showground / Paceway complex, Cnr. Ransley & Station Sts, Penrith NSW	Fridays, Saturdays, Sundays, 10am – 2pm	02 4731 2714		<a href="http://www.printingmuseum.org.au">www.printingmuseum.org.au</a> ANHG 8.8
<b>Queanbeyan Museum of Printing</b>	Farrer Place, Queanbeyan, NSW	Saturdays, Sundays, 2pm – 4pm	02 6298 0241		ANHG 30.35 below
<b>Pinnaroo Letterpress Printing Museum</b>	Mallee Heritage Centre, Mallee Highway, Pinnaroo, SA	Mondays to Saturdays, 10am – 1pm, or by arrangement	08 8577 8644	Robert W. Wilson, 2 South Tce, Pinnaroo SA 5304	ANHG 13.38

### 30.35 QUEANBEYAN PRINT MUSEUM

The Queanbeyan Print Museum in Farrer Place was opened on Saturday 23 October 2004 by the Mayor. The museum comprises a number of exhibits comprising equipment once used on the *Queanbeyan Age*. These were derelict for many years but are now restored and operating. Restoration took 850 hours of dedicated labour by former *Queanbeyan Age* employees. The exhibits include a selection of hand set type, a Mergenthaler Linotype machine, Ludlow typesetter, Wharfedale press, Miehle press and a large number of smaller exhibits. The Museum is largely the brainchild of Jim Woods OAM, editor of the *Queanbeyan Age* 1966 to 1994. Jim Woods spent 66 years working with newspapers in country NSW (see *Country*

*Conscience*, espec. pp.283-287). Before the *Queanbeyan Age* was sold to Rural Press in 1994, he set aside a machine to form the nucleus of a museum. It took a few years to find a suitable building and a further year to set up the museum. The museum is open on Saturdays and Sundays from 2 till 4 pm or by arrangement (02-6298 0241).

### 30.36 NEWSPAPERS ONLINE

**Belinda Weaver** writes: A new web page for finding newspapers online is at [www.newspaperindex.com/](http://www.newspaperindex.com/). It's not complete – the Australian section has very few papers listed. For Australian papers, you'd be much better off at Australian Newspapers Online ([www.nla.gov.au/npapers/](http://www.nla.gov.au/npapers/)) but the newspaper index site would be useful for finding papers from other countries. The site will be updated so perhaps the Australian section will expand then. The site also links to PressDisplay ([www.pressdisplay.com/](http://www.pressdisplay.com/)), which is a site like NewsStand ([www.newsstand.com/](http://www.newsstand.com/)) and NewspaperDirect ([www.newspaperdirect.com/](http://www.newspaperdirect.com/)) for digital replicas.

### 30.37 C.E.W. BEAN'S WRITINGS

Andrew Sergeant from the National Library is compiling a bibliography of C. E. W. Bean, best known as Editor of the Official history of Australia's involvement in World War One. He would be interested in finding out about articles/letters etc known to be written by Bean in any of the following:

- *Evening News*, Sydney, 1906 to 1907,
- *Spectator*, London, 1907 (Bean submitted a letter or article about the White Australia policy, but it is not known whether it was published),
- *Sydney Morning Herald* articles from about 1909 to 1914. He was their London correspondent from 1911 to 1913 (not sure about precise dates),
- Post-WW1 newspapers OTHER than *SMH*. Andrew has the WW1 years almost complete now (over 350 *SMH* articles with his byline or with "Official Correspondent" that he will need to verify).

If you can help, please contact: Andrew Sergeant, Reference Librarian, Information Services, National Library of Australia, Ph: (02) 6262 1602, Fax: (02) 6273 5081, E-mail: [sergeant@nla.gov.au](mailto:sergeant@nla.gov.au)

### 30.38 MELINDA KENDALL

**Peter Knox** writes I've just started my PhD research at the University of Wollongong, looking at the life and writings of Melinda Kendall (mother of Henry, the well-known poet). I'm on the lookout for poetry or prose written by Melinda Kendall that may have been published in newspapers, probably between the years 1845 and 1893. Earlier than that she may have published under the name Melinda or Matilda McNally. I've found a fair amount of material from early Illawarra newspapers, but she lived in other areas as well throughout NSW, and may also have contributed to journals outside the area. Any mentions of her by other people would also be of help. Reply to Peter Knox at [pbk918@uow.edu.au](mailto:pbk918@uow.edu.au)

### 30.39 VICTORIAN NEWSPAPERS INDEXED

**John Russell** draws attention to an ambitious project indexing and providing copies of Victorian newspapers. *Old News Copy* aims to be an information resource, providing, for a charge, copies of old newspaper articles that they have indexed. The index covers almost every item published in a particular edition of a newspaper including advertisements, shipping lists and market reports. The database is searchable online. A large number of metropolitan, suburban and country newspapers of various dates have been indexed, as has the *Victorian*

*Police Gazette*. Jacqui Cunningham is the originator and main provider of the indexes. More details are available at [www.oldnewscopy.com](http://www.oldnewscopy.com)

### **30.40 ARMIDALE EXHIBITION**

**Barry Blair** reports that an exhibition entitled *Pens and Presses: Education and Print in Nineteenth-Century New England* ran at the Armidale Museum of Printing from 14 May to 10 October. The exhibition focussed on public schools and local newspapers as the disseminators of literacy in colonial communities. The Armidale Museum of Printing is associated with the University of New England.

### **30.41 SOME ONLINE SOURCES**

**Belinda Weaver** writes:

The search for a quotable quote has just gotten easier with the launch of expertguide. It's at <http://www.expertguide.com.au/>. Journalists can use it to find sources and contacts from universities, research centres and institutes, organisations and associations and businesses. The site is funded by the organisations who want to include their experts on the site. The site currently has 1500 listings, mainly from Queensland, though the service aims to cover other states as well.

ScienceDaily (<http://www.sciencedaily.com/>) is a breaking news site for science stories. It links back to original sources (mostly university research institutes and government agencies) but these are mostly American so may be hard to contact for Aussies. Still could be a source of hot tips. Making compost from old mobile phones, surfing injuries – there's a lot there. You can search and browse.

### **30.42 MANNING, HASTINGS ADVOCATE – AN 1885 ISSUE FOUND**

**Janette Pelosi** writes: State Records NSW holds a previously undiscovered issue of the *Manning, Hastings, Copeland and Barrington Advocate* for Friday 23 January 1885 (No. 229). It was found on Friday 5 November 2004 by Arthur Mason, one of the State Records volunteers, in the Bungay School File [5/15166.1] in the series Education; CGS 3829, School files, 1876-1979. The State Library of New South Wales holds Jan-Nov 1882, Dec 6, 1888 and Aug 3, 1892. The State Library will make a copy of the issue from State Records available shortly.

The issue was found in the file because it includes the resumption notice for Bungay School and a covering letter indicates that it was purchased by Alex Donald Fraser of Wingham Public School on 23 January 1885 due to the notification of resumption [Dept of Public Instruction Letter No. 2284, 27 January 1885]. Fraser sent it to E Johnson Esq, Undersecretary, Department of Public Instruction.

The paper is eight broadsheet pages, printed on two folded sheets. The pages are unnumbered. On the back page it states: "Printed and Published by FREDERICK JAMES NAYLOR and GEORGE ARTHUR ELSE, Sole Proprietors, at the *Manning Hastings, Copeland, and Barrington Advocate's* General Printing Office, Isabella-street, Wingham, Manning River." The price of the paper was 6d. There is no motto. The first page consists of advertisements including one for Mandarin Tea. Another advertisement relates to the Melbourne Derby & Cup, 1885. It records that Messrs Miller, Jones & O'Brien, Punch's Hotel, Sydney, or Garton's Hotel, Melbourne, had amalgamated their books to the extent of £25,000 on the above events. The second page includes "Poetry" and "Humorous" plus Berthalde Reimer's Voice (from Household Words) and The Hon. J.P. Abbott on the Land Act. The third page includes advertisements and Government Notices and "The Stud". The fourth page includes

“Religious Services” and “Local and General” news. The fifth page includes “Official Correspondence”, “Poetry”, “Late Telegrams”, “Shipping”, “Latest Commercial”, advertisements and “Sales by Auction”. The sixth page includes more “Poetry”, “Squibs” (a ghost story), “Official Correspondence” and a “Temperance Crusaders’ Column”. The seventh and eighth pages are filled with more advertisements.

Also on the sixth page is a section headed PLEASURES OF AN EDITOR: “Editing a paper is not a very pleasant business. If it contains too much political matter people won’t have it. If it contains too little they won’t have it. If the type is small, they can’t read it. If we publish telegraphic reports, folk say they are nothing but lies. If we omit them, they say we have no enterprise, or suppress them for political effect. If we have in a few jokes, folks say we are nothing but a rattlehead. If we don’t admit jokes, they say we are an old fossil. If we publish original matter, they blame us for not giving selections. If we publish selections, folks say that we are lazy for not writing more, and giving them what they have not read in some other paper. If we give the public men complimentary notices, we are censured for being partial. If we do not all hands say we are an uncouth bear. If we insert an article which pleases the ladies, men become jealous. If we do not cater to their wishes, the paper is not fit to have in their house. If we attend church they say it is only for effect, and if we do not, they say we are dreadfully wicked, so WHAT ARE WE TO DO?”

### **30.43 FRANK SHAW’S 54 YEARS WITH NEWS LTD**

Frank Shaw, 84, News Ltd archivist, is believed to be the company’s longest continually serving employee. He started at the *News*, Adelaide, in October 1950. He continues to arrive at News’s Sydney headquarters at 8am each weekday and departs about 4pm (see Jane Schulze, “More than five decades of newspaper history”, *Australian*, 28 October 2004, Media section, p.18).

### **30.44 AN APOLOGY 1848 STYLE**

**David Marsh** writes that the editor of the *Perth Gazette*, predecessor of the *West Australian*, never failed to apologise to his subscribers in the distribution of the journal. The following paragraph appeared on 8 April 1848:

“We have to apologise to our subscribers for the non-appearance of our Journal on Saturday last, occasioned by an untoward accident to the press on the afternoon of that day, while the paper was being worked; a portion of the brick wall above the press fell in and caused considerable injury, which, however, has been ably repaired by Mr Nairne.”

### **30.45 THE FETTLERS’ NEWSPAPERS**

At the unveiling of the first sculpture of the Australian Railway Monument at Werris Creek, NSW, on 24 September the poem, “The Song of the Fettler”, was read. The poem, an extract from which appears below, is about the lonely railway fettler ever craving for news. The fettlers’ cry of “Paper!” as the steam trains of yesteryear flew past the fettlers’ camps would often result in a rolled up newspaper being thrown by passengers from the train window. The poem by “Johnson” originally appeared in the union journal *Railroad* on 10 November 1929. This item provided by **Barry Blair**.

On cold and lonely stretches  
On bridges, tall and long  
You hear the cry of ‘Paper’  
The fettlers’ only song  
Then as you roll and fling them  
Just watch the eager pack

That rush like boys to grip them  
For they are scarce – Outback

In scorching Sun and blinding dust  
In snow and sleet and hail  
These men the track are keeping  
For the passing of the Mail  
Then after 'grub' it's Paper time  
And every tent and shack  
Is going through the latest  
By the light of the lamp – Outback

With oil lamps dimly casting  
A light on earthen floor  
when canvas walls go swaying  
As the winds through gum trees roar  
Those papers... Every letter  
Are read, from front to back  
Then passed to cobblers  
That's the way of these men – Outback

So now you know just what it's like  
To work out there  
Where every man's a toiler  
Where each man does his share  
Next time you hear them calling  
Don't pass the waiting Pack  
Give out the news from Sydney  
It's a lot to these men - Outback

### **30.46 DO EDITORIALS MATTER?**

Editorials were once the most important and most read part of newspapers. Are they still important? Does anyone, other than politicians, still read them? Most newspapers do not include editorials in their websites. Is this an indication of their current status?

In the recent US Presidential election, the majority of US newspapers with a majority of the circulation, endorsed John Kerry. He lost.

On 16 October 2004, Jack Waterford, editor of the *Canberra Times*, in his regular Saturday column (Panorama magazine section, p.2), discussed endorsement of political parties in newspaper editorials. He said, in part, "One problem of making an endorsement is that those who read it will immediately read what is said as some form of coming out – indeed as an admission that the newspaper's coverage has been biased all along... A similar problem is that endorsements probably have only limited persuasive effect, but upset readers."

On 8 November 2004 in his regular column about newspapers in the London *Guardian* Roy Greenslade said, "What is the point of leading articles in modern newspapers? Few people read them. Few people quote them. Few people, surely, are influenced by them. With the rise of the columnist class, editorials have become almost meaningless ... When I told a class of students recently that most major American newspapers broadly supported the war in Iraq... they responded by quoting what columnists said, not leading articles ..."

On the other hand, the *Age*'s 150<sup>th</sup> anniversary supplement on 16 October 2004 (see item 30.7 above) included an article about editorials entitled "Persuasive, often infuriating, but not easily ignored". This said in part, "Does anyone read editorials? ... the people editorials are written about certainly read them. Any leader writer knows this ... Their anonymity does

make them arguments of a special kind ... This attribution of opinions to the newspaper rather than to individuals is not a silly fiction. Newspapers over time, come to be associated with particular points of view, and these associations typically outlast the tenure of any particular editor or leader writer.”

With these views, and the Federal election in mind, Victor Isaacs is conducting a survey of ANHG readers. Brief responses are invited to [abvi@webone.com.au](mailto:abvi@webone.com.au) or to 43 Lowanna St Braddon ACT 2612. Questions are:

1. Do you read newspaper editorials:
  - i) Always ii) Regularly iii) Occasionally iv) Never.
2. During the 2004 Federal election did editorials:
  - i) Have no effect on your views ii) Confirm your views iii) Change your views.
3. Have you ever changed your vote as a result of editorial opinion?
4. Have you ever changed other views as a result of editorial opinion?
5. Do you think other people are influenced by editorials?
6. Notwithstanding the above, are editorials required to maintain the authority of newspapers?
7. Any other comments about editorials?

## **RECENTLY PUBLISHED**

### **30.47 BOOKS**

30.47.1 MORE PIG BITES BABY: STORIES FROM AUSTRALIA'S FIRST NEWSPAPER VOLUME 2: 1810-1821, edited by Michael Connor, Duffy and Snellgrove, paperback, 372 pages, ISBN 1-876631-91-0. Following the publication in 2003 in "Pig Bites Baby: Stories from Australia's First Newspaper 1803-1810" of extracts from the *Sydney Gazette and New South Wales Advertiser*, the series continues with extracts from the next 11 years.

30.47.2 MEDIA WORDS: THE INDUSTRY GUIDE by Sally Hoban, Craftsman House an imprint of Thames and Hudson (Australia), 159 pages, ISBN 0-9751965-0-2. A guide to working in the advertising and media industry.

### **30.48 ARTICLES**

30.48.1 NEW PLAYER BRINGS FRESH COMPETITION by Andrew McGarry, *Australian*, Media section, 16 September 2004, p.19. Describes the plans of the new *Independent Weekly* in Adelaide.

30.48.2 FT PREPARES TO PAINT TOWN PINK by Glenda Korporaal, *Australian*, Media section, 16 September 2004, p.23. Describes the launch plans of the Australian edition of the *Financial Times*.

30.48.3 COLONIAL CONNECTIONS WITH THE LONDON TIMES by Patricia Clarke, *Canberra Historical Journal* (Canberra & District Historical Society), no. 54, September 2004, pp.22-27. The article sketches two female late-nineteenth journalists, Jessie Couvreur and Flora Shaw, with Australian connections.

30.48.4 THE ALEXANDER TECHNIQUE by Jane Cadzow and John Huxley, *Good Weekend*, 18 September 2004, pp.36-43. A profile of John Alexander, the former Fairfax editor-in-chief who has become the chief executive of Kerry Packer's Publishing & Broadcasting Ltd.

30.48.5 GALLERY TELLS PRESS CRITICS TO BUZZ OFF by Sheena MacLean, *Australian*, Media section, 28 October 2004, p.17. The Federal Parliamentary Press Gallery's reaction to the Coalition's election win.

30.48.6 MURDOCH'S LIFETIME OF DEALS by Jane Schultz, *Australian*, Media section, 28 October 2004, p.18. Includes a chronology – scratchy for the early years, but useful for recent years.

30.48.7 LAW THREATENS KNOCKOUT BLOW FOR PAPERBOYS by Kate Legge and Michelle Gilchrist, *Weekend Australian*, 6-7 November 2004, p.10. Changes to child employment laws in Victoria threaten to wipe out the two-wheeled suburban paperboy weaving from letterbox to letterbox in the dimness of dawn's light.

30.48.8 THE LIFE AND CAREER OF SIR ARTHUR MORGAN by Richard Morgan, *Journal of the Royal Historical Society of Queensland*, 19 (11), October 2004, pp.555-574. A great grandson of the former Queensland Premier and Warwick newspaper proprietor profiles him.

30.48.9 BRUTAL TRUTHS, a series of four articles about the ethics of “death knocks” and the reporting of death, by Gary Tippet, Claire Gorman, Richard Bruinsma and Natalie Williams, *Walkley Magazine*, Issue 29, October/November 2004, pp.10-15.

30.48.10 WEST EDITOR'S SHOWDOWN WITH MP by Belinda Hickman, *Australian*, Media section, 4 November 2004, p.15. Discusses the *West Australian's* reporting of a minor traffic infringement by State MP John Quigley, and the generally livelier/more controversial approach by the newspaper since Paul Armstrong became editor.

30.48.11 NEWS FLOWS AGAIN ON THE BARCOO by Ian Gerard, *Australian*, Media section, 11 November 2004, p.21. Discusses the revival of the Barcoo Independent in the outback Queensland town of Blackall.

30.48.12 COLLECTIVE MIND-SET A PRESSING CONCERN by Terry McCrann, *Weekend Australian*, 13-14 November 2004, p.32. Business writer McCrann responds to Matt Price's defence of the Canberra press gallery from post-election attacks from various commentators.

30.48.13 SCHOOLS TURNING OUT 'IDEOLOGUES, NOT NEWSHOUNDS' and SO YOU THINK YOU'VE GOT WHAT IT TAKES by Sheena MacLean, *Australian*, Media section, 18 November 2004, pages 15 & 18. About the training of journalists in Australia.

30.48.14 THE COLUMNISTS' MANIFESTO by Diana Bagnall and Patrick Carlyon, *Bulletin* 30 November 2004. Profiles conservative columnists Miranda Devine, of the *Sydney Morning Herald* (formerly of the *Daily Telegraph*) and Andrew Bolt, of the *Herald-Sun*.

30.48.15 FIFTY HOT COMPANIES by Mark Abernethy, *Bulletin* 7 December 2004, p.50. No. 2 in this annual survey is West Australian Newspaper Holdings.

30.48.16 JOURNALISM EDUCATORS WALK A FINE LINE BETWEEN SCHOLARSHIP AND REALITY by Wendy Bacon, and WHAT THE J-SCHOOLS OFFER, *Australian*, Media section, 2 December 2004, p. 15 & p. 16.

30.48.17 DEATH THREATS ON THE DARLING DOWNS by Rod Kirkpatrick, *PANPA Bulletin*, November 2004, pp.58-59. Potted histories of newspapers at Clifton and Beaudesert, Queensland.

30.48.18 TORCH ABOUT TO ENTER 85<sup>th</sup> YEAR: JUST FIVE EDITORS IN ALL THAT TIME, *Mediaweek*, 29 November 2004, p.8. The Engisch family has owned the Bankstown

*Torch* (Sydney) for all of its 84 years. This article provides an historical snapshot of the family and the paper.

30.48.19 IN 1984 FAIRFAX STARTED MAG TO FREE UP ADVERTISING SPACE, *Mediaweek*, 15 November 2004, pp.3, 9. Historical reflection on 20 years of publication of the *Good Weekend* by the *Sydney Morning Herald* and the *Age*.

### 30.49 BOOKS AVAILABLE

Spare copies of the following books are available in return for the cost of postage:

- MURDOCH by William Shawcross, Pan Books, paperback, 640 pages, 1993.
- GALE FORCE: JOHN GALE AND THE SITING OF THE NATIONAL CAPITAL by Susan Mary Woolcock Withycombe, Queanbeyan & District Centenary of Federation Committee, paperback, 134 pages, 2001 (includes much on the *Queanbeyan Age*).

Contact Victor Isaacs on [abvi@webone.com.au](mailto:abvi@webone.com.au) or 43 Lowanna St Braddon ACT 2612.

### 30.50 TWO ANHG BOOKS:

#### ***Australian Newspaper History: A Bibliography (111pp).***

(Essential for anyone researching any aspect of Australian newspaper history.) Hard copy for \$25 including postage and packing. PDF version available for \$10 ([r.kirkpatrick@uq.edu.au](mailto:r.kirkpatrick@uq.edu.au)). Post cheque and include your email address. Make cheque payable to R. Kirkpatrick (ANHG). No plastic. Post to: Rod Kirkpatrick, 13 Sumac St, Middle Park, Qld, 4074.

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