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**32.1 COPY DEADLINE AND WEBSITE ADDRESS**

**Deadline for next Newsletter: 15 July 2005. Subscription details appear at end of  
Newsletter.** [Number 1 appeared October 1999.]

The *Newsletter* is online through the "Publications" link from the University of Queensland's School of Journalism & Communication Website at [www.uq.edu.au/journ-comm/](http://www.uq.edu.au/journ-comm/) and through the ePrint Archives at the University of Queensland at <http://eprint.uq.edu.au/>

**Barry Blair and Victor Isaacs have contributed to this issue of the Newsletter.**

**CURRENT DEVELOPMENTS: METROPOLITAN**

**32.2 CIRCULATION (1): AUDIT BUREAU TO REVIEW PRACTICES**

The gathering of more frequent and more accurate data on newspaper and magazine circulations may result from a review of the practices of the Audit Bureau of Circulations (ABC). The review has been ordered after claims that challenged the integrity of how the ABC audits figures. ABC chairman Stephen Hollings said the review would encompass the organisation's rules, definitions, and auditing procedures as well as the long-running issue of more frequent circulation data. He predicted the findings would be put to the ABC general committee for a vote within three months.

Hollings said the process had been "accelerated" in light of recent claims that newspaper and magazine publishers were still using free or discounted copies to boost figures. Media Federation of Australia chairman John Sintras wrote to the ABC demanding an investigation into claims that surfaced in mid-April on the Crikey internet site. Allegations were made that publishers continue to flout strict guidelines that set a limit on the number of copies that can be given away at sporting events or sold at a discounted price. Although made largely anonymously, the claims reignited an issue that many in the media thought had been laid to rest when new rules were introduced by the ABC in June 2002. Under the rules, the number of "promotional" copies must not exceed 1 per cent of the newspaper or magazine's total circulation. Publishers must also disclose if they had sold any discounted copies (*Sydney Morning Herald*, 16 April 2005; *Australian*, Media section, 21 April 2005, pp.15, 17; and *Age*, 21 April 2005; and see 32.3).

News Limited has rejected a claim by Fairfax columnist Neil Shoebridge that it manipulates sales figures for its newspapers (*Australian Financial Review*, 26 April 2005, p.20; *Australian*, Media section, 28 April 2005, p.17).

Reed Business Information has agreed to revert to a Circulation Audit Bureau audit for its marketing magazine, *B&T*, following legal action by Yaffa Publishing, owner of rival *AdNews* (*Australian*, 13 April 2005, p.33).

### **32.3 CIRCULATION (2): PUBLISHERS' FIGURES**

Sundays are just about the only good day of the week for Australian metropolitan newspapers, according to the publishers' circulation figures for the six months to 31 March 2005. The *Australian* was the only newspaper to increase its weekday circulation by more than 0.5 per cent: it achieved 1 per cent. The only other increase was the 0.2 per cent by the *West Australian*. The best increase for Saturdays was the *Northern Territory News's* 0.4 per cent. On Sundays, however, the *Sunday Herald Sun* (2 pc), the *Sunday Tasmanian* (1.9pc) and the *Sunday Times*, Perth (1.4pc) were the best performers (*Australian*, 15 April 2005, p.19).

See also the line graphs comparing *Australian* and *Australian Financial Review* figures for weekday circulations and weekend circulations, 1990-2005 and 1995-2005, respectively, published in the *Weekend Australian*, 16-17 September 2005, p.2, and the *Weekend Australian's* statement at the top of its Business section cover page on 23-24 April: "There's only one national newspaper you can turn to for business news over the holiday weekend. While the *Australian Financial Review* shuts down until Tuesday, the *Australian* brings you breaking news throughout the long weekend – from Australia and overseas – as well as our usual line-up of top-rated columnists."

### **32.4 FAIRFAX (1): EVANS, CHIEF OPERATING OFFICER**

Brian Evans, who was John Fairfax's New Zealand newspaper boss, has been elevated to the new role of the company's chief operating officer, Australia. This was to relieve the burden on Fairfax CEO Fred Hilmer, who is to depart this year. Evans has assumed full responsibility for all Fairfax's metropolitan, regional and community mastheads, including the *Sydney Morning Herald* and the *Age*. Hilmer said on 30 March that Evans's appointment in no way interfered with the search for a new chief executive. "This is a move we would have made even if we had no change in chief executive," Hilmer said. "It was inevitable that once we acquired New Zealand and Text Media that my span of control was just too broad."

Evans joined Fairfax 11 years ago and, when based in Newcastle, headed the group's regional community newspapers division before being appointed chief executive of Fairfax NZ in 2003. Hilmer's role had changed dramatically since the last federal election, with the company focused on its strategy if and when the foreign and cross-media ownership laws are relaxed (*Sydney Morning Herald*, 31 March 2005; *Australian Financial Review*, 31 March 2005, p.16; *Australian*, Media section, 31 March 2005, p.15; see also: Mark Day, "Hunt goes on for Hilmer successor", *Australian*, Media section, 14 April 2005, p.18).

### **32.5 FAIRFAX (2): EVANS, NEW DIRECTOR**

David Evans, an independent non-executive director of Rupert Murdoch's British pay TV group BSkyB, has been appointed to the board of John Fairfax Holdings. Evans, best known as the man who triggered the downfall of the late Christopher Skase, for whom he worked, is the president and chief executive of Crown Media Holdings, owner of the international Hallmark pay-TV channels. A former chief executive of Channel Nine Melbourne, he has spent the past 30 years overseas (*Australian*, 22 February 2005, pp.19 and 22).

### **32.6 FAIRFAX (3): THE AGE MOVES TO TABLOID, SPORT**

From 28 March 2005, the *Age* has been publishing a daily tabloid sports section and has shifted its business news into the main (broadsheet) body of the newspaper. Why? "We conducted intensive research," the *Age* says, "travelled with some of the 450,000 people who use trams and trains to get into the CBD every day to get your views on the paper. A key message was that many of you wanted Sport made easier to read." And: "... our research found that readers felt that bringing News and Business together made more sense since it

'reflects the growing status of business as news'. By bringing News, Business and Opinion together, we were seen as 'returning to the core values of the Age'." [The *Age* has a new business editor, Michael Short, formerly of the *Australian Financial Review* and a new travel editor, Michael Shmith.] (*Age*, 25-26 March 2005, p.2).

On Easter Monday, 28 March, the *Age*'s main section carried 16 broadsheet pages, and 36 tabloid pages (16 pages of sport, four of racing form guide and 16 of Metro). On Wednesday, 30 March, the *Age* carried 28 broadsheet pages and 80 tabloid pages broken out into five sections (Sport, Metro, Drive, Domain and Money). On Wednesday, 6 April, the *Age* carried 28 broadsheet pages and 90 tabloid pages (Sport 16 plus Form Guide 4; Metro 16; Money 16; Classifieds 42).

Mark Day discussed the *Age* and its various changes of format in his "On Media" column" in the *Australian*, Media section, 7 April 2005, p.22.

The *Age* launched a new, beefed-up tabloid classifieds section on Wednesday, 6 April, incorporating three previously separate sections, "Domain", "Drive" and "My Career". The aim is to enhance the newspaper's position as Melbourne's leading classified advertising market, particularly in houses, cars and jobs, and to complement its dominant Saturday classifieds section (*Mediaweek*, 11 April 2005, p.7).

### **32.7 FAIRFAX (4): TO LAUNCH TRAVEL MAGAZINE**

Media buyers are bullish about the prospects of John Fairfax Holdings' new magazine, *Travel + Leisure*, but rival publishers predict the title will struggle to stand out in a crowded market. *Travel + Leisure*, to be launched in September, will be the first newstand product from Fairfax's general magazines division, which publishes free titles such as *Good Weekend* and *Sunday Life*. It is licensing *Travel + Leisure* from American Express, which produces the magazine in the US (where it sells about 976,000 copies a month), Latin America, Russia and Turkey (*Australian Financial Review*, 21 February 2005, p.50). The positions of deputy editor and chief sub-editor have been advertised (*Sydney Morning Herald*, 30 April-1 May 2005, p.12M).

### **32.8 CHAIR SOUGHT FOR NEW COMMUNICATIONS & MEDIA AUTHORITY**

The Australian Government advertised in mid-March for a chair and chief executive for the Australian Communications and Media Authority, to be formed by the merger of the Australian Broadcasting Authority and the Australian Communications Authority. The new authority, which will be an independent statutory body within the Communications, Information Technology and the Arts portfolio, will regulate telecommunications, broadcasting, radio-communications, online content and other functions as determined by government. Applications for the position closed on 29 March (*Weekend Australian*, 12-13 March 2005, p.4, advertisement). Mark Day speculates on the possible appointment of former Howard government minister Warwick Smith to the chair (*Australian*, Media section, 28 April 2005, p.22).

### **32.9 COURIER-MAIL CALLED BEFORE RACING INQUIRY**

The *Courier-Mail* appeared at the Queensland racing inquiry on 24 February to answer allegations that its coverage of the previous day's proceedings was neither fair nor balanced. At the start of proceedings, Michael Byrne QC, who was appearing for bookmaker Lindsay Gallagher complained that a story that appeared in the *Courier-Mail* of 23 February regarding the evidence of betting supervisor Luke Bailey raised three issues of concern. He said the report had not been fair or balanced in regard to allegations made by Bailey against Gallagher. And he said the article was sensationalised and parts of it merged allegations from the first

terms of reference, currently under review, with the third term of reference, which would not be tested for at least a month. Pat O’Shea SC, for the *Courier-Mail*, said the newspaper denied the accusation of sensationalism and maintained it had been a fair and accurate report of events of a full day’s evidence in the space available. O’Shea said the newspaper would accept an invitation from the commission to make submissions in writing about the non-publication orders being made at the inquiry (*Courier-Mail*, 25 February 2005, p.6).

### 32.10 CHRONOLOGY OF RECENT EVENTS

<b>22 Nov 2004</b>	Death: <b>Miringa Gay Davidson</b> , née Yandle, aged 65 in Canberra; born New Zealand; worked in print radio and TV journalism in NZ before joining the <i>Canberra Times</i> when first husband Naylor Hillary, son of Sir Edmund, accepted a PhD scholarship at the ANU, Canberra; first female political correspondent for major Australian newspaper; first female president of the Federal Parliamentary Press Gallery; liberated the lavatories in Parliament House; actively involved in Canberra community; second marriage was to Ken Davidson, the <i>Age</i> ’s Canberra-based economics correspondent for many years..
<b>31 Dec 2004</b>	Death: <b>Sally Baker</b> , aged 81; born as Eena Young in Perth; became a journalist in Sydney in 1942; joined <i>Sunday Sun</i> , Sydney, in 1952 as a feature writer; second husband was Lindsay Clinch, editor of the <i>Sunday Sun</i> ; joined <i>Woman’s Day</i> as assistant editor in 1957 and stayed 20 years ( <i>Walkley Magazine</i> , February/March 2005, p.27).
<b>21 Feb 2005</b>	Death: <b>Julie Duncan</b> , in Hobart aged 51; started as cadet journalist with <i>Mercury</i> , Hobart; worked in news and features; began lecturing in journalism at SA College of Advanced Education; won Walkley Award in 2003 for outstanding contribution to journalism; wife of former South Australian attorney-general Peter Duncan ( <i>Mediaweek</i> , 28 February 2005, p.4).
<b>8 March 2005</b>	Death: <b>Beryl O’Brien</b> , aged 63 at Warren, NSW; editor of <i>Wellington Times</i> for 15 years; started career there before working for various news outlets in Sydney; died in single-vehicle accident ( <i>Daily Liberal</i> , Dubbo, 10 March 2005, online).
<b>March 2005</b>	Death: <b>Dawn Swain</b> , aged 73 in Sydney; began career as a secretary in the art department of the <i>Australian Women’s Weekly</i> , which she later edited for nine years from 1976; also served as editor-in-chief and associate publisher of the Packer women’s magazines ( <i>Sydney Morning Herald</i> , 19-20 March 2005, online).
<b>4 April 2005</b>	Death: <b>Gordon Barton</b> , aged 75 in Marbella, Spain; business, politician, publisher; founded the IPEC transport group, the <i>Nation Review</i> and <i>Sunday Observer</i> newspapers, as well as the Liberal Reform group and the Australia Party – precursors to the Australian Democrats ( <i>Courier-Mail</i> , 18 April 2005, p.22).
<b>13 April 2005</b>	Death: <b>Beatrice Ernestine Lilley</b> , aged 91 in Sydney; worked for some years for <i>Woman</i> (soon to be <i>Woman’s Day</i> ) and the <i>Australian Women’s Weekly</i> ; lived much of her working life in London; grand-child of Sir Charles Lilley, a former editor of the <i>Moreton Bay Courier</i> , a former Premier of Queensland, and a judge ( <i>Courier-Mail</i> , 27 April 2005, p.24; see also <i>Australian Dictionary of Biography</i> , Vol. 5, pp.86-88).

### 32.11 PEOPLE

**David Penberthy**, a 35-year-old former Adelaide journalist, has become the new editor of the *Daily Telegraph*, Sydney, and the former editor, Campbell Reid, has become the general manager of Queensland Newspapers Pty Ltd, publisher of the *Courier-Mail* and the *Sunday Mail*. Penberthy has been a columnist with the *Telegraph* for a few years and Reid, a former editor of the *Australian*, 1997-2001, had been editor of the *Telegraph* since 2001 (*Weekend Australian*, 2-3 April 2005, p.2; *Courier-Mail*, 2-3 April 2005, p.3; see also 32.72.11).

Three newspaper people have been *Mediaweek*’s “Person of the Week” in February-April: **Michael Miller**, managing director of Advertiser Newspapers, Adelaide, 7 February 2005,

pp.2, 4. **Andrew Jaspán**, editor-in-chief of the *Age*, Melbourne, 7 March 2005, pp.2, 4; and **David Penberthy**, new editor of the *Daily Telegraph*, 25 April 2005, pp.2, 4.

**Paul McGeough**, the *Sydney Morning Herald's* chief correspondent, has been named the winner of the 2004 Graham Perkin Award for Australian Journalist of the Year. McGeough, a former editor of the *Herald* and a Perkin winner also in 1997, won mainly for his reporting and writing on post-invasion Iraq (*Sydney Morning Herald*, 19 March 2005, online).

**Wayne Buttner**, for eight years the editor-in-chief of the Leader Group suburban papers in Melbourne (owned by News Ltd), has been appointed general manager of the Community Newspaper Group in Perth, jointly owned by News Ltd and West Australian Newspapers Ltd (*Mediaweek*, 21 March 2005, online edition).

**Prudence MacLeod**, Rupert Murdoch's eldest daughter, has been appointed to the board of Advertiser Newspapers Pty Ltd, Adelaide, in place of her aunt, the late Helen Handbury. Prudence MacLeod has worked in various capacities on overseas and Australian magazines (*Mediaweek*, 21 March 2005, online edition).

**Chris Merritt**, a barrister and the founding editor of the legal affairs section of the *Australian Financial Review*, has joined the *Australian* as its legal affairs editor. The paper announced it would expand its legal coverage (*Weekend Australian*, 19-20 March 2005, p.2).

### **32.12 ADELAIDE AND BRISBANE NEWSPAPERS**

ABC Radio National's *Media Report* discussed the Adelaide newspaper market on 31 March 2005 with the following: former *Advertiser* editors John Scales and Don Riddell, current *Advertiser* editor Melvin Mansell, *Independent Weekly* managing director Paul Hamra, Nick Sedaris of the *Adelaide Review*, and Dr Ian Richards, a journalism lecturer at the University of South Australia.

The *Independent Weekly*, Adelaide's alternative Sunday newspaper, changed its tabloid magazine section to broadsheet format in April. The "host" newspaper has been broadsheet since its inception last October, but the magazine section, containing features on the arts, culture, current affairs and so on, was tabloid to complement it. By converting it to broadsheet, the Weekly is going against world trends. Paula Hamra, managing director of the publishing company Solstice Media, said the company had discovered that the Weekly's style of journalism lent itself more to broadsheet, "even in the tabloid magazine". He said: "Cultural issues need space for explanation and better use of photography, which the broadsheet can deliver." (*Mediaweek*, 4 April 2005, p.7.)

Both the Adelaide *Advertiser* and the Brisbane *Courier-Mail* have revamped their Saturday newspapers. The *Courier-Mail* now labels its Saturday edition the weekend edition, despite the fact that the *Sunday Mail* issues from the same publishing house (*Mediaweek*, 28 March 2005, p.6, and 4 April 2005, p.7).

### **32.13 MURDOCH RETHINKS WEB**

Rupert Murdoch's News Corporation is reassessing its global internet strategy as the medium attracts increasing advertising revenue. Fifty executives from various News Corp divisions and Rupert Murdoch met in New York in mid-February to discuss the issue. Most News Corp companies manage their own locally branded websites, but the company has no global internet platform, such as the Google search engine (*Australian*, 17 February 2005, p.27).

Rupert Murdoch has signalled a renewed push for traditional newspaper distribution via the internet, saying he was wrong to think that after the dotcom stock-market bubble burst in

2000 the “digital revolution would just limp away” (*Australian*, Media section, 14 April 2005, p.18). See also 32.72.20.

### **32.14 READERSHIP SURVEY**

Readership of most major metropolitan newspapers fell in calendar 2004, the latest Roy Morgan Readership Survey says. Both News Ltd and Fairfax pointed to substantial gains in their numbers of affluent AB readers. Some titles posted readership declines in spite of increasing their sales. The survey says the *Australian* lost 15,000 readers (3.4 per cent), falling to 427,000 readers and the *Sydney Morning Herald* lost 18,000 Monday-to-Friday readers (2.0 per cent) falling to 875,000 (*Australian*, 25 February 2005, p.23; *Mediaweek*, 28 February 2005, pp.1, 6-7; *Australian*, Media section, 3 March 2005, p.18).

### **32.15 MELBOURNE (1): NEWSPAPERS IN WESTERN SUBURBS**

**Larry Noye**, of Altona, Vic., writes: There are several papers for Footscray, Sunshine, Williamstown and Altona produced by Fairfax Community Newspapers around the presence of the *Footscray Mail*. All are centred editorially and printed a long way further out at Airport West. The *Mail*, the first paper on which I had a reporting job, was started in the 1920s by George Wilson, a returned sailor. I was there 1945-52 as a bit of a kid. Robert Coleman, noted Victorian-based author, was senior reporter at that time. Another local family paper, the *Advertiser*, produced by the Jamieson family, became part of the Cumberland Newspapers group, run by Rupert Murdoch, in 1963, then of the *Age* suburban chain about 1975. The *Mail* is some 120 pages, the biggest of the western suburbs papers.

In the 1960s, Ron Coleman, a Pom, a soldier in Vietnam, was on the *Mail* staff. He and others hived off to found the *Times*. It has some three papers now – based in Footscray, Altona and Williamstown. Its headquarters were in a big former staff building of Newport Power Station for about five years. That small chain has some sort of reciprocal advertising arrangement with the Leader Group for its western suburbs papers. Then there is an active newcomer, the *Star*, which came on the scene about two years ago. Practically immediately it was a fairly thick paper, possibly because it allegedly sold ads at half the price of the other papers. Then there’s the monthly newsletter *Around Laverton*, generally with modest stories, but also with big headings on stories on council business. The issue of September 2004 was No. 249. It is distributed free to homes in Laverton, Seabrook, some of Altona Meadows and selected shops in Hoppers Crossing, Werribee and Werribee South. Circulation of 6,000 is guaranteed.

### **32.16 MELBOURNE (2): WILLIAMSTOWN NEWSBOY**

From Melbourne, **Tom Darragh**, writes: I received a new local newspaper at home last week called the *Williamstown Newsboy*. There is no number – just March 2005, so I’m uncertain if there were earlier issues. It’s more an advertising medium, produced by Times, Advisor & Newsboy Newspapers of Camberwell, Victoria. Ads supported by advertorial.

### **32.17 REVENUE SLIDE FORECAST FOR FAIRFAX**

A forecast decline in revenue from display advertising is the latest worry for the John Fairfax newspaper group. Broker Citigroup Smith Barney has forecast that the \$639 million and 51 per cent of the Fairfax publishing revenue that is derived from national/retail/inserts advertising is under threat from other media (*Courier-Mail*, 27 April 2005, p.32).

### **32.18 ALAN KOHLER REPORTS**

Alan Kohler’s investment newsletter is scheduled to go live this month (May 2005). The core of the project, backed by boutique Melbourne investment bank Carnegie Wylie, is a 24-page

monthly newsletter delivered by email, offering advice in all asset classes – shares, fixed interest, property and managed funds. There will also be an update service on the week's events, and a subscription website with access to industry data on the four investment categories. Kohler is the minority equity partner in a venture that now includes Text Media founder Eric Beecher. He will continue with his ABC-TV commitments and his columns for the *Age* and *Sydney Morning Herald* (*Australian*, Media section, 17 March 2004, p.18, and "Strewth" column, 16 March 2005, p.13; see also 32.72.17).

### **32.19 MEDICAL NEWS UNDERGOES A CHECK-UP**

A team of consultant physicians and the Newcastle Institute of Public Health are running a website that reviews headlined medical stories in the news media, providing a user-friendly star rating system and an easy-to-read critique and scorecard. The aim is to improve standards of reporting about new drugs and medical treatments and to ensure that the most important information – the benefits, harm, costs, adverse effects, availability and any commercial conflict of interest – are canvassed. The site is [www.mediadoctor.org.au](http://www.mediadoctor.org.au) (*Australian*, Media section, 17 March 2005, pp.17, 20).

### **32.20 TSUNAMI BLITZES CRISIS COVERAGE**

The Boxing Day tsunami generated more media attention in the six weeks after the event than all of the world's top 10 "forgotten" emergencies did for an entire year. There were almost 35,000 reports on the tsunami to the end of February, compared with 33,620 for the top 10 emergencies during the past year, according to research by Reuters (*Australian*, Media section, 17 March 2005, p.20). See also, "The biggest news story we've ever had to tell", *Rural Press News*, March 2005, pp.8-9.

### **32.21 KIWIBANK AND THE PRESS**

**Larry Noye**, of Altona, Vic., continues to pursue his contention that the *Age*, *Australian* and the *Australian Financial Review* have "a ban on any stories of the remedy NZ is successfully applying to the banking buccaneers – the launching of Kiwibank, a government bank, three years ago". He has a pouch of indexes from papers such as the *Australian* confirming the absence of Kiwibank stories. The *New Zealand Weekend Herald* of 15 January 2005 published an article about the progress of the so-called "The People's Bank". The bank's CEO, Sam Knowles, says the bank has kept four major promises: to increase competition; to offer cheaper services than rivals; to be open longer hours; and to have the most branches.

### **32.22 DEFAMATION CHECKLIST**

Professor Mark Pearson, of Bond University, has developed an online Defamation Checklist for journalists and students which is now available at [www.defamkit.bond.edu.au](http://www.defamkit.bond.edu.au) It is not meant to be legal advice, but a tool to help journalists think through the possible defamation implications of their stories when they are writing them. It is based upon Australian law, though the fundamental principles are similar throughout Commonwealth countries.

### **32.23 DEATH OF A POPE**

The *Weekend Australian* of 2-3 April 2005 carried an eight-broadsheet-page tribute to Pope John Paul II and a full double-column editorial headed, "A giant of faith and freedom on the world stage". The Pope did not die until 5.37am (AEST) on Sunday, 3 April. The only Sunday paper in Australia to be able to report the death was the *Sunday Times*, Perth, which did so in the 60,000 copies of its late metro edition. The Pope died at 3.37am Sunday WA time (*Mediaweek*, 25 April 2005, p.7). The Monday dailies carried the news of the death and on that day the *Australian* ran another eight-page liftout devoted to the Pope. The Canberra

Times ran a four broadsheet page wraparound. The *Courier-Mail* ran a 16-page tabloid tribute to the Pope on 7 April. The election of the new Pope – the German-born Cardinal Joseph Ratzinger who has taken the name Benedict XVI – was announced in Australian newspapers on Thursday, 21 April 2005.

### **32.24 THE TASMANIAN CATHOLIC**

Tasmanian Catholics now have a new-look monthly publication. In a bid to achieve wider appeal, the *Tasmanian Catholic*, a glossy colour magazine, has replaced the *Standard*, a newspaper. The Catholic Church is the largest non-government employer in Tasmania, with 3,500 employed in aged care, health, education and welfare. The magazine is distributed through parishes, schools, hospitals and aged-care centres (*Mercury*, 30 March 2005, online).

### **32.25 LIFESTYLE EMPHASIS IN SYDNEY WEEKLY COURIER**

FPC Courier has relaunched its *Sydney Weekly Courier* community newspaper, which circulates on the city's upper and lower North Shore, with a full design makeover marked by a strong lifestyle emphasis in its content (*Mediaweek*, 28 March 2005, p.6).

### **32.26 MURARRIE PRINT FACILITY**

Queensland Newspapers Pty Ltd tells a little about its Murarrie Printing Facility in an advertisement for production casuals. The facility, situated adjacent to the southern end of the Gateway Bridge, is the printing and distribution centre for Queensland Newspapers. It employs more than 250 tradespeople and operators on a continuous operational cycle and prints and publishes the *Courier-Mail* and the *Sunday Mail* for centres in Queensland and northern NSW (*Courier-Mail*, 9-10 April 2005, Careerone, p.52).

### **32.27 ADVERTISING (1): BURSTS THROUGH \$10 BN BARRIER**

The advertising market broke through the \$10 billion barrier for the first time in 2004, but a cooling of the market is expected this year. Advertising spending in 2004 reached \$10.4 bn, up 10.4 per cent over 2003, according to figures issued by the Commercial Economic Advisory Service of Australia. In 2004, the main spending was: television, \$3365 m; metro and national papers, \$2175 m; radio \$842 m; magazines \$664 m; outdoor \$327 m (*Sydney Morning Herald*, 14 April 2005, p.27; *Australian*, Media section, 14 April 2005, p.17).

### **32.28 ADVERTISING (2): INTERNET GROWING FAST**

Advertising on the internet grew four times faster last year than the average across most main media. Revenues of \$388 million pushed the web ahead of billboard advertising for the first time. Strong growth in general and classified advertising and a booming search and directories market resulted in online advertising rising 64 per cent last year, up \$236 million from the previous year, according to the Audit Bureau of Verification Services. The top media by advertising spending were: free-to-air TV, \$3.44 bn; newspapers, \$3.25 bn (2003 CEASA figure); magazines \$665 m; metropolitan radio, \$557 m; internet, \$388 m; outdoor, \$327 m. (*Australian*, 12 April 2005, p.21.)

### **32.29 BOOKS TO INSPIRE GOOD WRITING**

Fenella Souter, who was the editor of the *Good Weekend* in the *Sydney Morning Herald* and the *Age* for seven years and is now a senior feature writer for the magazine, shares five books to inspire good writing (for the reasons, see *Walkley Magazine*, Issue 32, April/May 2005, p.41):

- *The First Stone* by Helen Garner (Penguin, 1995).



- ❑ *The Journalist and the Murderer* by Janet Malcolm (Vintage, 1990).
- ❑ *The Whites of Their Eyes* by David Leser (Allen & Unwin, 1999).
- ❑ *On Writing Well* by William Zinsser (HarperCollins, 1990).
- ❑ *Towards the End of Morning* by Michael Frayn (Faber & Faber, 1967).

### **32.30 FINANCIAL TIMES BOOSTS SALES IN AUSTRALIA**

The *Financial Times*, a British newspaper, has boosted sales in Australia from 300 to 3,000 since it set up a printing operation in Sydney last October and enhanced its distribution processes (*Age*, 30 March 2005, online).

### **32.31 COLUMN 8 CHANGES STYLE**

The Column 8 has a new editor, Pat Sheil, and he is changing the style of the 58-year-old *Sydney Morning Herald* column. "I am trying to make it a bit edgier than it was," he told *Mediaweek* (11 April 2005, p.6). "Basically, Column 8 should be like a chat, without making it too trite or stupid." George Richards edited Column 8 for fifteen and a half years before retiring early last year (see ANHG 26.19). James Cockington edited it until handing over to Sheil in February this year.

### **32.32 DE-LOVELY! CUTTING DECAY AND CUTTING DE PRICE**

News Limited's five capital-city dailies dropped their cover price to 50c (half price) for Thursday, 21 April, with readers receiving a free product sample in what was claimed to be the first trade promotion of its kind in Australia. The launch of the Oral B "Brush-Ups" campaign was, according to News, the first time newspapers had been the sole medium, ahead of television, to launch a product in that category of consumer goods. The papers involved in the promotion were Brisbane's *Courier-Mail*, Sydney's *Daily Telegraph*, Melbourne's *Herald Sun*, Hobart's *Mercury*, Adelaide's *Advertiser* (all half price on 21 April) and Perth's *Sunday Times* (normal price on 24 April). [*Courier-Mail*, 20 April 2005, p.3.]

### **32.33 CANBERRA'S SUNDAY TIMES REMODELS**

The "Canberra" in the *Canberra Sunday Times* is growing as the paper tries to tell its readers that it really is for them and about them. The paper has been a tabloid since 7 May 2000 when it became the *Canberra Sunday Times* after earlier being the *Sunday Times* and earlier still just the plain old *Canberra Times*, Sunday edition, when introduced on 28 May 1978. Editor Gordon Wiegold, writing about the latest remodelling of the paper (*Canberra Sunday Times*, 17 April 2005, p.2), says the new masthead is "a firm sign that we want the readers of Canberra left in no doubt – this is YOUR Sunday paper". [The circulation of the paper dropped 1.8 per cent in the July-December audit period, to 37,610.] Wiegold goes into a lot of detail about the new format.

### **32.34 A PASSION FOR FASHION LEADS TO VOGUE GIRL**

FPC Magazines launched *Vogue Girl* on Wednesday, 27 April, aiming at what used to be called the teen market. A magazine that is unapologetically about eye shadow and evening wear, it is basically a "little sister" to *Vogue Australia*. It is for those with a passion for fashion (*Weekend Australian*, 23-24 April 2004, p.11).

### **32.35 ANZAC DAY FEATURES**

Australian number of newspapers ran special supplements on or just before Anzac Day, 25 April – the 90<sup>th</sup> anniversary of the Gallipoli landing – that highlighted historical aspects of Australians at war. They included: the *Australian*, eight broadsheet pages, 25 April; the

*Courier-Mail*, Brisbane, 24 tabloid pages, 23-24 April; the *Northern Daily Leader*, Tamworth, a 32 tabloid page pictorial snapshot of the birth of the Anzac legend, 22 April. The collectors' edition included an 8.5 page Roll of Honour listing the names of those who died in 1915 or early 1916.

### **32.36 SIR JOH BJELKE-PETERSEN DIES**

Sir Joh Bjelke-Petersen, Premier of Queensland 1968-87, died at 6pm on Saturday, 23 April 2005. The *Sunday Mail*, Brisbane, devoted 12 pages of its edition the next day to reporting the life and death of the man it labelled "One of a Kind". The *Courier-Mail*, Brisbane, published a 12-page broadsheet tribute to him on 25 April 2005. Both papers published editorials on Sir Joh (see also 32.72.21).

### **32.37 SPECTRUM REVERTS TO TABLOID FORMAT**

The Spectrum section of the weekend *Sydney Morning Herald*, which changed from tabloid to broadsheet on 21-22 August 2004 (see ANHG 29.25), reverted to tabloid on 9-10 April 2005. When it became a broadsheet section, it combined the old Spectrum and the "48 Hours" section. The current Spectrum is summed up by the editor, Anthony Dennis, as "new size, same content". It combines "life, book and arts" (see also *Mediaweek*, 25 April 2005, p.7).

### **32.38 MAGAZINES (1): NEWS LIMITED'S BOLD FORAY**

The magazines division of News Limited has been briefing advertisers on an innovative sales model to be used for its soon-to-be-published men's sports lifestyle title, *Alpha*, which will couple the monthly with News's stable of daily state-based papers. The magazine will carry the "brand" of its local News title on the cover. NewsMags managing director Phil Barker says the unique model will secure *Alpha* prime display space with the newspapers at the front of newsagencies. *Alpha* will be available for \$2, undercutting rivals *FHM*, *Ralph*, *Men's Health* and *Inside Sport* by 75 per cent (*Australian*, Media section, 28 April 2005, pp.15-16).

### **32.39 MAGAZINES (2): SOUTH AUSTRALIA AND QUEENSLAND**

**South Australia:** The *Advertiser* will launch on 3 May the *SA Business Journal*, a new weekly liftout of at least 24 pages. The only weekly business publication to concentrate exclusively on SA, it will feature commentary from business leaders, including Economic Development Board chairman Robert de Crespigny, Adelaide Bank managing director Barry Fitzpatrick and Harris Scarfe chief executive officer Robert Atkins. These business leaders have joined an exclusive round-table discussion on SA's economic future, which will be a centrepiece of the first issue (*Advertiser*, 26 April 2005, online).

**Queensland:** The *Courier-Mail* is planning to launch a glossy colour magazine to be published every Saturday from 1 October 2005. Editor David Fagan says the magazine will be "distinctly Queensland, a means of telling Queenslanders great stories about the place they live while at the same time opening a window on the world". The magazine's editor will be Christine Middap, a former *Courier-Mail* chief of staff and London correspondent and currently editor of the "BAM", "Life" and "today" sections (*Courier-Mail*, 28 April 2005, p.3; *Australian*, Media section, 28 April 2005, p.17).

## **CURRENT DEVELOPMENTS: PROVINCIAL**

### **32.40 APN (1): REPORTS SOLID YEAR**

APN News & Media Ltd reported a solid calendar year performance in 2004, with a net profit of \$128.269 million, an increase of 24 per cent. The group owns the Australian Radio

Network and publishes regional newspapers in Australia and New Zealand, as well as the *New Zealand Herald*. APN credited strong economic conditions in Queensland and the northern half of the North Island of NZ with helping its improve its performance (*Courier-Mail*, 23 February 2005, p.34; *Australian*, 23 February 2005, p.23; *Australian Financial Review*, 28 February 2005, p.45).

At its annual meeting in Sydney on 27 April, APN announced an on-market buyback of up to 10 per cent of its ordinary shares. At the closing price of \$4.81 on that date, this would have cost \$226 million (*Australian*, 28 April 2005, p.26).

#### **32.41 APN (2): INSTALLS MAN REGIONAL**

APN News & Media is building a new printing centre on the Sunshine Coast to house the first MAN Roland Regioman 4/1 press in Australia. The Regioman will comprise four 4-high towers and four reel stands with two folders with inline stitching and trimming. In addition, the pressline will include a Uniset commercial heatset tower with dryer and reelstand, the first time that a double width/single circumference press (4/1 configuration) has been combined with a single width/double circumference press (2/2 configuration) in the same pressline. The new press centre is being built just north of Yandina on the Bruce Highway, and about 15km from APN's current print site at Maroochydore. Due to open early next year, the new site will combine the printing operations of both Maroochydore and Bundaberg (*Australian Printer*, March 2005).

#### **32.42 RURAL PRESS PRINT CENTRE (1): MANDURAH**

Rural Press's new \$20 million state-of-the-art printing press at Mandurah, south of Perth, is running. When fully operational, it will print 12 Rural Press regional papers in Western Australia and the *Farm Weekly*. Mandurah replaces mainly the Collie print centre (see ANHG 31.26 and 28.37).

#### **32.43 RURAL PRESS PRINT CENTRE (2): BALLARAT**

Rural Press Ltd's \$32 million Ballarat print facility was officially opened on 7 April by the Victorian Premier Steve Bracks. The complex produces the Ballarat *Courier* and many other regional newspapers, including the *Geelong Advertiser* and the *Bendigo Advertiser*, and 10 Melbourne publications. The press can produce 75,000 copies per hour at full speed. It also has nine towers capable of printing 144 pages of full colour in one pass. It is currently producing about two million newspapers each week. More than 60 full-time and 20 casual workers are employed at the plant.

Rural Press chairman John B. Fairfax suggested Rural Press was interested in expanding its media service in regional communities in the context of possible changes to cross media ownership rules in Australia. He said he hoped changes would allow media companies to own "at least two media" in any market as there were irregularities under the current law. Rural Press reaches 3.1 million people with about 200 publications Australia-wide (*Courier*, Ballarat, 8 April 2005, online).

#### **32.44 ECHO HEARD MORE WIDELY**

Byron Bay's *Northern Rivers Echo* began home deliveries in Ballina and Lennox Head on 17 February. *Echo* sales consultant Marilyn Manning and journalist Julian Ryan have been doing the rounds in Ballina looking for new advertising clients and some rollicking good yarns. The *Echo* had promised for some time to expand distribution to Ballina. An additional 5500 copies of the *Echo* are now being delivered to Ballina Shire each Thursday, bringing the weekly circulation to 31,000. Residents of Tintenbar, Newrybar and Wardell can also pick up a copy

of the paper from their local store, where bundles will be dropped each week (*Northern Rivers Echo*, 17 February 2005).

### **32.45 BALLARAT CIRCULATION FIGURES**

The Audit Bureau of Circulations figures for the daily *Ballarat Courier* for July-December 2004 (unavailable when ANHG No. 31 went to print) were 19,528, down from 20,079 for the corresponding period in 2003.

### **32.46 FORMER TENTERFIELD STAR BUILDING FOR SALE**

The former home of the *Tenterfield Star* in far northern NSW was advertised (complete with picture) for sale for \$269,000 in the *Weekend Australian Magazine* (5-6 March 2005, p.41). It carried the following description: Major J.F. Thomas, advocate for “breaker” Morant as his court martial in 1901, and owner and editor of the *Tenterfield Star*, moved both law practice and paper into this building in 1913. The paper moved out only 18 months ago and left the building, which has four offices with open fireplaces at the front and a large open truss-roofed production area behind, plus a large safe – in mint condition. Thomas acquired the *Star* in the late 1890s to push the cause of Federation, ignited in this very town by Sir Henry Parkes.”

**Rod Kirkpatrick** writes: Even though the *Tenterfield Star* building declares that the paper began publication in 1870, it did not begin until August 1871. The *Cairns Post* and the *Gippsland Times*, Sale, are other newspaper buildings with the incorrect establishment year proclaimed (do you know of any others?). The *Cairns Post* began in 1895 as the *Morning Post* (the building says 1882) and the *Gippsland Times* began in 1861 (the building says 1860).

### **32.47 THE DUNNET NEWSPAPER FAMILY**

Brothers John and Ian Dunnet are joint proprietors of the *North-West Courier*, Narrabri, which the family has owned since their grandfather, John Shearer Dunnet (1864-1927), bought it on 17 May 1920. J.S. Dunnet had owned the *Lower Clarence Advocate* on the New South Wales north coast for about 10 years just before Federation, and so Dunnets have owned newspapers in the 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> centuries. Recently John came across a diary kept by his father, John Rhodes Dunnet. Part of it deals with the period when the family moved from Sydney to Narrabri to acquire the *Courier*. J.S. Dunnet thought the deal had been done, but the retiring proprietor demanded another £100 (\$200). J.S. was obliged to borrow from a partner. The arrangement was unsatisfactory and J.S. was obliged to buy out his partner within a couple of years. “The early years, as seen through my father’s eyes, were very tough but they gradually built the paper up and the men were joined by the rest of the family,” writes John Dunnet.

John says even his sister, Robyn (Dampney), has become an editor in retirement. She edits and runs the *Quigley Grapevine*, an A4 monthly newsletter, which the *North-West Courier* prints. It has a circulation of about 3,500 on the western side of Lake Macquarie, between Warners Bay and Toronto. Her little publication is well written, looks good and is well received. For some of the women on her staff, the exercise has been a liberation. Robyn Dampney is desperate to talk to other similar community-type publications. Her E-mail address is: rdampney@bigpond.com

### **32.48 THREE RETIRE IN MANNING-FORSTER REGION**

Sue Gogarty, Bob Baird and Bill Green have retired after giving a total of 117 years of service to newspapers. Gogarty had been editor, and, for the most part, managing editor, of the *Great Lakes Advocate*, Forster-Tuncurry, for 22 years (a weekly whose latest circulation figures

were 6,185). Baird, a former editor of the *Manning River Times*, Taree, had been Gogarty's senior journalist, full-time and part-timer, for 12 years. He had been a journalist for 44 years, having also worked at the *Maitland Mercury* and other publications. Green had worked in various departments of newspaper publishing at Taree, Wingham and Forster for 50 years. Gogarty and Baird retired after the Australian Day issue of the *Advocate* and Green retired at Christmas. Rural Press held a farewell function for the trio of retirees (*Rural Press News*, March 2005, p.12).

### **32.49 DAILY EXAMINER'S CIRCULATION GROWS**

Peter Ellem, editor of the *Daily Examiner*, Grafton, attributes his newspaper's 4.7 per cent increase in circulation in the six months to 31 December 2004 to a run of good, hard-news stories presented "without too many pyrotechnics". The paper's increase – from 5,819 to 6,094 – represented the greatest percentage rise of any regional daily (*Mediaweek*, 21 March 2005, p.7).

### **32.50 THE MAIL GETS THROUGH**

Miracles were the order of the night when a twister hit the *Border Mail* press hall at Wodonga, northern Victoria, just before 7.30pm on Tuesday, 1 March 2005. The wind blew in the northern end of the press building and a large section of the side wall caved in. Miraculously, no press-crew members were in the area when the wall caved in and toppled several electrical drive cabinets. And just as miraculously, nine and a half hours later the press was running again – printing 18,000 copies of the *Border Mail* of 2 March. This satisfied the home delivery market. Additional copies were printed at Wagga Wagga on the *Daily Advertiser's* presses. The *Mail's* daily circulation is about 27,000. [Separate independent media companies own the *Border Mail* and the *Daily Advertiser*.] (*Border Mail*, 2 and 3 March 2005; the ANHG thanks Dirk Spennemann, of Albury, for forwarding copies of these unusual issues of the *Border Mail*.)

### **32.51 EDITORS**

The *Border Mail*, Albury-Wodonga, is seeking an editor because the previous editor, Simon Dulhunty, 33, has been appointed editor of the *Illawarra Mercury*, Wollongong (which will be 150 in October). The appointee will have prime responsibility for the editorial content and management of a first-class editorial team. S/he will need to have strong leadership skills to hold this important position within the Albury community. The editor will be innovative and creative and have excellent news judgment and balance. It would be expected that the successful candidate would have had substantial experience at senior editorial levels of a daily newspaper (*Australian*, Media section, 7 April 2005, p.21; *Mediaweek*, 11 April 2005, p.7).

The *Morning Bulletin*, Rockhampton, is seeking a new editor who is "a first class, highly experienced print journalist capable of producing a powerful daily package that connects squarely with our readers" (*Courier-Mail*, 30 April-1 May 2005, careerone, p.24).

### **32.52 COFFS HARBOUR ADVOCATE ADDS EDITION**

The *Coffs Harbour Advocate*, a daily on the NSW north coast, added an edition on 14 March. Instead of appearing Tuesday to Saturday, it now appears Monday to Saturday. The *Advocate* is a free paper on Wednesdays and Saturdays and a paid-circulation paper on the other days.

### **32.53 WHEN THE WAYBACKS LOST THEIR WAY BACK**

Down Port Lincoln way, the reigning Australian Rules football premiers, Waybacks, were leading the Boston club by 123 points in the grand final, but somehow allowed too many

players on the field at one point. They were penalised all their points before the final quarter began. Boston hung on in the closing stages to win the premiership by a point. Liz Walsh, sportswriter for the *Port Lincoln Times* reported the drama, and won the “best sport story” award at the South Australian Country Press Association awards. She is now working for another Rural Press paper, the *Canberra Times* (*Port Lincoln Times*, 5 April 2005, online).

### **32.54 TOP END REVIEW LAUNCHED**

Published on the last Saturday of each month, the *Top End Review Newspaper* is a new publication targeting residents from Darwin to Katherine. The *Review* (cover price \$1) has been designed in response to reader and advertiser demands. After seeing the response to the first edition, the owners are expanding the Darwin-to-Katherine circulation and coverage to include Mount Isa in east and Broome in the west and Tennant Creek to the south. Subscriptions are available from PO Box 3086, Palmerston, NT, 0831. Or email the paper at [topendreview@iprimus.com.au](mailto:topendreview@iprimus.com.au)

### **32.55 REJOINING THE LEADER**

Veteran Tamworth journalist John McFarlane re-joined the *Northern Daily Leader*, Tamworth, NSW, on 1 April 2005 – this time as a columnist. McFarlane, who recently retired after 45 years in journalism in radio, television and newspapers, began his career with the *Leader* in 1959. More recently, he worked for by the ABC in Tamworth for 33 years as a journalist and news editor. His *Leader* weekly column, “That’s Life”, looks at the light-hearted side of life and is based on true stories.

### **32.56 OVENS & MURRAY ADVERTISER AT 150**

Beechworth’s *Ovens & Murray Advertiser* turned 150 on 6 January 2005 and issued on 23 March a 32-page tabloid magazine-style supplement, with glossy cover, to mark the event. The cover features two wonderful pictures of the newspaper’s staff from about a century ago. The supplement includes a Beechworth newspaper chronology based largely on details supplied by Rod Kirkpatrick. See article in *PANPA Bulletin*, April 2005, p.29.

### **32.57 NORTH WEST MAGAZINE PRINTS 46,600**

The *North West Magazine* in NSW has a print run of 46,600 copies. The magazine is inserted into the following newspapers, with quantities bracketed (these, clearly, are the prints runs of the country papers that take the magazine): *Barraba Gazette*, 1,100; *Bingara Advocate*, 900; *Coonabarabran Times*, 2,500; *Coonamble Times*, 1,250; *Goondiwindi Argus*, Qld, 3,200; *Gunnedah Independent*, 4,100; *Black Opal Advocate*, Lightning Ridge, 1,100; *Manilla Express*, 1,000; *Moree Champion*, 3,600; *Mudgee Guardian*, 5,000; *North-West Courier*, Narrabri, 3,400; *Quirindi Advocate*, 2,100; *Tamworth Times*, 16,300; *Warialda Standard*, 1,050 (*North West Magazine*, Vol. 32, No. 42, 21 March 2005, p.1).

### **32.58 WAN BIDS FOR GERALDTON**

The board of Geraldton Newspapers, north of Perth, has accepted an offer by West Australian Newspapers to take it over. The offer is for the tri-weekly *Geraldton Guardian*, the weekly *MidWest Mail*, Guardian Print and the company radio stations. Group general manager Malcolm Smith says the directors have approved what he says is a substantial offer, but could not reveal the amount. Shareholders were told of the bid on 22 April and will decide in mid-May whether they support it. Smith says if shareholders accept the bid, there are unlikely to be major changes to the company. “In fact, their position is they don’t want to make any changes, and that would be very wise in this market because it’s a very successful company and in their words it’s a very well-nourished company.” (ABC online news, 22 April 2005.)

### **32.59 KIMBERLEY ECHO EXPLAINS ‘WHY WE DID IT’**

The *Kimberley Echo*, Kununurra, WA, explained on 14 April why it published “graphic photographs” of a fatal accident near the Dunham Bridge. The publication drew a number of letters of complaint, which the *Echo* published. The *Echo* editor said the photos were published not to be sensational, but to shock – to shock people into driving more slowly. He had seen 120 fatal smashes as a young journalist and in all but two of these speed had been a factor. The experience had slowed down his driving. He hoped the photos would help slow down others.

### **32.60 BUNGENDORE COMPETITION**

Bungendore, a village between Queanbeyan and Braidwood, NSW, has newspaper competition, of a sort. The weekly *Bungendore Mirror*, launched on 24 March 2004, competes with the monthly *Bungendore Bulletin*. Both papers are issued free. The *Mirror* is distributed to 4,500 homes and businesses in Bungendore, Burra, Bywong, Captains Flat, Carwoola, Hoskinstown, Sutton, Tarago, Wamboin and Williamsdale. The *Mirror* takes its name from the first Bungendore paper, published by the *Queanbeyan Age* in 1887. The March issue of the *Bulletin* is 16 pages and the 30 March issue of the *Mirror* is eight pages. [Thanks to Victor Isaacs for copies of these newspapers.]

### **32.61 TWO MUDGEE PAPERS AMALGAMATE**

Two Central Western NSW papers, the 115-year-old *Mudgee Guardian and Gulgong Advertiser* and the one-year-old *Weekly*, have amalgamated. The *Guardian* continues to be published on Tuesdays and Fridays, while the *Weekly* appears on Thursday mornings. The *Weekly* office has been relocated from 131 Church Street to the *Guardian* office at 9 Perry Street. Elwyn Lang has been appointed managing editor of both papers. Former *Mudgee Guardian* manager Ivan Cunningham has taken up a promotion with the company to a larger group, the *Northern Daily Leader* in Tamworth (*Mudgee Guardian*, 8 April 2005, online).

## **NEWSPAPER HISTORY**

### **32.62 NEWSPAPERS OF 300 AND 400 YEARS AGO**

The Gutenberg Museum in Mainz, Germany, has asserted that the birth of the newspaper *Relation* was in fact 1605, and not 1609, as previously thought. Martin Welke, founder of the German Newspaper Museum made the discovery along with Professor Jean Pierre Kintz, a Strasbourg historian. Welke explained that the publisher of *Relation* was Johann Carolus, who earned his living at the beginning of the seventeenth century by producing handwritten newsletters, which he sold to subscribers at high prices. He reproduced news sent to him by a network of paid correspondents. The World Association of Newspapers has accepted the evidence of the Gutenberg Museum and reports the 400<sup>th</sup> anniversary will be celebrated in July, which is when *Relation* was first printed (*Mediaweek*, 7 March 2005, p.7; *PANPA Bulletin*, April 2005, p.27).

Hakan Bergstrom, in Brussels, Belgium, writes that the “oldest still-existing newspaper” is the Swedish *Post-och Inrikes Tidningar*, which began in 1645. See <http://www.poit.org/>

### **32.63 DAILY AT DANDENONG – FOR A WEEK**

The *Dandenong Journal* appeared as the *Dandenong Daily Journal* for a week from 14-18 May 1973. It was a special publication to mark the centenary of local government in

Dandenong. Cumberland Newspapers (Victoria), of 602 Latrobe Street, Melbourne, printed the paper. ANHG member Ken Sanz bought a copy of the *Daily Journal* of 15 May 1973 at Daylesford last year; it contained 60 tabloid pages and had a hybrid copy of the front page of the *South Bourke and Mornington Journal*. It consists of this masthead plus five columns of news from various issues and says: "Centenary 1973 from our own files, 1878-81". An advertisement on page 49 stated: "During the week of the *Daily Journal* from Monday May 14 to Friday May 18 employment and classified advertisers are asked to note the following deadlines." Tim Hogan, of the State Library of Victoria, assisted with additional research.

### **32.64 NEWSPAPER LIBRARIANS CONFER**

**Victor Isaacs** writes: The annual conference of the Newspaper Section of the International Federation of Library Associations (IFLA) was held at the National Library of Australia from 22 to 24 February (see 31.35). Delegates from a number of countries and many locals attended. A theme that emerged from the papers presented was the future of newspaper preservation. Should the emphasis be on microfilming or on digitisation? While there was enthusiasm about the benefits of digitisation (easy access to old newspapers via the web, and ease of finding items through key word searching) there were some reservations about current reliability of technology. Some case studies were presented. Interesting discussions occurred about whether digitisation would replace or supplement microfilming, and its effect on the conundrum of access versus preservation of hard copies. Most papers were of international or general interest, but three had specific Australian interest. Geraldine Suter and Judith Pearce (NLA): "Argus indexing online: historical newspaper indexing in a digital age"; Colin Webb, Director, Preservation Services, NLA: "National plan for Australian Newspapers (NPLAN)"; and Margie Barram, State Library of Queensland: "The challenge – digitisation for both access and preservation – a Queensland case study". This was about a pilot project by the SLQ with the Maroochy Library to digitise the *Nambour Chronicle*.

### **32.65 MISSING EMDEN GUN**

The missing Emden gun, late of Hyde Park (Column 8, 24 Feb.), brought back memories for Hazel Miller of Bathurst. "My husband, Trevor, was a copy boy on one of the long-gone evening papers in 1929, when a man came in and told him that the gun and its monument would be dedicated the next day. He wrote it up, and there it was – his first front-page story. He was only 14 years old, or thereabouts, and he never forgot it." (*Sydney Morning Herald*, 25 February 2005, Column 8).

### **32.66 NEWSPAPER HISTORIANS' NETWORK**

As part of a larger project (funded by the Australian Research Council) to establish a network of Australian media historians, Liz Jacka, of the University of Technology, Sydney, is interested in establishing a network of newspaper historians. The ANHG has supplied Jacka with details from the audit of members' research interests of the past few years. If any ANHG member has not submitted details for one of our audits of members' research interests and wishes to be part of the network being established, please send brief details and contact details to the ANHG editor. The ANHG will forward details to Liz Jacka. One of the aims of the project is to facilitate collaboration between researchers of media history.

### **32.67 BY THE SEAT OF YOUR PANTS**

An item from the *Manning River Times*, Taree, NSW, 9 April 1898: We do not often hear of a newspaper being published with one of its pages totally blank, owing to that forme being "pied", for generally if such an accident occurs with a portion of the type, it happens that there is some other way of getting over the difficulty. But this is actually the case with a paper received in London from Mexico, called the *Daily Anglo-American*. The front page is



absolutely blank, except for an announcement in big type along the top: “This forme was pied.”

The explanation is to be found in a note inside, which laments the hard luck the paper has suffered when going to press, and states that a compositor fell down a flight of stairs and “pied” the page. Then it goes on to say: “He slipped and sat down suddenly on the type, and the only existing copy of the page is imprinted on the seat of his ‘ice-cream’ pantaloons, which will be placed on the file in the editorial room of this journal.”

### **32.68 CALL FOR PAPERS FOR AMT CONFERENCE IN CANBERRA**

Dr Trish Payne, of the School of Professional Communication, University of Canberra, 2601 (trish.payne@canberra.edu.au) has issued a call for papers for the Australian Media Traditions (AMT) conference to be held at Old Parliament House, Canberra, on 24 and 25 November 2005. The themed section is “Politics Media History”, but papers on other topics are welcome. More details from the AMT web site at <http://www.ce.canberra.edu.au/amt>

Send an abstract to Trish Payne by 24 June 2005. Your reviewed abstract will be returned by 15 July. Refereed papers are due 23 September. Final date for registration is 31 October. Standard registration is \$185, \$100 for concessions. Daily rate is \$100. Previous AMT conferences have been held in Sydney (1999), Yeppoon (2001) and Melbourne (2003).

### **32.69 DIMBOOLA PRINTING MUSEUM PLANNED**

The Victorian Government will contribute \$7,000 to help transform the former newspaper office in Dimboola into a printing museum. The Dimboola and District Historical Society will match this contribution. A major attraction of the new museum will be the original printing presses that were once operated by Dimboola’s newspaper, the *Banner*, which began publication on 10 May 1879. The *Banner* no longer uses the equipment and when the company recently relocated to new premises at Warracknabeal, the office and machines were purchased and donated to the local historical society (Minister for State and Regional Development, Victoria, press statement, 4 April 4, 2005). The Ward family, of the *Warracknabeal Herald*, owns the *Banner*.

### **32.70 EARLY WARRNAMBOOL PHOTOGRAPHERS**

From the *Warrnambool and District Historical Society Newsletter*, April 2005, p.3: “Photography was introduced into Australia in 1842 and early photographers in the Western District were often itinerants, staying a few months in each town. In the 1850s photographers in Warrnambool were called ‘daguerreotypists’ as they were using the methods invented by Frenchman L.J.M. Daguerre. This process involved the iodizing of a highly polished silver copper plate, resensitising it with bromide and then exposing it in a camera.” The newsletter proceeded to list those photographers (16 in all) known to have worked in Warrnambool from 1853 to 1872.

## **RECENTLY PUBLISHED**

### **32.71 BOOKS**

32.71.1 *ENGINES OF INFLUENCE: NEWSPAPERS OF COUNTRY VICTORIA 1840-1890* by Elizabeth Morrison is a fifty-year history of Victoria’s country newspapers, beginning with James Harrison’s *Geelong Advertiser* in 1840 and ending in December 1890 when 166 papers were being published in 122 country towns.

This significant book identifies all press sites and newspapers of the era, whether long-lasting or short-lived, and highlights the major part played by them in helping construct the machinery of government, lay the foundations of party politics and foster a sense of rural Victorian identity.

*Engines of Influence* is available as both an e-book (downloadable PDF files)(\$39.95) or a d-book (print-on-demand)(\$49.95).

Go to [www.mup.unimelb.edu.au/ebooks/](http://www.mup.unimelb.edu.au/ebooks/)

32.71.2 STEADFAST KNIGHT: A LIFE OF SIR HAL COLEBATCH by Hal G.P. Colebatch, \$27.95, paperback, 320pp. 192073 139 3. Colebatch sen. worked on a succession of newspapers in South Australia and at Broken Hill and endured a harsh life on the Coolgardie goldfields. By 1904 he was able to borrow enough money to buy the *Northam Advertiser*, WA. He was a free trader throughout his long careers in journalism and politics. He served a brief term as Premier of WA in 1919.

32.71.3 BOOKS & EMPIRE: TEXTUAL PRODUCTION, DISTRIBUTION AND CONSUMPTION IN COLONIAL AND POSTCOLONIAL COUNTRIES edited by Paul Eggert and Elizabeth Webby. This is strictly a journal, but this is a book-sized issue. It sits more appropriately under our "Books" heading than under a series of headings under "Articles". It is, in fact, Special Issue 28:1,2 (2004) of the *Bibliographic Society of Australia & New Zealand Bulletin*. It contains 199 pages. ISBN 0-9751500-1-4. [With Vol. 29, the *Bulletin* will become *Script & Print*. *Bibliographic Society of Australia & New Zealand Bulletin*.]

## 32.72 ARTICLES

32.72.1 IN THERAPY WITH PARIS AND POSH by Judith Ireland, *Sydney Morning Herald*, 24 February 2005, p.13. Some critics say celebrity magazines are trash, but others believe they serve a useful purpose.

32.72.2 ZANETTI by Paul Zanetti, *APN Password*, February 2005, pp.19-21. Cartoonist Paul Zanetti, who began with the *Daily Telegraph* at age 18 in 1980, has joined APN's regional newspapers as a daily political cartoonist.

32.72.3 'BRASH AND COCKY' EDITOR HAS THE WEST EVEN WILDER by Mark Day, *Australian*, Media section, 24 February 2005, pp.15, 23. A review of Paul Armstrong's 17-month-old editorship of the *West Australian*.

32.72.4 WATCHFUL EYE AT THE COALFACE by Simon Canning, *Australian*, Media section, 3 March 2005, p.17. The chair of the Australian Competition and Consumer Commission, Graeme Samuel, wants to talk to Australia's media owners about possible directions if the Australian media are deregulated.

32.72.5 SIZING UP THE NEWS by Mark Day, *Walkley Magazine*, Issue 31, February/March 2005, pp.9-11. Zinger headlines and nose-tweaking cheek are the apex of tabloid style, so what will happen as the broadsheets shrink to this compact size? Day looks at tabloid's past and future in the first of a series of essays marking the 50th year of the Walkley Awards.

32.72.6 'HUN' WARLORD CHASES NEW AGE WIN by Sally Jackson, *Australian*, Media section, 10 March 2005, pp.17-18. Aggressive, vigorous, energetic – that's Peter Blunden, 46, editor of Melbourne's *Herald Sun* for nine years. Jackson profiles the man and an examination of his impact on Australia's biggest selling daily.

32.72.7 JIM SAYS GOODBYE by Jim Burrell, *St George and Sutherland Shire Leader*, 10 March 2005, p.8. On his retirement, *Leader* editor Jim Burrell shares a few memories. See

also the *Leader*, 17 March 2005, p.8, for “New editor looking forward to challenge” (re. Albert Martinez, who has replaced Burrell as editor).

32.72.8 MURRAY BRIDGE TOOK ITS TIME TO CROSS PUBLISHING BARRIERS by Rod Kirkpatrick, *PANPA Bulletin*, March 2005, pp.58-59. A potted history of newspapers at Murray Bridge, South Australia.

32.72.9 WATCHDOG HAS BLINKERED VISION by David Flint, *Australian*, 15 March 2005, p.15. The ideologically driven *Media Watch* should be more like the fair and balanced *Insiders* program on the ABC, says the former chair of both the Australian Press Council and the Australian Broadcasting Authority.

32.72.10 FOURTH ESTATE ‘SECOND RATE by Rob O’Neill, *Sydney Morning Herald*, 25-27 March 2005, Icon section, p.3. A discussion of the battle between journalists and amateur bloggers and the results of the fifth annual Weblog Awards. The winner: [www.boingboing.net](http://www.boingboing.net)

32.72.11 BE BRASH, BE BOLD, AND MAKE IT SELL by Samantha Maiden, *Australian*, Media section, 7 April 2005, pp.17-18. An article about the new editor of the *Daily Telegraph*, David Penberthy. See also Mark Day’s column on p.22 of this issue of the Media section.

32.72.12 HOCKING FAMILY STRUCK A RICH NEWSPAPER LODGE AT KALGOORLIE, *PANPA Bulletin*, April 2005, pp.56-57. A potted history of the *Kalgoorlie Miner*, Western Australia’s only regional daily for more than 70 years.

32.72.13 PAPER’S DOUBLE ACT STILL A RARE STORY by Sheena MacLean, *Australian*, Media section, 14 April 2005, p.19. Now that Liz Deegan has been appointed deputy editor of the *Sunday Telegraph*, the paper can boast a rare double act: editor and deputy are female.

32.72.14 WEB USERS AREN’T ABOUT TO FORSAKE THE PRINTED PAGE by Mark Day, *Australian*, Media section, 14 April 2005, p.22. Media columnist Mark Day reports on the findings of a survey by the New Matilda website.

32.72.15 BURIED TREASURES by Suzy Baldwin, *Sydney Morning Herald*, 3 January 2005, online. The obituary has become an entertaining art form, writes the editor of the *Herald’s* obituary page.

32.72.16 FAIRFAX LOSES HIDE AND SEEK by Robert Gottliebsen, *Australian*, 4 April 2005, p.39. A business commentator (a former Fairfax executive) discusses the value of the seven-year-old Seek online employment classified business compared with the Fairfax newspapers, the *Age* and *Sydney Morning Herald*.

32.72.17 MEDIA MAN STILL HUNTS FOR A SCOOP, BUT FINDS HIS OWN STORY NOT MUCH OF A YARN by Annie Lawson, *Age*, 18 April 2005, p.10. A look at where Eric Beecher is at in his career as journalist and entrepreneur after the sale of Text Media and the purchase of crikey.com (also see 32.18).

32.72.18 THE STING IN THE TAIL by Mark Knight, *Walkley Magazine*, Issue 32, April/May 2005, pp.14-16. Does political cartooning still influence opinion or does it just titillate sadomasochistic polities with burgeoning art collections? The author says there is “still room to be a pain in the arse”. [This issue of the magazine focuses on cartooning. There are articles by Michael Leunig, Victoria Roberts, Rosina Di Marzo, Andrew Dyson, and Lindsay Foyle.]

32.72.19 VOICES OF THE PEOPLE SHOULD BE IN A HALL OF FAME by Angela Shanahan, *Canberra Times*, 16 April 2005. This column pays tribute to the contribution that writers of letters to the editor make to our society. [Shanahan is married to Dennis Shanahan, national political editor of the *Australian*.]

32.72.20 PRINT LEARNS TO LOVE THE WEB by Sheena MacLean, *Australian*, Media section, 28 April 2005, pp.15, 20. A reflection on the impact of newspaper websites the news business, including hard-copy circulation. The first Australian newspaper websites were established 10 years ago.

32.72.21 HOW JOH KEPT HIS CHOOKS WELL FED by Allen Callaghan, *Australian*, Media section, 28 April 2005, p.16. The former Queensland premier, Sir Joh Bjelke-Petersen, was one of Australia's first TV politicians, writes his former press secretary (see also 32.36).

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