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Compiled for the ANHG by Rod Kirkpatrick, 13 Sumac Street, Middle Park, Qld, 4074.
Ph. 07-3279 2279. E-mail: r.kirkpatrick@uq.edu.au

34.1 COPY DEADLINE AND WEBSITE ADDRESS

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

CURRENT DEVELOPMENTS: METROPOLITAN

34.2 THE LEAVING OF LACHLAN

Lachlan Murdoch has reignited interest in newspaper dynasties. Young Warwick Fairfax destroyed what his ancestors had built up in Sydney, mainly, over 150 years (well, about six weeks short of that time). Cameron O'Reilly departed the family newspaper fold when chief executive officer of APN. Lachlan Murdoch, mentioned as a possible successor to his father at the helm of the family's worldwide media enterprise, has departed News Corporation's executive ranks at age 33 (the resignation as deputy chief operating officer took effect on 31 August). He announced that he would return to Australia to live with wife Sarah and son Kalan. The family has been living in New York City, but they have paid \$7 million for a house at Bronte Beach, Sydney.

Born in London, Lachlan Murdoch began working for News in the press hall of the *Daily Mirror* in Sydney. He graduated from Princeton University and began his executive career at the age of 21 as general manager of Queensland Newspapers Pty Ltd before being given responsibility for all of News's operations in Australia. He joined the News Corp board in 1996. He took management control of the company's American newspapers in 2001 and has been credited with leading the resurgence of the *New York Post*, a newspaper that News bought out of insolvency in the 1990s. Lachlan and Sarah Murdoch reportedly want their child to grow up in Australia.

Some of the articles published since Lachlan's resignation are listed below: *Weekend Australian* and *Courier-Mail*, 30-31 July 2005, p.41 and p.35, respectively; *Sunday Mail*, 31 July 2005, p.3; *Australian Financial Review*, 1 August 2005, pp. 1, 61, and 2 August 2005, pp.1, 14, and 64, 57; Terry McCrann's comments, *Courier-Mail*, 3 August 2005, p.31; Jane Schulze, "Fathers, sons and succession", *Australian*, Media section, 4 August 2005, p.17; Neil chenoweth, "Enter the Deng dynasty", *Weekend Australian Financial Review*, 6-7 August 2005, pp.17-18, and Trevor Sykes' insightful comments on newspaper dynasties, p.12, same issue; Alan Deans and Luke Collins, "There's only room for one patriarch. Why a son abandoned ship", *Bulletin*, 9 August 2005, pp.37-41; Jana Wendt's Lunch with Dame Elisabeth Murdoch, *Bulletin*, 23 August 2005, pp.32-34; Neil Shoebridge, "Lachlan's legacy: \$560m lost on Super League", *Australian Financial Review*, 5 August 2005, pp.1, 72-73;

Raymond Snoddy's article on James Murdoch, Lachlan's brother, "Murdoch 'steel' gleams", *Canberra Times*, 8 August 2005, p.9; Steve Fishman, "Dad we need to talk", *Sydney Morning Herald*, 17-18 September 2005, p.27 (an edited extract of an insightful article that first appeared in *New York Magazine*).

News Limited chief executive John Hartigan is the new chairman of the company. He replaces Lachlan Murdoch (*Weekend Australian*, 20-21 August 2005, p.34).

34.3 DAVID KIRK TO BE NEW CEO OF JOHN FAIRFAX HOLDINGS

The long search is over. After 15 months of seeking a replacement for retiring CEO Fred Hilmer, John Fairfax Holdings Ltd has made an appointment. David Kirk, 43, a Wellington-born Rhodes Scholar and former All Blacks rugby captain, has been named the new chief executive office of the newspaper group. He will replace Hilmer, a former business professor, on 21 November. Kirk was most recently the CEO of Sydney-based printing group, PMP.

In another change at Fairfax, Ron Walker, a Fairfax director since February 2003 and deputy chair since October 2004, became the chair of the board on 26 August, replacing Dean Wills. Walker, a Melburnian, was a long-time federal treasurer of the Liberal Party. He is the chair of the Melbourne Commonwealth Games 2006 organising committee (*Australian*, 26 August 2005, pp.1-2; also see previous day's issue, p.1; *Australian Financial Review*, 26 August 2005, pp.1, 65; and John Lehmann, "Captain Kirk's paper chase", *Weekend Australian*, 27-28 August 2005, ppp.31, 34, and "Walker's political clout top help Fairfax", *Australian*, Media section, 1 September 2005, p.13, 16). See 34.17 re the *SMH* editorship change.

34.4 FAIRFAX ANNOUNCES PRE-TAX PROFIT INCREASE

John Fairfax Holdings Ltd announced a 24 per cent increase in annual pre-tax profit as a strong performance from its New Zealand newspapers offset the effects of weak NSW and Victorian economies in the year to 30 June. Fairfax's reported net profit fell 6 per cent to \$259.7 million as tax payments returned to normal after the company received a one-off tax gain the previous year. Retiring CEO Fred Hilmer will receive a \$4.5 million golden handshake (*Sydney Morning Herald*, 30 August 2005, p.23, and *Australian*, 30 August 2005, pp.1 and 19).

34.5 PAYOUTS TO MURDOCH FAMILY MEMBERS

The Murdoch family's cash payout from News Corp has nearly doubled, with soaring bonuses and higher dividends pushing the family's total earnings in the past year to \$US73.6 million (or \$97.4 million AUD). Filings with the US Securities and Exchange Commission on 25 August show that chief operating officer Peter Chernin received the biggest pay rise at News. His salary and bonuses jumped from \$US16.3 million to \$US27.2 million. Rupert and Lachlan Murdoch received the second and third largest pay rises, together picking up an extra \$US10.4 million. Rupert Murdoch's payout jumped from \$US17 million to \$US23.4 million, including a bonus of \$US18.9 million. Lachlan Murdoch, as deputy chief operating officer, received a \$US5.8 million bonus on top of his \$US2 million base salary. His retirement payout last month doubled this payment, taking his totals payout for the past year to \$US13.6 million (*Australian Financial Review*, 26 August 2005, p.65).

34.6 CHANGES FOR NEWSPAPERS

On Monday, 1 August, the *Australian* appeared before its readers in new garb. A new typeface, Times Classic, had replaced the old Ionic font to enhance the visual text of the newspaper with its crisper, sharper and clearer lines (the newspaper stated). The *Australian* is the country's only major newspaper to use Times, chosen by many of the world's leading

journals. Times Classic was designed for digital newspaper technology. It sets well in narrow newspaper columns, making it possible to print more words in the space without compromising legibility. The improvements are reportedly most apparent on the editorial and opinion pages. For the first time, the editorial and letters to the editor appear on a right-hand page, with the opinion page moving to the left-hand page with the cartoon (*Australian*, 1 August 2005, p.2).

From 25 July 2005 the *Age's* coverage of the arts, music, film and entertainment moved into the main (broadsheet) section of the paper directly after the letters and opinion pages. The section is still called METRO. Editor-in-chief Andrew Jaspan explained: "Many readers indicated to us that while they liked the content of METRO they disliked it being wrapped by Sport, making it at times difficult to find." (See ANHG 31.9.)

34.7 NEWS CORP: ONLINE AND IN PROFIT

Rupert Murdoch's News Corp has spent \$776 million buying online business Intermix Media, owner of the popular site Myspace.com in a bid to capture more advertising dollars. The move came three days after News had set up a separate division to house its internet assets under the banner of Fox Interactive Media – a sign that the company was finally taking the web seriously. Myspace promotes contacts between friends, study partners and business contacts (*Sydney Morning Herald*, 20 July 2005, p.25; *Australian*, 20 July 2005, p.23).

News Corporation is preparing to spend \$US 1 billion to expand its internet business. Chairman Rupert Murdoch has nominated the internet as the global media group's priority (*Australian*, 12 August 2005, p.20).

News Corporation left the Australian Stock Exchange in August after reporting a 39 per cent increase in annual net profit to \$2.75 billion and projecting its fourth consecutive year of double-digit earnings growth (*Australian*, 12 August 2005, p.19).

34.8 GRANNY DIGITISES

The *Sydney Morning Herald* has digitised its microfilm archives back to 1945 and is progressively digitising earlier microfilmed files. The *Herald* mentioned this when promoting a new service offering prints of its front pages over the past 60 years. For more details, go to www.fairfaxfrontpages.com/

34.9 ADELAIDE HAS A NEW STREET PAPER

Adelaide has a new street newspaper, *Twenty4seven*, to compete with three other titles in the city's thriving street press market, reports *Mediaweek* (25 July 2005, p.11). Publisher and editor Blake Gilchrist has launched the publication without the backing of any big investors. The monthly paper has a staff of three.

34.10 FAIRFAX BUSINESS MAGAZINES GO TO AFR

Time Boreham reports (*Weekend Australian*, 23-24 July 2005, p.3) that the Fairfax media group plans to cut five of its monthly business magazines, merging them as inserts inside its daily business paper, the *Australian Financial Review*. On the chopping block were the Melbourne-based *Shares* and *Personal Investor* titles and the Sydney-based *CFO*, *Asset* and *MIS*. Up to 70 journalists, artists and photographers employed by Fairfax Business Media went on strike indefinitely on 28 July – over job restructuring and planned relocations from Melbourne to Sydney – arising from the planned closure of *Personal Investor* and *Shares*, which will be replaced by *AFR Smart Investor* (*Australian*, 29 July 2005, p.4).

34.11 A CHRONOLOGY OF RECENT EVENTS

25 May 2005	Death: Alf Dunn , in Perth; joined <i>West Australian</i> as a cadet journalist in 1934; became a racing writer in 1937 and remained so until his retirement in 1980; was chief racing writer, 1952-58 and 1965-69; wrote a weekly racing column in the paper for eight years after he retired; for 30 years was WA's racing correspondent for eastern states' sporting journals (contributed by David Marsh, sporting journalist for the West Australian and ANHG subscriber).
3 July 2005	Death: Colin Duncan Dawson , aged 80 in Launceston; worked in reference library of Herald & Weekly Times Ltd for 40 years; prepared quizzes published in <i>Sunday Press</i> and later <i>Sun News-Pictorial</i> for many years; highly esteemed for speed at finding information in hard-copy days; retired as computers were adopted (<i>Herald Sun</i> , 29 July 2005, obit.).
6 July 2005	Death: Murray Peter Spencer Briggs , aged 39 in Brisbane; journalist and teacher; journalism graduate from University of Southern Queensland, Toowoomba; worked at <i>Chronicle</i> , Toowoomba; became president of Darling Downs sub-branch of AJA and a state councillor; became a teacher and later became the media officer for the Queensland Teachers Union (<i>Courier-Mail</i> , 3 August 2005, p.24).
August 2005	Death: Tom Connors , aged 73 in Canberra; wrote informed editorials on a variety of subjects for the <i>Canberra Times</i> for 10 years; graduated in Economics, Sydney University; obtained Masters in Agricultural Economics, University of New England; and doctorate while in his sixties (<i>Canberra Times</i> , 12 August 2005).
9 August 2005	Official opening of \$17 million extension to the <i>Canberra Times</i> ' press facilities (<i>Canberra Times</i> , 10 August 2005, p.4; see 34.22).
August 2005	Death: Jack Spackman , aged 70 in San Francisco; veteran Australian-born journalist; lived and worked in Hong Kong, 1967-87; for past 16 years worked on newspapers in East Bay area near San Francisco; died of prostate cancer (contributed by John Tidey, an ANHG subscriber, of Melbourne).
8 September 2005	Death: Donald Horne , aged 83 in Sydney; journalist and author; editor, <i>Honi Soit</i> , at Sydney University; began paid journalism career at <i>Daily Telegraph</i> under editor Brian Penton; edited various magazines for Frank Packer, including the <i>Bulletin</i> at two different periods; co-edited <i>Quadrant</i> ; became academic; chairman of the Australia Council; chancellor of the University of Canberra; possibly best known for his book, <i>The Lucky Country</i> (obits., <i>Australian</i> and <i>Sydney Morning Herald</i> , 9 September 2005, p.11 and p.18, respectively; see also Mark McKenna, "Journey of a lifetime", <i>Australian</i> , 12 September 2005, p.8, and David Marr, "All in the cause of a better Australia", <i>Sydney Morning Herald</i> , 9 September 2005, p.15).

34.12 SPECIAL EDITIONS AND POSTERS

The Sydney *Daily Telegraph* produced a special "2pm Edition" on 27 July 2005 to cover the announcement by Bob Carr of his resignation as the Premier of NSW and as a Member of the NSW Legislative Assembly.

The *Weekend Australian* published on 13-14 August 2005, p.53, a "Special Edition Poster" headed "Bowled Warne" when Australian legspinner Shane Warne became the first player to take took 600 wickets in Test cricket. The page carried details of all of Warne's 600 dismissals. See also p.47 of same issue for: "Whirring sound of genius" by Andrew Ramsey.

Many Australian newspapers published special features to mark the 60th anniversary of VP (Victory in the Pacific) Day, 15 August. The *Australian* published a 13-part magazine series, "WWII", daily from 6-7 August to 20-21 August (the individual titles were: "The Bomb", "Battle of Britain", "Pearl Harbour", "Stalingrad", "D-Day", "Fall of Berlin", "Australia's War", "Home Front", "Singapore and the POWs", "El Alamein", "Battle of the Coral Sea", "Kokoda and New Guinea", and "Peace").

The *Gold Coast Bulletin* published on 22-26 and 29 August 2005 a series of six magazines with the running title of “Ripper Tales”, to mark its 120 years of publication (the six were “The Beginnings”, “Beach Culture”, “Crime” (with Schapelle Corby on the cover), “Entertainment”, “Surf Lifesaving” and “Disasters”).

The *Gold Coast Bulletin* published on 29 August-2 September “Our Local Heroes”, a colour poster series on “The men and women who keep the coast safe”.

The *Courier-Mail* issued a 12-tabloid-page “Health Report” on 8 September in the wake of the closing down of the Morris inquiry into Bundaberg Base Hospital And Queensland Health. It sat for 50 days and heard evidence from 85 witnesses. The inquiry was cut short by a Supreme Court ruling of apprehended bias. The *Courier-Mail* had been vocal in its support for the inquiry. In the liftout section, Hedley Thomas, Amanda Watt, Jeff Sommerfeld and Graham Lloyd reviewed the evidence and issues presented to the inquiry.

34.13 NEW PRESS PRIZES AND KNOWING THE MEANING OF A SCOOP

News Ltd, dissatisfied with its representation among winners of Walkley Awards and the Graham Perkin Award for Australian Journalist of the Year, has introduced the News Awards for journalism in its 120 mastheads in Australia, Papua New Guinea and Fiji. The *Australian's* editorial (21 July 2005, p.10) on the topic concluded: “The News Awards’ best feature, perhaps, is that they will be specific to print and online journalism and will be judged by newspaper editors – men and women who know the meaning of a scoop.”

See also Malcolm Farr, “The gong show”, letter to the editor, *Walkley Magazine*, Spring 2005, p.34. (Farr says this letter was submitted to the *Australian*, but not published.)

34.14 BLONDIE AND DAGWOOD AND 280 MILLION READERS

The comic strip “Blondie”, celebrating its 30th birthday, is now published by more than 2,300 newspapers around the world, translated into 35 languages in 55 countries and is read by an estimated 280 million people every day (*Courier-Mail*, 23-24 July 2005, p.19).

34.15 PUBLISHERS QUERY MORGAN READERSHIP DATA

Both News Ltd and John Fairfax Holdings are turning to other sources for readership data after years of alleging a lack of accuracy in the readership surveys conducted by Roy Morgan Research. Fairfax, which publishes the *Australian Financial Review* and various business magazines, has hired research firm Ipsos to survey annually the readership habits of senior business executives. And News Ltd has indicated that it will conduct its own survey of *Inside Out* magazine, after Morgan reported a 25 per cent drop in the number of people reading it despite sales having risen 10.6 per cent (*Australian Financial Review*, 8 August, p.44, 22 August, p.49, and 5 September 2005, p.53; *Australian*, 19 August 2005, p.24).

For latest readership figures, see the *Australian*, Media section, 25 August 2005, p.16, and *Mediaweek*, 22 August 2005, p.11.

34.16 MAGAZINES: FROM GLOOM TO BOOM

34.16 1 ACP Publishing, the magazine arm of Kerry Packer’s Publishing & Broadcasting Ltd, has changed its name to ACP Magazines and introduced a new corporate logo (*Australian*, 19 July 2005, p.22).

34.16.2 FPC Magazines launched a celebrity-free women's magazine, *Notebook*, on 3 August. It had been eight years in gestation, three years in the planning and a year of market research (*Australian*, Media section, 28 July 2005, pp.17-18).

34.16.3 Magazine publishers are expecting a boom period during the next 12 months after splashing out more than \$30 million on new magazine launches, revamps and television advertising in the past 12 months. The new titles this year have included ACP's *Madison* in February and *Real Living* in August, FPC's *Notebook* in August, and News Ltd's *Alpha* in July (*Australian*, Media section, 18 August 2005, p.15).

34.16.4 *Madison* sold an average of 90,000 copies a month during its first audit period – well above the 70,000 target that ACP Magazines had set. But the real star of the magazine sector was *Cosmopolitan*, which recorded a 10.2 per cent increase in sales, according to the Audit Bureau of Circulations. It averaged 231,272 a month. *Dolly* was up 10 per cent to 170,357 and *Girlfriend* up 8.5 per cent to 142,562. The monthly *Australian Women's Weekly* slipped 6.2 per cent to 640,136 and the weekly *Woman's Day* fell 1 per cent to 515,776 (*Australian Financial Review*, 22 August 2005, p.52).

34.16.5 *Marie Claire*'s 10th anniversary issue carried more than 400 pages and earned more than \$2 million in advertising revenue. The previous biggest issue of the magazine was 372 pages in December 2003.

34.16.6 *Melbourne* magazine, launched in September 2002 by former *Age* editor-in-chief Steve Harris, was to close this month. Confusion caused by Fairfax's *Age (Melbourne) Magazine* helped kill the independent title (*Australian*, Media section, 18 August 2005, p.16).

34.16.7 Once considered the poor cousins of Kerry Packer's Publishing & Broadcasting Limited media and gaming empire and Kerry Stokes' Seven Network, the magazine businesses were star performers during 2004-05 and look set to keep churning out big profits in the next few years (*Australian Financial Review*, 5 September 2005, p.56).

34.16.8 The famous monthly with the iconic title, the *Australian Women's Weekly* (www.ninemsn.com.au/aww), appeared in a new size and with a new look from September 2005. The page size has increased from 275mm by 212mm to 296mm by 217mm (the depth of an A4 page, but fractionally wider). Editorial director Deborah Thomas welcomed new editor Lisa Green in her column on Page 18. The *AWW* claims a readership of 2,915,000, based on the latest Roy Morgan figures. The September issue carried 328 pages.

34.17 THE SMH EDITORSHIP: OAKLEY REPLACES WHITEHEAD

Robert Whitehead has relinquished the editorship of the *Sydney Morning Herald* after five years to return to a commercial role. He is now the director of marketing and newspaper sales for both the *SMH* and the *Sun-Herald*. The acting editor is Mark Scott, the editor-in-chief of Fairfax's metropolitan, regional and community papers (*Sydney Morning Herald* and *Australian*, 3 August 2005, p.2 and p.4 respectively; *Australian*, Media section, 4 August 2005, pp.17, 19). The *Daily Telegraph* incorrectly claimed (3 August 2005, p. 2) that it now sells more copies than the *SMH* on both weekdays and Saturdays. The latest circulation figures (see below) show the *SMH* sells 18,000 more copies than the *Daily Telegraph* on Saturdays (also see ANHG 10.4, 10.14, 11.47 and 22.4).

On 26 September, the Fairfax chief operating officer Brian Evans announced that Alan Oakley, editor of the *Sunday Age* since 2003, will become the editor of the *Sydney Morning Herald* on 7 November. Oakley has been the editor of a number of other major newspapers: the *Newcastle Herald*, 2000-2003; the *Herald Sun*, 1992-1996; and the *Sunday Telegraph*, 1989-1990 (*Sydney Morning Herald*, 27 September 2005, p.2; *Australian*, 27 September

2005, p.3; *Mediaweek*, 26 September 2005, pp.3, 8; *Australian*, Media section, 29 September 2005, pp.15-16 and 20).

34.18 NEWSPAPERS, CONTEMPT AND SOURCES

34.18.1: The *West Australian* and its editor, Paul Armstrong, have been fined a total of \$20,000 after pleading guilty to contempt of court in identifying a nine-year-old ward of the state. The charges were brought by West Australian Attorney-General Jim McGinty after the newspaper had published a series of articles that identified the child. The boy, who suffers from attention deficit hyperactivity disorder, was alleged to have been a serial burglar but could not be charged because of his age. In consecutive editions of the newspaper, Armstrong authorised the publication of photographs and stories disclosing his name, age, nickname and suburb. It is against the law to identify a juvenile in the care of a WA government department. In the WA Supreme Court on 23 August, Judge Len Roberts fined the newspaper \$15,000 and Armstrong \$5,000, ordering the penalties to be paid within three weeks. In its judgment, the court said the published photograph and the accompanying headline, which referred to the child as a “suburban terrorist”, clearly vilified him and caused him prejudice (*Australian*, 24 August 2005, p.5).

34.18.2: Melbourne *Herald Sun* journalists Gerard McManus and Michael Harvey, both based in Canberra, face the possibility of imprisonment for their decision to protect the identity of a whistleblower who leaked secret federal government documents to them (*Australian*, 24 August 2005, p.5; see also “Journalists did us a favour: Diggers”, *Weekend Australian*, 27-28 August 2005, p.9).

34.18.3: The NSW Government has warned the NSW Law Society that it will not be allowed to use public funds for legal action aimed at forcing journalists to reveal their sources. The Law Society had threatened to take Supreme Court action against journalists to force them to reveal the source of a report that embarrassed the society (*Australian*, 1 September 2005, p.5).

34.19 HERALD SUN WINS BEST PANPA NEWSPAPER AWARD

Melbourne’s *Herald Sun*, the highest circulating daily newspaper in Australia, has won the Pacific Area Newspaper Publishers Association’s award for the best newspaper of the year (*Herald Sun*, 11 August 2005, p.2).

34.20 CIRCULATION (DAILIES AND SUNDAYS) AND ONLINE ADVERTISING

34.20 1 National and metropolitan daily and weekend newspapers in Australia continue to reflect a general decline, despite what some newspaper executives say from time to time. [News Ltd CEO John Hartigan is quoted thus in the *Courier-Mail*, 20-21 August 2005, p.30: “Newspapers have seen off television. They have seen off the internet. The truth is that in a world where we are increasingly competing for people’s time, it is a mark of what newspapers mean to their communities that **people continue to buy us in ever-increasing numbers.**” (Emphasis added.) Another conclusion could be drawn by noting that total circulation figures for national and metropolitan dailies and Sundays fell by 11.60 per cent between the April-September 1990 audit period and the January-July 2005 audit period (actual weekly sales fell by 2,485,026, from 21,420,651 copies in 1990 to 18,935,625 in 2005), and by 15.38 per cent for national and metropolitan dailies, Monday to Saturday (actual weekly sales fell by 2,808,199, from 18,264,524 to 15,456,325). Sunday sales rose 10.24 per cent in the same 15-year period (from 3,156,127 to 3,479,300). Also see ANHG 34.36 for circulation of regional dailies; and Rod Kirkpatrick, “Chronic circulation decline: regional dailies succumb to metropolitan virus”, *Australian Studies in Journalism*, 9, 2000, pp.75-105.

Study the table that appears below for the six months to 30 June 2005 and you will find few increases of any significance: there is only one of more than 1 per cent for the Monday-to-Friday circulations (the *West Australian*); two for the Saturday circulations; and four for the Sunday circulations. The *Australian's* weekday circulation of 133,926 is the highest it has attained since it began publication in 1964 (*Australian*, 12 August 2005, p.2). The Audit Bureau of Circulations is the source of the figures that appear below (the figures reflect sales within and outside Australia):

Newspaper	Six months to 30/6/2005	Six months to 30/6/2004	Change %
Monday to Friday			
<i>Australian</i>	133,926	133,791	+ 0.1
<i>Australian Financial Review</i>	85,673	85,746	- 0.1
<i>Sydney Morning Herald</i>	210,475	216,857	- 2.9
<i>Daily Telegraph, Sydney</i>	397,924	403,139	- 1.3
<i>Age, Melbourne</i>	193,500	198,500	- 2.5
<i>Herald Sun, Melbourne</i>	551,500	551,100	steady
<i>Courier-Mail, Brisbane</i>	211,279	214,814	- 1.6
<i>Advertiser, Adelaide</i>	201,232	202,135	- 0.4
<i>West Australian, Perth</i>	207,914	205,362	+ 1.2
<i>Mercury, Hobart</i>	49,601	50,382	- 1.6
<i>Canberra Times</i>	36,695	38,155	- 3.8
<i>Northern Territory News, Darwin</i>	22,091	22,368	- 1.2
TOTAL	2,301,810	2,322,349	- 0.88
Saturday			
<i>Weekend Australian</i>	291,896	300,531	- 2.9
<i>AFR Weekend Edition</i>	89,650	88,000	+ 1.9
<i>Sydney Morning Herald</i>	360,785	373,825	- 3.5
<i>Daily Telegraph</i>	342,676	341,273	+ 0.4
<i>Age</i>	297,500	304,200	- 2.2
<i>Herald Sun</i>	523,500	521,000	+ 0.5
<i>Courier-Mail</i>	333,910	342,253	- 2.4
<i>Advertiser</i>	274,364	278,385	- 1.4
<i>West Australian</i>	380,417	381,079	- 0.2
<i>Mercury</i>	64,297	64,905	- 0.9
<i>Canberra Times</i>	68,743	71,049	- 3.2
<i>Northern Territory News</i>	32,443	31,933	+ 1.6
TOTAL	3,060,181	3,098,433	- 1.23
Sunday			
<i>Sun-Herald</i>	514,548	524,785	- 2.0
<i>Sunday Telegraph</i>	720,068	726,238	- 0.8
<i>Sunday Age</i>	200,000	194,500	+ 2.8
<i>Sunday Herald Sun</i>	620,000	603,000	+ 2.8
<i>Sunday Mail (Qld)</i>	615,920	615,328	+ 0.1
<i>Sunday Mail (SA)</i>	330,998	334,872	- 1.2
<i>Sunday Times (WA)</i>	354,000	354,000	steady
<i>Sunday Tasmanian</i>	61,110	59,720	+ 2.3
<i>Sunday Examiner (Tas.)</i>	44,453	44,407	+ 0.10
<i>Canberra Sunday Times</i>	37,844	38,877	- 2.7
<i>Sunday Territorian (NT)</i>	24,812	24,536	+ 1.1
TOTAL	3,523,753	3,520,263	+ 0.99

34.20.2 The Australian online advertising market grew by 62.7 per cent in the 2004-05 financial year to \$488 million. The Audit Bureau of Verification Services (under the same wing as the Audit Bureau of Circulations) has announced this in its Online Advertising

Expenditure Report. (*Mediaweek*, online edition, 6 September 2005; *Australian Financial Review*, 12 September 2005, p.55; also see ANHG 29.27).

34.21 MORE FREQUENT AND TRANSPARENT AUDITS

The Audit Bureau of Circulations announced on 16 September that it had secured industry-wide agreement for more frequent and transparent audits of newspaper and magazine circulation. The major changes include:

- An increase from two to four audits a year for newspapers, newspaper-inserted magazines and weekly magazines with a circulation of more than 25,000 copies.
- Increased disclosure of the composition of net sales – to delineate different types of sales.
- A new audit inspection role to strengthen the compliance regime and increase the transparency of the audit process.

Four audits each covering 13 weeks will replace the current system of audits every six months supplemented by six-month rolling publishers' statements. The move to four audits a year will increase the amount of data available for analysis of seasonal trends as well as providing more up-to-date data more often (Media release by Audit Bureau of Circulations, 16 September 2005; see also Sheena MacLean, "Circulation auditors to get new teeth", *Australian*, Media section, 22 September 2005, p.15).

34.22 THE CANBERRA TIMES ENLARGES ITS PRESS

The *Canberra Times* has spent \$17 million on expanding its printing facilities. The Governor-General, Major-General Michael Jeffery, officially opened the facility on 9 August, watched by 200 guests, including members of the Shakespeare family, which founded the newspaper on 3 September 1926. The faster, bigger and more flexible press is capable of printing 128 pages of colour in one sweep. Since the *Times* installed a \$40 million state of the art press in 1996, weekly production of newspapers on the newspaper's press has risen from 640,000 to more than 2.4 million copies (*Canberra Times*, 10 August 2005, p.4; see also editorial of 9 August 2005, p.14; and 16-page tabloid supplement, "Moving with the Times", 10 August 2005; and "In this connected age, newspapers remain the preferred 'message stick'", by John B. Fairfax [chairman of the proprietors, Rural Press Ltd], 10 August 2005).

34.23 THE COD LIVER OIL OF DAILY JOURNALISM

In the "On Media" column in the *Australian's* Media section (25 August 2005, p.20), David Salter discussed newspaper circulation declines, especially for Monday to Friday sales. He suggests that maybe newspapers have become "a teensy bit boring". Then he zeroes in on editorials or leading articles and, shock, horror, advocates that papers dump editorials. "Most broadsheet editorials," he says, "express themselves in prose the consistency of custard and through arguments founded on such stale, creaking logic that most of their grand rhetorical conclusions can be guessed from the opening sentence. They are the cod liver oil of journalism: horrible but supposedly good for us."

34.24 COMPANY CHANGES NAME

South East Newspapers, based at Pakenham, Victoria, changed its name on 1 August to Star News Group because it is growing so fast and can no longer be seen as a company devoted mainly to the south-eastern suburbs of Melbourne. Since March 2000 the group has launched 14 new community newspapers and three real estate publications, has bought the *Geelong Independent* and taken a 50 per cent stake in Yarra Valley Newspapers. Star News Group is one of three joint-venture partners in Border Mail Printing, Wodonga. The Thomas family

owns the Star News Group (*PANPA Bulletin*, August 2005; *Star*, Williamstown, Altona, Laverton, 9 August 2005, p.2).

34.25 BROGDEN MEDIA BROUHAHA

John Brogden's resignation as Leader of the Opposition in the NSW Parliament and his attempted suicide a day later generated a full-scale debate on journalistic ethics: did, for instance, Sydney's *Daily Telegraph* go too far in hounding the disgraced politician? (See Amanda Meade, "Brogden chase sparks ethics row", David Penberthy, "News alone cannot ruin a reputation", Anthony McClellan, "The buck stops with Brogden", and Andrew West, "Issues of context and trust", *Australian*, Media section, 1 September 2005, pp.13-14; editorial and letters to the editor, *Australian*, 1 September 2005, p.11; "An obligation to report the news" [editorial], *Daily Telegraph*, 1 September 2005, p.38; Frank Devine, "Don't blame us, don't trust us, be glad the press is free", *Australian*, 9 September 2005, p.15.)

News Ltd coverage of the Brogden story sparked the resignation of the *Australian's* NSW state reporter Andrew West. According to the journalists' union, MEAA, West objected to his name being placed on a story that he did not write and which contained unsubstantiated material about Brogden's alleged indiscretions (*Age*, 1 September 2005, pp.1, 5).

Mark Scott, editor-in-chief at Fairfax and currently acting as editor of the *Sydney Morning Herald*, commented on the issues (*Sydney Morning Herald*, 1 September 2005, p.15), concluding: "Every day editors and journalists have the power to publish articles that can dismay, bewilder and devastate the lives of those about whom they write. Sometimes these stories are in the public interest and have to be written. Sometimes they don't. Sometimes these decisions are made quickly, under the crush of deadlines and under competition to get the story first and correct. They aren't decisions we take lightly. We take feedback and public concern very seriously. Most of all, events this week have again illustrated, we need to understand the effect of our words and the consequences of our choices, the stories we write and the stories on which we remain silent."

John Brogden resigned from Parliament on 28 September at age 36. He had been a Member of the NSW Legislative Assembly since 1996 (*Australian*, 29 September 2005, p.3).

34.26 WHEN MARK LATHAM WAS GIVEN ENOUGH ROPE

The Mark Latham Diaries became the hot news topic in the week before the former Opposition Leader's book was launched. There was a legal tussle between News Ltd and the ABC because of an exclusive deal the newspaper group had signed with the book's publisher, Melbourne University Press. There was also internal wrangling within the ABC, between Andrew Denton's *Enough Rope*, which had recorded an interview with Latham, and Tony Jones's *Lateline*, which had also recorded an interview with him. For a full explanation, see *Media Watch*, ABC-TV, Monday 19 September 2005 (and see Mark Day's comments on the program, *Australian*, Media section, 22 September 2005, p.18); for a briefer insight, see *Australian*, Media section, 22 September 2005, pp.13-14, and *Sydney Morning Herald*, 17-18 September 2005, p.9.

34.27 COONAN SPEAKS ON MEDIA OWNERSHIP REFORMS

Addressing 200 people at the National Press Club, Canberra, on 31 August, Communications Minister Helen Coonan outlined an ambitious reform plan to reshape Australia's media landscape (*Australian*, Media section, 1 September 2005, p.13; see also Neil Shoebridge, "Players tight-lipped on reform", *Australian Financial Review*, 5 September 2005, p.55).

The Howard Government will abandon plans to radically reform Australia's media landscape, instead restricting changes to cross-media and foreign ownership laws. The Government has decided to dump her big-ticket reform proposal in favour of a narrower set of changes (*Australian*, 28 September 2005, p.1).

34.28 FAIRFAX BUYS RODNEY TIMES GROUP

The Warkworth-based *Rodney Times* newspaper group in New Zealand has sold its publications to Fairfax New Zealand Limited for \$10 million. The 104-year-old twice-weekly flagship title (circulation 34,000) had been owned by the Cook family for three generations since 1917 (*Australian*, 6 September 2005; *Mediaweek*, online, 6 September 2005).

34.29 BLIND REPORTER RETIRES

From Perth, **David Marsh** writes: After four decades of journalism Michael Zekulich said farewell to the *West Australian* on 25 May. Zekulich, one of WA's most respected newspaper reporters, was legally blind throughout his journalism career. Wife Elka became his eyes and for many years read the local morning newspaper to him. In 1964-65 he worked for one year without pay to convince the newspaper that he could do the job. Sometimes Elka drove into the city to read material for him so he could write about it. If he was assigned to cover a conference, they had to do hours of painstaking research to compensate for his inability to read the papers. He travelled overseas, including the Middle East, on assignment. "The photographer who travelled with me had to tell me what was happening," he said. "Our photographers and I had a very good working relationship."

34.30 MX IN SYDNEY

News Ltd's Sydney edition of *mX* was performing well in advertising sales and editorial feedback as the free commuter newspaper entered its third month, advertising sales director Tamara Wupper has told *Mediaweek* (19 September 2005, pp.4, 13).

CURRENT DEVELOPMENTS: PROVINCIAL

34.31 THE HERALD'S 40,000th ISSUE

The Newcastle *Herald* published its 40,000th issue on 10 June 2005, taking into account that its first issue, as the *Newcastle Morning Herald and Miners' Advocate*, on 3 April 1876, was labelled No. 477 (the folio number continued on from the *Miners' Advocate and Northumberland Recorder*, published at Wallsend, from 1873). Cover price was one penny. The 10,000th issue appeared on 28 November 1906 and the cover price was still one penny. The 20,000th issue appeared on 14 November 1940 and the cover price was twopence. The 30,000th issue appeared on 11 December 1972 and the cover price was seven cents. The cover price is now \$1.20.

34.32 NEW EDITORS

John Hanscombe has been appointed the editor of the *South Coast Register*, Nowra, NSW, replacing Kathy Sharpe. Sharpe has become group editor of Rural Press newspapers in Southern NSW (*South Coast Register*, 22 June 2005).

Cameron Thompson has been appointed the editor of the *Border Mail*, Albury-Wodonga. He started at the paper as a cadet in 1987 and became the sports editor in 1995. He joined the *Australian Financial Review* in 1996 and became the sporting editor of the *Sun-Herald* in 1999. He returned to the *Border Mail* in 2001 as features editor.

Ian Wolfe has been appointed editor of the tri-weekly *Goulburn Post*, NSW. Wolfe's media career includes a long stint with the ABC where he was a radio and television journalist in various roles, from one-personal regional newsrooms to the New York and Washington bureaux (*Rural Press News*, September 2005, p.9).

Carmen Swadling became the editor of the *Great Lakes Advocate* at Forster-Tuncurry, NSW, in late July. She was most recently the chief of staff at the *Port Macquarie News* (*Rural Press News*, September 2005, p.3).

34.33 APN FOCUSES ON 'ORGANIC GROWTH'

APN News & Media Ltd has reported a 17.2 per cent increase in net profit for the June half, taking it to a record \$66.1 million. The Australian and New Zealand publishing business, with regional newspapers, radio and outdoor advertising, is focusing on growing its current companies rather than seeking to expand (*Australian*, 17 August 2005, p.26; *Australian Financial Review*, 22 August 2005, p.50).

34.34 CHRONICLE MOVES FROM MARYBOROUGH TO HERVEY BAY

The *Fraser Coast Chronicle*, the daily that serves Maryborough-Hervey Bay in Queensland, has shifted headquarters from Maryborough to the beautiful Hervey Bay town of Pialba. The staff produced the final issue of the *Chronicle* from Maryborough on Friday, 24 June, and the first issue from Pialba on Sunday, 26 June. The paper began publication on 21 November 1860 as the *Maryborough Chronicle*, making the *Chronicle* part of the title the oldest in provincial Queensland. The *Queensland Times* (now the *QT*) began earlier, on 4 July 1859, but was known as the *Ipswich Herald* until the end of September 1861 (*APN Password*, August 2005, pp.42-42).

34.35 ON THE ROAD

Rod Kirkpatrick writes (19 August): Here are some of the quarterfolds and newspapers I collected while on tour in the Northern Territory and West Australia:

Up The Creek, August 2005, a monthly black-and-white quarterfold published by the Pine Creek Community Government Council. Serves Pine Creek, NT. Houses there sell for between \$30,000 and \$50,000. This issue was 12 pages.

Katherine Times, 21st birthday issue of 16 June 2004, complete with historical articles. Tabloid weekly. Still owned and edited by the founder, Vince Fardone.

Halls Creek Herald, 2 August 2005, edition no. 32, a stapled quarterfold with colour on the cover and back page, \$2 in Hall Creek, WA, and \$3 in other areas. Distributed to Halls Creek, Billiluna, Balgo, Mulan, Ringer Soak, Argyle Diamond Mine, Fitzroy Crossing and Turkey Creek. This issue 24 pages.

Kimberley Echo, 4 August 2005, tabloid weekly newspaper published at Kununurra, WA, the Ord River town; established 1980; circulates in Kununurra, Wyndham, Turkey Creek, Halls Creek, Derby, Broome, Fitzroy Crossing, Karratha, Timber Creek and Katherine; manager is Andrew Mock, editor is Bruce Russell; published by Andrew Mock for Creston Investments Pty Ltd. This issue was 24 pages.

Kimberley Times, 11 August 2005, tabloid weekly newspaper published at Derby, WA, by West Regional, a division of West Australian Newspapers Limited (20 newspapers covering Western Australia; all printed in Perth). This is largely produced from the office of the

Broome Advertiser, another West Regional title. This issue was eight pages and contained few ads. Jenny Membro is the Broome-based manager and John Muirhead is the journalist.

Broome Advertiser, 11 August 2005, a busy tabloid weekly published by West Regional (this issue was 48 pages); the paper has four journalists headed by senior journalist Xavier Dhalluin; they also produce *Broome Happenings*, a fortnightly lifestyle quarterfold.

Ken Sanz writes (31 August): The *Barrier Daily Truth* (Broken Hill) does not seem to be able to print colour. This must eventually put great pressure on them to replace the existing press. Is it the only daily newspaper that offers a pensioner discount for weekly, fortnightly, monthly, quarterly, half-yearly and annual subscriptions, at 80c a copy instead of the printed price of 90c. Certain the cheapest newspaper in the far west of NSW.

At Swan Hill, I obtained a copy of the (Melbourne) *Argus*: a Special Royal Sunday Edition, of 7 March 1954, No. 33,544, 24 pages; price 4d. The front page, under the heading "Geelong's Day", is a full-page colour photograph of the Queen, Prince Philip and the Mayor of Geelong, Councillor A.C. Knight. When I got home I compared it with a copy I also have for Thursday 25 February 1954 on the last page of which is a coloured headline announcing a special Sunday issue "including full colour, will be published on Sunday next". This would have been Sunday, 28 February 1954, making the 7 March issue the second Sunday issue. As Sunday newspapers were illegal in Victoria at the time, was the *Argus* printed before midnight? Did the *Age*, the *Sun News-Pictorial* and the *Herald* also produce Sunday editions or was permission given by State Parliament to print on these Sundays? After all it was great political propaganda. Can anyone help with this?

Barry Blair writes from Tom Price, WA (5 September): What an interesting place Tom Price is. On the edge of the Hamersley Ranges, the town (pop. 3,500 plus) sits about 747 metres above sea level. Local rag? The *Communicator*, a monthly quarterfold (September 2005 is Vol. 2, Issue 21), with glossy colour cover. It's sold at Coles supermarket checkout counters (there's no newsagency). Coles has the largest range of magazines I've ever seen in a supermarket. They also sell the *West Australian* and *Sunday Times*. (Barry also sent a copy of the tabloid weekly, the *North West Telegraph*, circulating in Port Hedland, South Hedland, Marble Bar, Newman, Nullagine and Coral Bay (part of the West Regional chain. The 24 August issue contained 32 pages.)

Barry Blair writes from Carnarvon (10 September): We arrived here via Exmouth and Coral bay. Exmouth was established as a support township in 1967 for the Harold E. Holt Naval Communication Station. A Very Low Frequency (VLF) antenna field (in a star shape) is situated at North West Cape. The tallest tower, in the middle, is 1,295 feet (or 388m), taller than the Empire State Building. At Exmouth, locals are serviced by the *Exmouth Expression*, a regular A4 community paper plus the A5 *Cape Connection*, published by the Exmouth District High School P & C. The *Northern Guardian*, a free tabloid issued by West Regional, serves Carnarvon.

34.36 CIRCULATION: REGIONAL DAILIES

The *Daily Examiner*, Grafton, recorded the biggest percentage circulation increase among regional dailies in the six months to 30 June. Its circulation rose by 3.41 per cent compared with the same period last year. Other solid performers were the *Daily Mercury*, Mackay, 3.11pc; the *News-Mail*, Bundaberg, 2.92pc; and the *Daily Liberal*, Dubbo, 2.77pc. Eighteen of the 36 audited newspapers recorded an increase and three were "steady" (two of those recording a minuscule increase and one a tiny decrease). The worst performers were the *Western Advocate*, Bathurst, down 8.92pc, and the *Queensland Times*, Ipswich, down 6.71pc. Overall, for the 36 newspapers, circulation declined by 0.25 per cent. In the 15 years from 1990 to 2005, circulation of the regional dailies fell by 5.57 per cent in flat figures, but there

were 37 audited regional dailies in 1990 and 36 in 2005. The *Goulburn Post* (circulation 5,019 in 1990) became a tri-weekly in 1996. Removing Goulburn from the 1990 figures, the decline since then becomes 4.82 per cent.

The Audit Bureau of Circulations figures for regional dailies for the six months to 30 June are listed below:

Newspaper (Mon-Sat unless otherwise stated)	Six months to 30/6/2005	Six months to 30/6/2004	Change %*
<i>Border Mail, Albury-Wodonga (NSW)</i>	27,109	27,663	- 2.00
<i>Western Advocate, Bathurst (M-F)</i>	4,147	4,553	- 8.92
<i>Barrier Daily Truth, Broken Hill</i>	5,939	5,853	+ 1.47
<i>Daily Liberal, Dubbo (M-F)</i>	5,791	5,635	+ 2.77
<i>Daily Examiner, Grafton</i>	6,095	5,894	+ 3.41
<i>Northern Star, Lismore (M-Sat)</i>	17,170	16,855	+ 1.87
<i>Maitland Mercury (M-F)</i>	4,719	4,642	+ 1.66
<i>Herald, Newcastle and Central Coast</i>	53,984	55,000	- 1.85
<i>Central Western Daily, Orange</i>	5,484	5,461	+ 0.42
<i>Northern Daily Leader, Tamworth</i>	8,599	8,764	- 1.88
<i>Daily News, Tweed Heads</i>	5,017	5,113	- 1.88
<i>Daily Advertiser, Wagga Wagga</i>	13,799	13,855	- 0.40
<i>Illawarra Mercury, Wollongong</i>	30,074	30,991	- 2.96
<i>Ballarat Courier (Victoria)</i>	19,787	20,392	- 1.45
<i>Bendigo Advertiser</i>	14,859	14,874	- 0.10
<i>Geelong Advertiser</i>	30,896	30,322	+ 1.89
<i>Sunraysia Daily, Mildura</i>	7,223	7,510	- 3.82
<i>Shepparton News (M-F)</i>	10,784	11,034	- 2.27
<i>Warrnambool Standard</i>	13,230	13,093	+ 1.05
<i>Bundaberg News-Mail (Qld)</i>	12,050	11,708	+ 2.92
<i>Cairns Post</i>	30,588	30,075	+ 1.71
<i>Gladstone Observer (Tues-Sat)</i>	7,752	8,011	- 3.23
<i>Gold Coast Bulletin</i>	48,841	48,026	+ 1.70
<i>Gympie Times (Tues-Sat)</i>	5,840	5,717	+ 2.15
<i>Queensland Times, Ipswich</i>	12,397	13,288	- 6.71
<i>Daily Mercury, Mackay</i>	15,901	15,422	+ 3.11
<i>Sunshine Coast Daily, Maroochydore</i>	24,890	24,681	+ 0.85
<i>Fraser Coast Chronicle, Maryborough-Hervey Bay</i>	10,211	10,121	+ 0.89
<i>North-West Star, Mount Isa</i>	3,598	3,600	steady
<i>Morning Bulletin, Rockhampton</i>	18,687	18,637	+ 0.27
<i>Chronicle, Toowoomba</i>	25,519	25,747	- 0.89
<i>Townsville Bulletin</i>	29,262	29,055	+ 0.71
<i>Daily News, Warwick</i>	3,583	3,552	+ 0.87
<i>Kalgoorlie Miner (WA)</i>	5,677	5,671	steady
<i>Advocate, Burnie (Tas.)</i>	25,196	25,175	steady
<i>Examiner, Launceston</i>	35,980	36,243	- 0.73
TOTAL	600,678	602,233	- 0.26

34.37 MANAGERS IN PROFILE

Nick Trompf, general manager of The Cairns Post Pty Ltd, is profiled in *PANPA Bulletin*, August 2005, p.59. He says the biggest challenge facing the newspaper industry is: "Re-inventing newspapers to become truly modern businesses."

Don Churchill, managing director (Victoria) for the Fairfax newspapers, was Person of the Week in *Mediaweek*, 8 August 2005, pp.2, 6.

34.38 RURAL PRESS PRESSES ON

Rural Press Ltd has lifted net profit 30 per cent to \$112.8 million and expects to continue growing in 2005-06, but more slowly. The company is interested in acquisitions, says CEO Brian McCarthy (*Australian*, 26 August 2005, p.21). During the financial year, Rural Press acquired the following titles: the *Moree Champion* and the *Weekly*, Mudgee (NSW); the *Goondiwindi Argus* (Queensland); the *Hepburn Shire Advocate* (Vic.); the *Devonport Times* (Tasmania); and the *Senior Post* (WA). Revenue at Rural press is derived from the following states and nations: NSW 49pc, Victoria 13pc, Tasmania 11pc, Queensland 9pc, South Australia 6pc, Western Australia, 5pc, with New Zealand and the USA accounting for 7 pc (*Mediaweek*, 12 September 2005, p.6).

The managing director of Rural Press Ltd, Brian McCarthy, has declined to rule out launching a takeover for John Fairfax Holdings after rumours swept the markets on 1 September that a bid at \$5 a share was looming (*Fairfax Digital*, 2 September 2005). As a result, Rural Press shares dropped almost 1 per cent on 2 September, and shares in Fairfax closed 10c higher at \$4.62 (*Weekend Australian*, 3-4 September 2005, p.35).

At Charles Sturt University, Bathurst, on 20 September, the chairman of Rural Press Ltd, John B. Fairfax, told a one-day conference on the future of rural media that his company is essentially conservative and not a risk taker. He refused to comment specifically on the rumours that the company could be interested in mounting a bid for John Fairfax Holdings (*Australian*, Media section, 22 September 2005, p.15).

34.39 QUEENSLAND TIMES HAS DESIGNS ON MORE READERS

The *Queensland Times*, the Ipswich daily, began appearing as the *QT*, with a bold, brassy look on 16 July – after six months during which its circulation fell 6.71 per cent to 12,397. Editor Daniel Sankey says the new-look paper had pledged the following: a minimum of eight extra pages a day; new sections; more colour; and “a real focus on putting readers first”. The Ipswich’s population is projected to rise by 260,000 people in the next 20 years, taking it from the current 140,000 to 400,000 (*APN Password*, August 2005, pp.12-13 and 30).

NEWSPAPER HISTORY

34.40 OPH PRESSGALLERY ARTEFACTS SOUGHT

Old Parliament House (OPH), Canberra, is developing an exhibition in the House of Representatives Press Gallery. If you have any photographs, artefacts, memorabilia or ephemera relating to the Press Gallery at OPH, you may wish to contact:

Bill Haskett on (02) 6270 8161 (bill.haskett@dcita.gov.au), or
Edwina Jans on (02) 6270 8234 (edwina.jans@dcita.gov.au).

34.41 SLV OFFSITE COLLECTION TEMPORARILY UNAVAILABLE

Mary Neighbour, of the State Library of Victoria writes: The SLV is moving its offsite collection to a new purpose-built storage facility at Ballarat. Hence, there is no access to the offsite collection until Easter 2006, while the collection is being prepared and moved. The offsite collection, currently stored at four locations around Melbourne, consists of:

- hard-copy newspapers;
- bound serials and magazines, mostly pre-1976;
- interstate and international government publications; and
- part of the Australian Manuscripts Collection.

During the period when these materials are unavailable, Library staff will help users to find alternative sources of information where possible. Material from the onsite collections, including frequently used books, recent journals etc, will be available as usual. After the move, the Library's current service levels will be maintained or improved, with offsite collection materials delivered to the Library on request at least five days a week.

Moving the offsite collection is a major project, as it comprises almost a million items, and the library appreciates the tolerance of its users during this period. The move will enable the Library to consolidate its offsite collection in one location in the best possible conditions to preserve it for the future, and with space for future growth.

For more information, see "News" on the Library's website at www.slv.vic.gov.au. To subscribe to the Library's email newsletter and receive regular news updates, please go to slv.vic.gov.au/emailnewsletters.

34.42 TIME TO PUBLISH, OR CELEBRATE?

This article, by Steve Waldon, is extracted from the *Age*, Melbourne, 13 August 2005, p.9:

It was the biggest news story in Melbourne for nearly six years: the end of World War II. Prime Minister Chifley made the historic announcement at 9.30am on August 15, 1945, that Japan had surrendered to the Allies. That evening, *The Herald* described Melbourne as "boiling over with joy" as an estimated quarter of a million people flocked to the city centre. But how did the next morning's papers record the victory celebrations? Thursday, August 16, dawned fine and mild, and after a steady cup of tea, it is a fair bet many Melburnians went looking for *The Age*, *The Argus* or *The Sun*. Almost 60 years later, so did we, and what we found was an unfolding mystery. A search that involved the State Library, *The Age*'s own library, the Australian Newspaper History Group, the National Library in Canberra, and former *Age* editor and managing director Greg Taylor threw up the intriguing question: did Melbourne's journalists ignore the story so they could join the celebrations?

The chase started at the State Library's newspaper reading room, where we were surprised to find the papers for August 16 were all missing. We checked the *Age*'s own library microfilm and found it also jumped from the 15th to the 17th. We checked the State Library's bound volumes – the original hard copies – but again, all four Melbourne papers were missing. Rod Kirkpatrick, a member of the Australian Newspaper History Group, was the first to raise one intriguing prospect: if Chifley had declared VP Day and the day after as public holidays – he had – perhaps there were no papers on the 16th. Back at the National Library, librarian Ian Morris came up with the key information that seemed to indicate this was the case. He checked the folio numbers on the mastheads of the four Melbourne papers and found that they all skipped August 16. Finally, *Age* librarian John Langdon found the elusive confirmation we had been chasing to support the conclusion suggested by the folio numbers – one paragraph in *The Chronicle of the Twentieth Century*, headed "Daily newspapers miss the big story". The reference is dated August 17, and begins: "The Melbourne morning newspapers today announced the end of the war – a day late."

34.43 JAP SURRENDER; WAR OVER

The four words above appeared as the capitalized main heading in the six-page *Canberra Times* on Thursday, 16 August 1945. The secondary heading was: "MacArthur Named as Leader: Hirohito to Obey Orders". The first par read: "The dramatic news of the unconditional surrender of Japan, which the world had been awaiting since Friday, was announced simultaneously in Washington, London and Chungking." These details are extracted from a reprint of that issue of the *Canberra Times*.

34.44 CENTRALIAN ADVOCATE COPIES GIVEN TO TERRITORY ARCHIVES

John and Marianne Lovich have given five 1962 copies of the *Centralian Advocate*, Alice Springs, to the Territory Archives. Marianne's father, John Williams, acted as editor of the newspaper during the late 1950s (*Sunday Territorian*, 7 August 2005, p.8).

34.45 A SHOT AT PHAR LAP

ANHG has received the following inquiry from Geoff Armstrong, a Sydney-based sports writer and researcher, who is writing a book about the 1930 Melbourne Cup, won by Phar Lap. On Derby day, the Saturday before the Cup, gangsters shot at Phar Lap about 6am. The story received extensive Page 1 coverage in the afternoon *Herald*, and many Melbourne people would have received their first information about the incident through the *Herald*. Armstrong wants to know how he can find out when the first edition would have hit the streets. Was there a consistent time for the first edition to be published? Did a paper such as the *Herald* do special editions if the news warranted it? Is there a newspaper library in Australia that keeps all editions of a paper, rather than only one? Geoff Armstrong is at 122 Wellbank Street, Concord, NSW, 2137; phone 02 9763 7701.

34.46 MUSEUM OF AUSTRALIAN CURRENCY NOTES, SYDNEY

From **Jurgen Wegner** in Sydney: A large part of the ground floor of the Reserve Bank of Australia building in Martin Place in central Sydney is given over to housing the Reserve Bank of Australia's Museum of Australian Currency Notes. The Museum has only just been totally refurbished and reopened in March in an expanded area with state-of-the-art displays including audiovisual presentations. Of course, the Museum is chiefly devoted to the display of Australian banknotes. Themes covered are: Before Federation, 1788-1900; a new currency, 1900-1920; the Commonwealth Bank and the note issue, 1920-1960; the Reserve Bank and reform of the currency, 1960-1988; and a new era – polymer currency notes, 1988 onwards.

Parts of these displays illustrate the various printing processes that have been used to produce banknotes in Australia over the years including photographs of banknote printing set-ups. For those of us who are "press spotters", the Museum has on permanent display a platen press used to overprint currency notes produced in Australia by commercial banks a hundred years ago. The press is a Schelter & Giesecke "Phoenix Presse III" (no. 7792) manufactured in Leipzig ca. 1900 and acquired by the bank before 1910. It was in use until the late 1980s for various overprinting jobs at Note Printing Australia, the Australian banknote printery at Craigieburn in Victoria.

The museum is open to the public Mondays to Fridays between 10.00 and 16.00 and entry is free. Tours of the museum can be arranged for small groups by phoning (02) 95519743 (or 9762). A descriptive brochure is also available free of charge. Contact details are: *Address:* Museum of Australian Currency Notes, Reserve Bank of Australia, 65 Martin Place, Sydney NSW 2000. *Email:* museum@rba.gov.au *Ph.:* (02) 62980241. *Website:* <http://www.rba.gov.au/museum>

34.47 MUSEUM OF SYDNEY, SYDNEY

From **Jurgen Wegner** in Sydney: The Museum of Sydney is built on the foundations of the first Government House. Here the first British governor, Captain Arthur Philip, had erected Australia's first seat of government in 1788. In 1983 archaeologists unearthed the footings of this building which had remained undisturbed since the original building was demolished in 1846. In 1995 the Museum of Sydney was opened to interpret this site and to tell the story of Sydney by means of various permanent and changing displays. The Museum has a special

feature of interest to Australia's early printing history. During the excavation of the site a quantity of lead type was discovered in a drain. It is believed to have been used to print the *Sydney Gazette* in the early years of colonisation and as such it is probably the earliest Australian type in existence. To find this, you will need to go through one of several public display cabinets containing sealed drawers of artefacts showing visitors examples of representative material discovered on the site. One of these drawers contains this type—about 20 pieces—plus a general description.

The Museum is in central Sydney and is open daily between 9.30am and 5pm. The Museum is administered by the Historic Houses Trust of New South Wales and admission is free to members. Contact details are: *Address:* Museum of Sydney, cnr. Phillip & Bridge Sts, Circular Quay NSW 2000. *Email:* info@hht.net.au (please include 'Museum of Sydney' in the subject line). *Ph.:* +61 (0)2 92515988. *Fax:* +61 (0)2 92514678. *Website:* http://www.hht.net.au/museums/museum_of_sydney/museum_of_sydney

34.48 MELBOURNE OBSERVER HISTORY

Ashley Long, editor of the *Melbourne Observer*, has just sent ANHG a copy of its 35th anniversary issue, dated 10 November 2004. It included a 12-tabloid-page liftout on the history of the paper, launched by Gordon Barton on Sunday, 14 September 1969. There are some fascinating articles in the section. The *Observer* was selling for \$2, but is now \$1.

34.49 SUBURBAN NEWSPAPERS AND WORLD WAR II

Peter Isaacson has written about Melbourne suburban newspapers during World War II and the development of suburban newspaper associations in an article in *PANPA Bulletin* (August 2005, p.58). An extract: "Having been an independent community newspaper publisher for 50 years (1947-1997), I have been an active participant in much of the growth and changes that characterised the industry in the half century. The suburbans led the way into web-offset with the *Waverley Gazette* being the first Australian buyer of a Goss Community press, into cold type with *Leader* and my company being early Atex users."

RECENTLY PUBLISHED

34.50 BOOK

CALAMITIES, FATALITIES AND REALITIES: LOCAL AND REGIONAL ANECDOTES FROM THE *GOLDEN AGE* 1860-1864 QUEANBEYAN NSW by Patricia M. Frei, 225 pages, paperback, published by Patricia M. Frei, 2 Eucumbene Drive Duffy ACT 2611, \$35, ISBN 0-9757472-0-7. This volume contains a lively selection of news items from the first years of the *Golden Age* (now the *Queanbeyan Age*). It includes a comprehensive account of the early years of the *Age* and its style of reporting. It is thoroughly indexed.

34.51 MONOGRAPH

FEATURES OF EARLY ETHNIC ITALO-AUSTRALIAN NEWSPAPERS: A CASE STUDY OF *L'ITALO AUSTRALIANO* (1885) by Amedeo Tosco, *Australian Journalism Monographs*, Number 7, July 2005. This is the first issue of *Australian Journalism Monographs* since 2000. A Griffith University journalism lecturing team is editing the publication. It is expected to appear annually initially (it was a twice-a-year publication when launched). It is available for \$10 through Dr Susan Forde (s.forde@griffith.edu.au) on 07 3875 7229.

34.52 ARTICLES

34.52.1 THE STRANGE DECLINE AND DEATH OF THE ARGUS by Robert Murray, *Quadrant*, May 2005, pp.28-35. Another look at the end of the *Argus*, 1846-1957.

34.52.2 MEDIA BATTLEGROUND IN TECHNOLOGY REVOLUTION by David Solomon, *Courier-Mail*, 20-21 August 2005, pp.30-31. There are five articles (the major one is about newspapers) in this double-page spread, which is part of a series on the “unprecedented change” which Australia’s institutions are undergoing. The author is Dr David Solomon, a contributing editor to the newspaper and a former political writer for the *Australian* and the *Canberra Times*. He was the chair of the Electoral and Administrative Review Commission, set up in Queensland in the wake of the Fitzgerald Inquiry.

34.52.3 SPECTATOR WATCHED HAMILTON PROSPER OVER 145 YEARS by Rod Kirkpatrick, *PANPA Bulletin*, August 2005, pp.56-57. A potted history of the *Hamilton Spectator*, a tri-weekly in Victoria’s rich Western district.

34.52.4 COLLIE NAME LIVES ON IN PRINTING INDUSTRY TRUST by Jane Sandilands, *PANPA Bulletin*, August 2005, p.52. The Collie name is closely linked with two important aspects of the printing industry: printing inks and excellence. The author recently completed a history of The Collie Print Trust.

34.52.5 NEWSPAPERS CANNOT IGNORE THE BLOG PHENOMENON by John Tidey, *PANPA Bulletin*, August 2005, p.20. Given the prominent role that blogs are starting to play in reporting such events as the London terrorist attacks in July, this author takes a timely look at what blogs are and how they may feature in the future of journalism. See also: LONDON BOMBINGS SET SCENE FOR ‘CITIZEN JOURNALISM’ TO TAKE CENTRE STAGE IN CRISIS REPORTING by Jack Beverley, *PANPA Bulletin*, August 2005, pp.8-10; PAYDAY FOR BLOGGERS by Trevor Cook, *Walkley Magazine*, Issue 34, August-September 2005, p.29; and BEST OF BLOGS by Belinda Weaver, *Courier-Mail*, 20-21 August 2005, Weekend Shopper liftout, and FLOGGING BLOGS by Belinda Weaver, *Courier-Mail*, 27-28 August 2005, Weekend Shopper liftout.

34.52.6 DELIRIOUS RISE OF DOTCOM FEVER by Mark Jones, *Australian Financial Review*, 23 August 2005, pp.27, 29. One of a series of articles on 10 years of Netscape, Amazon, eBay, etc.

34.52.7 SCHOLAR OF THE SUBURBS by Shelley Gare, *Weekend Australian Magazine*, 27-28 August 2005, pp.46-49. Columnist Ross Campbell’s gently humorous observations on postwar Australian family life are classics of their genre. This article is an edited version of the “Introduction” to *My Life as a Father*, by Ross Campbell (Park Street Press, \$29.95).

34.52.8 A CLASH OF CULTURES by Jack R. Herman, *Australian Press Council News*, Vol. 17, No. 3, August 2005, pp.1-2 and 11. In the Press Council’s 2005 Annual Address, Justice Ronald Sackville responded to Richard Ackland’s discussion of the strained relations between the judiciary and the press, as reported in the May issue. The complete speech is available on the Press Council’s website (www.presscouncil.org.au).

34.52.9 GUTS-AND-GLORY, MURDER AND MORE DURING MERCURY’S HISTORY by Rod Kirkpatrick, *PANPA Bulletin*, September 2005, pp.56-57. A potted history of the *Illawarra Mercury*, Wollongong’s daily, which will be 150 years old on 8 October.

34.52.10 LIFE AFTER THE ADVERTISING BOOM by Neil Shoebridge, *Australian Financial Review*, 19 September 2005, p.54. After two good years, media companies are looking for ways to cope with a shrinking market.

34.52.11 MIXED MEDIA: CHANGING THE RULES by Richard Hemming and Neil Shoebridge, *Australian Financial Review*, 21 September 2005, p.30. The \$12 billion media sector is preparing for big changes if the Howard Government scraps the current ownership restrictions. Interviews with various financial managers.

34.52.12 NEWSPAPERS FACING BIGGEST BATTLE IN 400 YEARS by Harold Mitchell, *PANPA Bulletin*, September 2005, pp.14-15. An edited transcript of the address given by advertising guru Harold Mitchell at the PANPA annual conference in Cairns in August.

34.52.13 THE BIRTH OF QWEEKEND by Steve Gibbons, *Courier-Mail*, Life section, 24-25 September 2005, pp.4-5. From 1 October a free, glossy magazine, entitled *Qweekend*, will appear in each Saturday's *Courier-Mail*. Gibbons, the *Courier-Mail's* managing editor and the consulting editor on *Qweekend*, tells the story of the evolution of the magazine.

TWO BOOKS: only a handful remain

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Early Printers of Melbourne: An Index.

Compiled by John C. Russell for the Australian Newspaper History Group. ISBN 0-9751552-4-5. 30pp. [An index to names, etc., appearing in a series of eighteen articles, 'The Early Printers of Melbourne 1838 to 1858' by T. L. Work, *Australasian Typographical Journal*, July 1897 to March 1899.]

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