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EDITOR'S NOTE

From this issue, each section of the *Newsletter* is numbered and a new section has been added: "Current Developments: Online News". It appears as Section 2, with "Current Developments: Metropolitan" as Section 1. Within each section, there is now numbering unique to that section. The ANHG gives special thanks this issue to Peter T. Gill who forwarded extracts from three publications that gave rise to three items - including the one on the "Press Dress" - that appear in Section 4, "Newspaper History". - Rod Kirkpatrick

1 - CURRENT DEVELOPMENTS: METROPOLITAN

44.1.1 MURDOCH AND DOW JONES: THE REPORTS

News Corporation has succeeded in its protracted \$US5 billion acquisition of Dow Jones, publisher of the *Wall Street Journal*. The deal was clinched on 1 August. All parts of the News Corporation empire are expected to benefit from the deal. Nick Tabakoff reports (*Australian*, 2 August 2007, p.19): News Corp will use the purchase of Dow Jones as a beachhead to broaden its reach in business journalism and beyond, as it looks to expand in print, television and online operations. Australian media analysts said the move was all about "international distribution of premium content over multiple platforms" - but warned the full benefits of the purchase would take some years to emerge.

Below is a list of articles reporting the latter stages of the acquisition.

- 18 July:** "Dow Jones board to vote on News-WSJ deal", *Australian*, p.31. (Includes useful "Takeover Timeline" to that point.)
- 19 July:** "Board OKs Dow bid but Bancrofts the key", *Australian*, p.19; and "Dow clan verdict approaches as hold-out son scrambles for votes", *Australian*, Media section, p.31.
- 20 July:** "Our future's brighter with News", *Australian*, pp.21-22.
- 23 July:** "Family stands too close to call on News offer", *Australian*, p.29.
- 25 July:** "Murdoch will swing it: Dow Jones insider", *Australian*, p.31.
- 26 July:** "At long last, almost a done deal", *Australian*, Media section, p.31.
- 30 July:** "Dow ponders launching free finance news website to fill market gap", *Australian*, p.31.
- 1 August:** "Murdoch within cooe of Dow", *Australian*, pp.31-32.

- 2 August:** Murdoch takes Dow prize”, *Australian*, pp.1, 6, and “Dow deal triggers global waves”, Media section, p. 31 (includes a timeline of the development of the Murdoch empire; also see other reports, pp.31-32).
- 10 August:** “Murdoch unveils record profit”, *Australian*, pp.1-2. (This article reports that Murdoch considered walking away from his bid for the *Wall Street Journal* at the height of a personal campaign against him.)

44.1.2 THINKING ABOUT A NEW DAILY FOR BRISBANE

A multi-millionaire Brisbane businessman is considering setting up a newspaper in opposition to the *Courier-Mail*. Liberal Party backer David Kemp said on 31 July that he had last week met a group of 15 “high profile” businessmen to discuss establishing a second daily newspaper in Brisbane. Kemp said the *Courier-Mail*, the city’s only daily, had failed to take the Beattie Labor Government to task over issues such as the water crisis. He was considering talking to Fairfax, the publisher of Melbourne’s *Age* and the *Sydney Morning Herald*, to gauge its interest. Fairfax earlier this year set up the brisbanetimes.com.au website. Kemp runs a highly successful shop-fitting company and has been one of the largest donors to the Liberals (*Sydney Morning Herald*, 1 August 2007, online).

44.1.3 MERCURY LEAPS INTO 21ST CENTURY

Hobart’s *Mercury* is to gain a state-of-the-art printing press, costing \$31 million. News Limited chairman and chief executive John Hartigan announced the plan on 25 July and issued a statement with details on 26 July. Garry Bailey, *Mercury* editor, wrote about the press in a Page 5 story on 26 July. Davies Bros, a subsidiary of News Ltd, will develop the new print centre at Technopark, north of Hobart. All other operations of the newspaper group will continue to be based in the heart of Hobart at the landmark art-deco headquarters at 93 Macquarie Street where the paper began publication in 1854. The new press will replace the 35-year-old Goss Urbanite press housed in the Argyle Street wing of the company’s city site; the *Mercury* installed that press in 1993. Bailey’s article included a timeline of technological advances at the *Mercury*, headed “Steps on way to a vibrant future”.

44.1.4 NAVY SCUTTLES SYDNEY CLAIM, REPORTS AUSTRALIAN

Paige Taylor and Tony Barrass report, *Weekend Australian*, 18-19 August 2007, p.8: “A Royal Australian Navy ship has found ‘nothing of interest’ at a wreck site off the West Australian coast that newspapers [Fairfax newspapers, the *West Australian* and the Seven Network] last week claimed was the resting place of HMAS Sydney.” See also: Tony Barrass, “Loose lips sink a few reputations”, *Australian*, Media section, 30 August 2007, pp.31-32.

44.1.5 PEOPLE

Nancy Bates, editor-in-chief, *Fraser Coast Chronicle*, and **Richard Reynolds**, general manager, Coffs Coast Newspaper Company, are interviewed in the August issue of *APN Password*, pp.12-13.

Pamela Bone, former *Age* journalist, has written about living with cancer in a book, *Bad Hair Days*, just published. Caroline Overington (*Weekend Australian*, 25-26 August 2007, p.28) writes a sympathetic reminiscence of working with Bone at the *Age* “when it was great”. She says: “The *Age* was once a magnificent place to work. It had editors who cared about journalism. It had senior writers, such as Pamela, who cared about words and tried to teach those of us who were cubs to string our sentences together in a readable way. The masthead had authority. We were part of a tradition. The work seemed important.” (See “In praise of Pamela Bone”, *Age*, letters, 27 August 2007; and *ANHG Newsletter*, February 2006, item 36.4)

Liz Deegan, editor of the *Sunday Mail*, Brisbane, was “Person of the Week” in *Mediaweek*, 23 July 2007, pp.4-5, and there is more from her in *Mediaweek*, 30 July, p.8. [She says the total *Sunday Mail* staff – including production and photographic – is 63.]

Mark Elgood, managing director, News Limited Community Newspapers, was “Person of the Week” in *Mediaweek*, 16 July 2007, pp.4, 8. (Some figures: News’s community *Australian Newspaper History Group Newsletter* No 44 **September 2007** Page 2

newspapers: more than 110 titles; delivered to more than 85 per cent of Australian households; 5,100,000 copies delivered each week; 80 per cent of all advertising revenue for community newspapers in Australia goes to News Ltd.)

John Garnault has been appointed as the *Sydney Morning Herald's* second correspondent to its China bureau. He will write about economics, reports Amanda Meade (*Australian*, Media section, 19 July 2007, p.36). He has joined **Mary-Anne Toy** in the bureau.

Joe Hildebrand, political reporter, columnist and blogger for Sydney's *Daily Telegraph*, is profiled in *Mediaweek*, 23 July 2007, pp.8-9.

Lisa Hudson, chief executive and publisher, Fairfax Magazines, was "Person of the Week" in *Mediaweek*, 30 July 2007, pp.4-5.

Patrick Joyce, general manager of operations for FM radio's Austereo Group, has left to take on the newly created role of investment director of Marinya Media, the private investment company for John B. and Timothy Fairfax. Much of his role will be to "re-invest the cash that came in the door by virtue of the sale of Rural Press to Fairfax Media" (*Australian*, 7 August 2007, p.23).

Terry Lane, better known as a broadcaster, has written his final column for the *Sunday Age* (19 August 2007). He made his debut as a regular newspaper columnist in the *Herald*, Melbourne, on 12 June 1987, wrote for it for two years and then for the *Sunday Age*.

John Lyons, 45, confirmed on 16 July that he had resigned as executive producer of *Sunday* to join the *Australian* as a senior reporter. A former editor of the *Sydney Morning Herald* and correspondent for the *Bulletin*, Lyons was Washington correspondent for the *Australian* before joining Fairfax (*Australian*, 17 July 2007).

Peter McNamara has stepped down as pictorial editor of the *Courier-Mail* after 15 years. His role now is to help the *Courier-Mail* collate its negative library into a digital form that will be easier to use and, ultimately, accessible online. The new pictorial editor is **David Hele**, formerly of the *Sunday Mail* (*Courier-Mail*, 4 August 2007).

Jack Marx, journalist and blogger, was sacked by email on 20 August over an entry in his Fairfax blog, "The Daily Truth", about Kevin Rudd (*Australian*, 21 August 2007, p.2; also, *Australian*, Media section, 23 August 2007, p.36).

Sam Weir, 32, editor of the *Sunday Times*, Perth, was "Person of the Week", *Mediaweek*, 10 September 2007, pp.4, 2.

John Wiseman, 53, the former national editor of Ten News, has joined the *Australian* as South Australian political reporter. He has had extensive experience as a political reporter and as a foreign correspondent (*Weekend Australian*, 21-22 July 2007, p.2).

44.1.6 WAR OF WORDS OVER LEAK

A so-called "war of words" developed after the *Australian* published a Page 1 story ("Haneef: I'm no radical") on 18 July based on the 142-page transcript of Dr Mohamed Haneef's first interview with Australian Federal Police officers. Haneef had been in police custody since 2 July for allegedly supporting a terrorist organisation. The arrest arose from the failed car bombings in London and Glasgow at the end of June. Haneef's barrister, Stephen Keim, admitted he leaked the document. See reports in the *Australian* on 18, 19 and 20 July (Page 1 and elsewhere); the *Australian's* Media section articles, 19 July, p.32; *Weekend Australian*, 21-22 July 2007, p.23; and *Walkley Magazine*, Issue 46, August-September 23007, pp.9-10.

44.1.7 THE HEART OF THE NATION

On 21-22 July, the *Australian/Weekend Australian* changed the line under its masthead from "Keeping the Nation Informed" to "The Heart of the Nation". It explained why on Page 3 in that issue and editorialized on the matter on Page 18. The Page 3 article said: "The Heart of the Nation is a statement of the central role the *Australian* has occupied as the national newspaper since its launch on July 15, 1964. It will be the cornerstone of a major brand campaign from tomorrow. The statement reflects the *Australian's* role at the heart of reporting, opinion and national debate, with a positive, forward-looking attitude." The article carried an extract from the first issue of the *Australian* and the paper's new brand statement.

An extract from one of the advertisements in the campaign (see *Weekend Australian*, 28-29 July, p.56): “When the old and the new/are both true blue/That’s Australian. When the call that help is needed/won’t go unheeded/That’s Australian. When persistence is the answer for curing a cancer/That’s Australian.”

- The *Weekend Australian*, 18-19 August 2007 carried across the top of its front page two photographs related to a story: “Found: the secret river in the nation’s parched heart”, pointing to Nicolas Rothwell’s feature, “Slow train to Kallakoopah”, *Weekend Australian Magazine* of those dates, pp.22-28.
- The *Australian* began a series, “Voices from the Heart of the Nation”, on Monday, 27 August, p.15, with “Yuendumu keen to tackle its issues”, etc. (From Yuendumu, Nicolas Rothwell previewed the series, *Weekend Australian*, 25-26 August 2007, p.25).

44.1.8 MAGID BUYS AUSTRALIAN JEWISH NEWS

Multi-millionaire property developer Robert Magid has bought the *Australian Jewish News* (AJN) from sisters Kathy Shand and Roxanne Dunkel. They had owned the paper since 1991. Magid has also bought the AJN’s website, two property newspapers and several new media properties. With a circulation of 12,000 in Sydney and Melbourne, the AJN claims readership of 50,000. Magid, a director of Ten Network, plans to extend the paper’s reach Australia-wide and to New Zealand, reports Jill Rowbotham (*Weekend Australian*, 28-29 July 2007, p.7).

44.1.9 CIRCULATIONS RISE WORLDWIDE

Newspaper circulations worldwide rose 2.3 per cent in 2006 and have risen by 9.48 per cent over the five years to 2006, according to the World Association of Newspapers (WAN). This is a remarkable result, given the fact that all and sundry, including many print journalists, claim that newspapers are in irrevocable decline. WAN says, too, that newspaper advertising revenues have also been showing substantial gains (*Australian Printer*, July 2007, pp.52, 54).

44.1.10 RECENT CHRONOLOGY

44.1.10.1 EVENTS

17 July: One hundred years since the first issue of the *Hastings Gazette*, Wauchope (renamed the *Wauchope Gazette* on 21 September 2006).

25 July: News Ltd announces that it will spend \$31 million on giving the Hobart *Mercury* a state-of-the-art printing press within two years (see 44.1.3)

25 July: First issue of *Warrnambool Extra* (see 44.3.9).

1 August: News Corporation’s \$US5 billion bid for Dow Jones is accepted (see 44.1.1).

44.1.10.2 DEATHS

Clarke, Barry Allan: D. 27 July 2007 in Canberra; managing editor of the *Cootamundra Herald*, NSW, for 34 years (see *Cootamundra Herald* tribute issue, 3 August 2007; also *PANPA Bulletin*, September 1997, and Rod Kirkpatrick’s *Country Conscience*, pp.367-368).

Collyer, Alan Charles Douglas: D. 18 June 2007 in Toowoomba; managing director, South Burnett Times Ltd, 1979-94, during period of significant expansion; president of Queensland Country Press Association, 1983-85 and 1991-93 (*Courier-Mail*, 9 July 2007).

Egan, Jack (1941-2007): D. July; farmer, author and journalist; began contributing column on vicissitudes of country life and the realities of economics to *National Times* when Max Suich was editor; author of such books as *One Who Will*, an unauthorised biography of cricketer Stephen Waugh, and *Buried Alive*, a narrative drawn from the diaries of the first convicts and their guards (*Sydney Morning Herald*, 19 July 2007).

Fairfax, Nancy (1916-2007): D. 7 July 2007, widow of Sir Vincent Fairfax, a key member of the family that owned the *Sydney Morning Herald* for nearly 150 years and that in May this year re-established an interest in the paper through sons John Bremer and Timothy; known as

Lady Vincent Fairfax to avoid confusion with the other Lady Fairfax, the wife of Sir Warwick Fairfax (*Sydney Morning Herald*, 13 July 2007).

Fidgeon, Robert: D. 1 September 2007 in Melbourne, aged 66; highly respected television critic for *Herald Sun*; doyen of TV writers; feared yet loved by TV's producers and on-camera stars who devoured his weekly column with apprehension sometimes bordering on panic; one of the true believers who called it as he saw it, and people in the business respected him for it; formerly an accomplished cartoonist, layout artist and illustrator who, as a self-confessed "TV tragic" pestered editor Colin Duck until he achieved his ambition to write on the subject; became editor of the paper's *TV Guide*. – **Robert Coleman**.

Jeffress, Neville: D. 13 September 2007 in UK, aged 87; founder and chairman of Media Monitors, a press cutting and monitoring services group; joined afternoon *Sun*, Sydney, in 1936 as clerk; after RAAF service in World War II, bought newsagency in Fairlight, Sydney, and began a classified advertising service from rear of shop; Neville Jeffress Advertising grew into largest Australian-owned advertising agency with offices across Australia and in New York and London; it was sold in 1996 to TMP; in 1982, bought the NSW Country Press and merged it with clipping agency Lynch Pidler Pty Ltd to create Neville Jeffress/Pidler Pty Ltd.; firm grew steadily through acquisitions over next 10 years, and took over Media Monitors Australia in 1993; company changed its name to Media Monitors and today has more than 4,000 clients and more than 500 staff; he was awarded Member of the Order of Australia in 2006 for services to advertising and media and to community (*Sydney Morning Herald*, 14 September 2007 online).

Oberman, Robert Stanley: D. August 2007; adventurous editorial driver, *Sydney Morning Herald*, 1955-79 (*Sydney Morning Herald*, 28 August 2007).

Sinclair, Richard William [Rick] (1932-2007): D. 20 July 2007 in Melbourne, aged 74; ed. Eltham High School; started work as a cadet accountant at Gas and Fuel Co., 1947; accountant there till 1960; asst. Federal Secretary, Printing and Allied Trades Employers' Federation of Australia, 1960-70; chief executive officer, Regional Dailies of Australia Ltd., 1970-June 1997; industrial relations consultant for various newspapers since (*Age*, 24 July 2007, "In Memoriam" notice; John Sellars, telephone interview with Rod Kirkpatrick, 25 July 2007; Rod Kirkpatrick, "Ghost of Caution Haunts House of Dunn", PhD thesis, Department of History, University of Queensland, 1995, viz biographical register).

44.1.11 PREMIERS RESIGN

Metropolitan newspapers provided extensive coverage on 28 July and 11 September of the resignation of two Premiers: Steve Bracks (Victoria) and Peter Beattie (Queensland), respectively. Both also resigned from Parliament. Melbourne's *Herald Sun* (28/7) included a four-page wrap-around on Bracks, and an editorial (with a photograph) filled two pages. The *Courier-Mail* (11/9) devoted its first eight-pages to Beattie, and an editorial (p.20).

44.1.12 HERALD SUN AND POSSIBLE MOVE

Melbourne's *Herald Sun* is investigating whether it should move from its Southbank offices. The paper has a space requirement of 16,000 square metres. The Herald & Weekly Times Ltd has engaged Jones Lang LaSalle to advise on whether the move should be made, Maurice Dunlevy reports (*Australian*, 12 July 2007, p.24).

44.1.13 CONSUMERS CALL SHOTS

Consumers call the shots in the media industry more than ever, a new report has found. The PricewaterhouseCoopers media and entertainment report stated the balance of power in the industry continued to shift to consumers from content owners – because of technological changes and the internet. Paul McNab, PWC's lead partner for technology, entertainment and media, said consumer spending on media and entertainment – tipped to rise from \$11.8 billion in 2006 to \$15.3 billion by 2011 – was driving the direction of the industry. Double-digit spending growth on the internet, recorded music and pay television sectors dominated in 2006, and are likely to comprise 47 per cent of the total consumer outlay by 2011. The *Australian Entertainment & Media Outlook 2007-11* analysed 11 industry segments and *Australian Newspaper History Group Newsletter* No 44 **September 2007** Page 5

forecasts the overall industry will grow at a 5 per cent compounded annual rate from 2006 to be worth \$28.7 billion by 2011. The report stated 2006 marked a “tipping point”, where digital media generated the greatest amount of new revenue (*Herald Sun*, 1 August 2007).

44.1.14 PROFIT IN THE WEST

West Australian Newspaper Holdings expects the recent completion of a \$200 million upgrade of its printing plant will ensure the continuing success of its flagship newspaper, the *West Australian*. WAN revealed a 22.1 per cent drop in annual profit to \$54 million, although the result was skewed by a \$60 million write-down in the value of its stake in Hoyts Cinemas. The company’s normalised profit was up 19.5 per cent to \$128.4 million, helped by a 16.1 per cent increase in advertising revenue for the *West Australian* (*Age*, 3 August 2007).

44.1.15 CONTEMPT PROCEEDINGS AGAINST THE WEST AND ITS EDITOR

The WA Director of Public Prosecutions has begun contempt proceedings in the Perth Supreme Court against the *West Australian* and its editor Paul Armstrong. The proceedings relate to a District Court manslaughter trial which was aborted late last year. It is alleged the trial of a 20-year-old man was aborted after the newspaper published a letter to the editor relating to the case. In his opening address, DPP Robert Cock told the court publishing the letter compromised a fair trial as it could evoke sympathy towards the victim and his family. The defence rejected the argument saying it is unlikely the letter would have interfered with the jury’s decision-making ability (ABC online, 3 August 2007).

44.1.16 WAN MAY SELL STAKE IN HOYTS

West Australian Newspapers may sell its 50 per cent stake in the Hoyts cinema chain. It has allowed its exclusive right to take over the chain to expire, saying the price that PBLK asked for its 50 per cent stake was not appropriate for it to pursue the transaction (*Australian*, Media section, 9 August 2007, p.33).

44.1.17 QUEENSLANDS NEWSPAPERS CONSIDERS BUILDING PLAN

Queensland Newspapers Pty Ltd is considering a plan to develop a 15,000sqm to 20,000sqm office building on its site in the inner-Brisbane suburb of Bowen Hills. Managing director Jerry Harris said a decision would be made after the State Government had released its master plan for Bowen Hills where QN owns two sites covering a total of four hectares (*Australian*, 2 August 2007).

44.1.18 NEW MODES OF DELIVERY MAKE JOURNALISM MORE EXCITING

John Hartigan, chief executive of News Limited, said on 7 August (*Australian*, 8 August 2007, p.15): “If we were starting a newspaper company today, how would we do it? We would, obviously, look at the threats and opportunities emanating from the new technology. But the guiding principle remains the same: that is, what we do must be relevant to our audiences. There’s a lot of talk about technology. But in my opinion the key is still about the quality of our journalism: whether it’s delivered in print, online, on a mobile, with video, audio, or by other means, or by other means. In my 40 years plus in this industry, I can honestly say there has never been a more exciting time for journalism. The social function and value of quality journalism is [sic] even moire important today than it was.”

44.1.19 NEWS CORP’S RECORD PROFIT

News Corporation recorded a 15 per cent rise in full-year operating profit to \$US4.45 billion (5.16 bn AUD) for 2006-07. The biggest contributor was the cable TV network’s programming division, which includes the Fox News Channel. The company forecasts more of the same in 2007-08. News Corp’s newspaper group improved profits by 26 per cent to \$US653 million, although the Australian arm of the global newspaper business reported a slight decline in operating income because of increased newsprint and production costs (*Australian*, 10 August 2007, pp.23, 27, but see also pp.1-2).

44.1.20 LATEST CIRCULATION AND READERSHIP FIGURES

The Audit Bureau of Circulations released on 16 August the circulation figures for April-June 2007. There are no directly comparable figures for the June quarter, 2006, because the ABC has since changed its rules for compiling the circulation figures. Newspaper publishers are now required to disclose the number of average net paid sales made from commercial deals struck with hotels, airlines, and educational institutions. The limit for total sales on event sales is 1 per cent. Roy Morgan Research has also released its latest data on newspaper readership. The national and metropolitan figures appear below and the regional daily figures at 44.3.8.

	Readership (12 months)			Circulation	
	To June 2007	To June 2006	% variation	April-June 2007	% variation
National					
<i>Australian</i>	449,000	416,000	+ 7.9	133,000	+ 3.10
<i>Weekend Australian</i>	824,000	843,000	- 2.3	299,500	+ 0.17
<i>Aust Financial Review</i>	258,000	268,000	- 3.7	88,264	+ 2.01
<i>Aust Financial Review (Sat)</i>	154,000	181,000	- 14.9	92,194	+ 0.73
NSW					
<i>Daily Telegraph</i>	1,158,000	1,183,000	- 2.1	392,000	+ 5.38
<i>Daily Telegraph (Sat)</i>	964,000	981,000	- 1.7	340,000+	- 1.73
<i>Sunday Telegraph</i>	1,785,000	1,818,000	- 1.8	671,500+	- 1.97
<i>Sydney Morning Herald</i>	893,000	876,000	+ 1.9	212,7000+	+ 0.09
<i>Sydney Morning Herald (Sat)</i>	1,176,000	1,176,000	Static	364,000+	- 1.62
<i>Sun-Herald</i>	1,362,000	1,354,000	+ 0.6	505,000+	- 0.98
Victoria					
<i>Herald Sun</i>	1,467,000	1,484,000	- 1.1	535,000+	+ 1.90
<i>Herald Sun (Sat)</i>	1,404,000	1,384,000	+ 1.4	513,000+	+ 0.20
<i>Sunday Herald Sun</i>	1,523,000	1,531,000	- 0.5	620,000	+ 0.32
<i>Age</i>	749,000	724,000	+ 3.5	207,000+	+ 2.22
<i>Age (Sat)</i>	954,000	960,000	- 0.6	301,000+	+ 0.17
<i>Sunday Age</i>	732,000	699,000	+ 4.7	225,000+	+ 21.3
Queensland					
<i>Courier-Mail</i>	614,000	596,000	+ 3.0	221,049	+ 3.08
<i>Courier-Mail (Sat)</i>	874,000	870,000	+ 0.5	316,662	- 2.50
<i>Sunday Mail</i>	1,473,000	1,493,000	- 1.3	592,440	- 1.28
South Australia					
<i>Advertiser</i>	542,000	564,000	- 3.9	191,325+	+ 0.04
<i>Advertiser (Sat)</i>	691,000	734,000	- 5.9	259,807	- 1.40
<i>Sunday Mail</i>	739,000	790,000	- 6.5	318,179	- 0.85
Western Australia					
<i>West Australian</i>	583,000	584,000	- 0.2	203,328	- 1.31
<i>West Australian (Sat)</i>	925,000	969,000	- 4.5	356,844	- 3.00
<i>Sunday Times</i>	840,000	854,000	- 1.6	336,500+	- 1.32
Tasmania					
<i>Mercury</i>	128,000	131,000	- 2.3	46,985	- 2.01
<i>Mercury (Sat)</i>	153,000	154,000	- 0.6	61,895	- 2.86
<i>Sunday Tasmanian</i>	142,000	148,000	- 4.1	60,134	- 1.49
<i>Sunday Examiner</i>	100,000	103,000	- 2.91	42,734	- 1.41
Northern Territory					
<i>Northern Territory News</i>	45,000	52,000	- 13.5	20,880+	+ 4.15
<i>NT News (Sat)</i>	58,000	67,000	- 13.4	31,150+	+ 1.45
<i>Sunday Territorian</i>	46,000	51,000	- 9.8	22,340	+ 3.40
ACT					
<i>Canberra Times</i>	103,000	122,000	- 15.6	33,935	- 1.85
<i>Canberra Times (Sat)</i>	160,000	178,000	- 10.1	63,115	- 2.52
<i>Canberra Times (Sun)</i>	94,000	103,000	- 8.7	34,074	- 3.34

44.1.21 GAWENDA WAS NOT ‘TERMINATED’

Michael Gawenda declares that when he was editor of the Melbourne *Age* he “wasn’t terminated”; he says he chose to leave the editorship. Gawenda, later the paper’s Washington correspondent but now a freelancer, told *Mediaweek* (6 August 2007, p.8) this. He says he had been editor or editor-in-chief for seven years and “that was long enough”. Gawenda’s book, *American Notebook: A Personal and Political Journey*, has been published.

44.1.22 AGE WINS PANPA NEWSPAPER OF YEAR AWARD

Melbourne’s *Age* won the Pacific Area Newspaper Publishers Association’s newspaper of the year award for the 50,000-plus circulation category. The judges said the *Age* had excelled in content, design, production and campaign journalism (*Age*, 9 August 2007).

44.1.23 NZ SUBEDITING OUTSOURCED

From Auckland, **Gavin Ellis** writes: Most of the *New Zealand Herald’s* sub-editing and page makeup is being outsourced to an operation run by the Australian Associated Press subsidiary, Pagemasters, from a site about 5km from the Auckland daily’s newsroom. The plan calls for *Herald* pages to be produced by Pagemasters by mid-September, with in-house sub-editing largely restricted to front-of-sections. Most of APN’s New Zealand regionals are expected to follow by November. A farewell function for sub-editors was held by the *Herald’s* editorial department on 9 August and the changeover began on 13 August (see also *Australian*, 13 August 2007).

44.1.24 RECYCLING NEWSPAPERS

Nearly 600,000 tonnes of newsprint was recycled in Australia in 2005 – 75.4 per cent of the newsprint used. Recycling rates have been growing alongside the diversification of print media formats and are so far unaffected by changing consumer behaviour and the growth of the internet (*Australian*, Media section, 16 August 2007, p.35).

44.1.25 THENEWSPAPERWORKS

Yes, it’s one word – the name of the newspaper-industry organisation, TheNewspaperWorks, that has launched a \$10 million press campaign (e.g. see advert., *Weekend Australian*, 25-26 August 2007, p.51) aimed at persuading marketers to spend an extra \$100 million a year on newspaper advertising. (A journalist rang the ANHG to ask for the telephone number of the organisation; he’d been unable to obtain it by Googling it; it’s one word, we said. And he had the phone number in two shakes of a lamb’s tail – well, two clicks of a mouse.)

44.1.26 COURTING THE COURT REPORTER

Journalists have been given permission to record the proceedings of all civil and criminal matters in the Supreme Court of Queensland. The Chief Justice Paul de Jersey has enshrined the new policy, believed to be without precedent in Australia. And now the NSW Supreme Court will consider following a similar path (*Australian*, Media section, 23 August 2007, p.33, and Legal Affairs Section, 24 August 2007, p.39).

44.1.27 FREELANCERS NOT SO FREE

Freelance journalists writing for Fairfax Media are being pressured to sign far-reaching exclusive contracts that effectively prevent them from writing for any other company, reports Amanda Meade (*Australian*, Media section, 16 August 2007, p.40).

44.1.28 FAIRFAX AND CHANGE

Nick Tabakoff reports (*Australian*, 24 August 2007, p.27): Three months into his new job as boss of Fairfax Media’s Australian newspapers, former Rural Press CEO Brian McCarthy is “impatient” for change to happen faster at the company. Amidst a series of cost-cutting initiatives at Fairfax’s Australian papers, McCarthy admitted he was unlikely to win any popularity contests among Fairfax staff. McCarthy’s comments came as Fairfax unveiled a net profit rise of 15.9 per cent to \$263.5 million for the year to July 1 – with strong

performances at its online and regional operations balancing tough conditions in the Sydney metropolitan and New Zealand newspaper market. Fairfax chief executive David Kirk said the news on the company's Australian publishing operations was "a story of two cities". While advertising in parts of Sydney – particularly in the west and south-west – was weak in areas like real estate, Victorian newspapers had registered a strong performance.

44.1.29 ACCC INQUIRES INTO FAIRFAX BUY

The Australian Competition and Consumer Commission has begun market inquiries into Fairfax Media's \$480 million purchase of Southern Cross Broadcasting's TV production and radio assets (*Australian*, 14 August 2007).

44.1.30 FLU REGARDLESS, THE RACE MUST GO ON -- SOMEWHERE

Commencing on 29 August, during the equine flu crisis, the *Herald Sun* and *Daily Telegraph*, at least, printed Form Guides for horse racing in New Zealand, South Africa and England.

44.1.31 FAIRFAX TO SPEND \$26 MILLION ON NZ PLANT

Fairfax Media will invest about \$A26.1 million on new printing and production facilities for the Christchurch-based *Press*. Fairfax Media New Zealand chief executive Joan Withers said the new operation would be housed in a dedicated facility on a greenfield site on the fringes of Christchurch. The *Press*'s general manager Chris Jagusch said the new printing press would be state-of-the-art in terms of its colour capabilities and speed, and comprise specialised publishing equipment to better manage pre-printed sections and packaging. The new press will also continue to print the southern edition of the *Sunday Star-Times* and a range of community newspapers. About 80 to 90 staff out of a total workforce of 350 would need to relocate to the greenfield site. The *Press* has been published in Christchurch for 146 years. The new facilities are expected to be operational in 18 months (*Age online*, 22 August 2007).

2 – CURRENT DEVELOPMENTS: ONLINE

44.2.1 ONLINE SECTION INTRODUCED

The *ANHG Newsletter* introduces this issue a new section, "Current Developments: Online". **Barry Blair** writes: Newspapers have been online in Australia for about 12 years, with *The Sydney Morning Herald* being one of the earliest. Since those early days of online newspapers, many changes and developments have taken place. This new section plans to keep track of what is happening online. In terms of numbers, there are about 260 Australian newspapers online, including metropolitan dailies 14, Sunday papers 11, Fairfax Media/RPL 170, rural 10, McPherson 11, APN 16, and independents/miscellaneous about 32. Three interesting online independents are the *Armidale Independent*, the *Bendigo Weekly*, and the *Barrier Miner*, Broken Hill, as all pages may be either viewed or flipped, online. News of online developments from readers of the *ANHG Newsletter* would be welcomed.

44.2.2 HERALD SUN ONLINE GROWS RAPIDLY

The *Herald Sun Online* is Victoria's fastest growing metropolitan newspaper website, making spectacular gains in the past 12 months according to a report published 16 August. Page impressions grew by 85 per cent during the past year and unique browsers by 69 per cent, according to Nielsen Net Ratings. Latest figures show 1,167,296 domestic unique browsers visited the site in July. The *Herald Sun* continues to be Australia's biggest selling and best read daily newspaper.

44.2.3 INTERNET USE COULD KILL OFF LOCAL NEWSPAPERS

Overseas news audiences are ditching television and newspapers and using the Internet as their main source of information, in a trend that could eventually see the demise of local papers, according to a new study. A *Sydney Morning Herald* online breaking-news report in August said the numbers of people using the Internet as a news source have increased – *Australian Newspaper History Group Newsletter* No 44 **September 2007** Page 9

exponentially, in some cases. Traffic to websites that post news produced by a third source, including search engines and service providers, aggregators, such as topix.net or digg.com, which use software to monitor and post web content; and blogs – increased across the board between April 2006 and the same month in 2007.

44.2.4 NEWSPAPER HISTORY CHRONOLOGY

Rod Kirkpatrick's chronology of significant events in Australian newspaper history, 1802-2005, is available through a National Library of Australia website, www.nla.gov.au/anplan/. Click on the "Chronology" link.

44.2.5 THE NET AND THE US PRESIDENTIAL CAMPAIGN

The rise of cyberspace as a US presidential campaign tool is discussed by Mark Simkin in *Walkley Magazine*, Issue 45, June/July 2007, p.13. For the 2008 election, the internet is seen as crucial. For example, James Wolcott says in *Vanity Fair*: "It's the end of the old-fashioned, literary presidential epic and the dawn of YouTube politics."

44.2.6 ONLINE PAPERS OVERTAKE NINEMSN

The reign of PBL Media's ninemsn as Australia most popular online news site is over as traditional newspaper mastheads continue to experience surging internet traffic at the expense of broad-based portals in a report published in the *Australian*, August 03, 2007. Ninemsn's National Nine News site was overtaken in unique browsers, the internet's most accepted traffic measure, by Fairfax Digital's the *Sydney Morning Herald* website for the month of July. It marked the first time the Nine News site had been beaten. Since January this year, Nine News traffic has grown only 12 per cent, compared with the Herald's 76 per cent.

44.2.7 PHENOMENAL GROWTH FOR PerthNow.com.au

West Australians are turning to PerthNow.com.au as a source for their daily news, with the website enjoying huge growth. Since its launch in June last year, News Ltd's *PerthNow.com.au* has experienced growth beyond expectation in key areas such as unique browsers, page impressions and average time spent on the site. *PerthNow.com.au* offers up-to-the-minute local, national and international news, with a dedicated editorial team working around the clock to make sure WA is well informed. The website also draws on the resources of local television and radio newsrooms in a unique joint-venture, with Channel 9 Perth supplying local video content and Southern Cross Radio supplying audio from 6PR and 96FM. News Digital Media Network's heavy investment in its video products across all its media sites is reflected by the immense growth in video traffic of 984 percent this year.

44.2.8 COURIER-MAIL POPULAR BOTH IN PRINT AND ONLINE

Figures published on 17 August show *The Courier-Mail* continuing to increase its audience both in print and online with the number of people reading the newspaper increasing by 3 per cent since June last year. Weekend readership also increased 0.5 per cent over the year. *The Courier-Mail* Weekend edition now reaches 874,000 readers or 26.4 per cent of adult Queenslanders. Its increased popularity in an otherwise flat weekend media market is partly attributable to the success of *QWeekend* magazine. *The Courier-Mail*'s readership growth coincides with a flurry of online activity which has seen exponential growth of couriermail.com.au. The number of unique browsers visiting the site in July was up 79 per cent on a year ago to 483,000 users. This was boosted by increased video content, including regular sports panels and a video TV column by the *Courier-Mail*'s Di Butler.

44.2.9 NEW SMH HOMEPAGE

The *Sydney Morning Herald* took up nearly half of Page 4 on 7 August to detail the changes in its new-look homepage, unveiled that day. Fairfax says the page now offers more news, more videos and more features, and is easier to use (*Mediaweek* online, 7 August 2007).

44.2.10 CRIKEY FOUNDER SPEAKS

Stephen Mayne, founder of crikey.com spoke on 20 July as part of the regular lecture series sponsored by the Senate. He made some interesting points about politically-oriented websites such as his. Content, he said, is everything. A site that just looks good or repeats what is elsewhere has little impact. Websites have little impact beyond political addicts and specialists unless the information in them is picked up by the mainstream media. Crikey.com has a large subscriber base among political addicts. But it has no further impact unless something is picked up by News Ltd, Fairfax or the ABC. Meanwhile, the internet is contributing to the decline of quality journalism. Sites such as seek.com take revenue from advertisements that would formerly have flowed to newspapers. Hence, papers no longer have this income to sustain investigations. "Citizen journalism" where anyone can post news or pictures on the internet has changed politics. Cyclone Katrina was a turning point. When President Bush junior claimed that the Administration did not have information to enable it to respond to the disaster, people turned to the internet and found masses of information posted there by ordinary people. Mayne said Bush had never recovered.

44.2.11 FACING THE FUTURE

John Morton, an American newspaper consultant and columnist for *American Journalism Review*, writes (*AJR*, April-May 2007): "The internet has jolted the newspaper industry, forcing a rethinking of how to practice journalism and do business." He gives examples from sweeping changes announced at the *Atlanta Journal-Constitution* and at newspapers owned by Gannett. One is an emphasis on "hyperlocal news coverage".

44.2.12 GOLD COAST WEBPAGE REVAMPED

The *Gold Coast Bulletin* has relaunched its website and had combined conventional newspaper content with non-news-related tourist information. Gold Coast Publications' new online manager, Dean Gould, told *Mediaweek* (30 July 2007, p.9) that the relaunched online presence is "more than a newspaper site and more than a news site". He said, "It's a portal to the city and in that regards we have a lot of information for visitors. The Gold Coast is predominantly a tourist area and we've put a lot of general tourism information on that site." Gould said he had "never been more excited about the future of good quality journalism than I am now, because there is so much drivel on the internet that the call for good journalism has never been greater". The site is www.goldcoast.com.au

44.2.13 DIGITAL MAKES GIANT STRIDES

For the first time, last year the global entertainment and media sector experienced more revenue growth by digital formats than competing physical types. Spending on digital formats increased by \$US21.8 billion (25.3 bn AUD) in 2006, compared with a \$US15.1 bn gain for their direct physical counterparts, says the annual Pricewaterhouse-Coopers industry outlook released on 31 July. The best-performing industry in the 12 months was the internet, with spending increasing 37.4 per cent year-on-year and topping the \$3 billion barrier. Spending on newspapers rose by 1.1 per cent (*Australian*, 1 August 2007, p.33).

44.2.14 ONLINE ADVERTISING BREAKS NEW RECORD

General advertising on the internet has retrieved some of its share from the dominant classified advertising sector. Australian online ad spending increased by 10.7 per cent in the second quarter of 2007 to \$325.5 million, up \$99.5 million on the same quarter last year (*Australian*, Media section, 9 August 2007, p.33).

44.2.15 BROADCAST NEWS 'NOT SUCCUMBING TO INTERNET'

Reports of the imminent death of the 6pm television news bulletin, killed off by newspaper websites that are more attuned to the 24-hour news cycle, were a complete fantasy, Peter Meakin, Seven Network's director of news and current affairs, says (*Australian*, Media section, 9 August 2007, p.33).

44.2.16 BLOGGERS AND NEWSPAPERS

Newspapers have a greater chance of surviving the 21st century if they embrace bloggers, rely more heavily on readers to provide news coverage and abolish subscriber fees for use of online archival material. Canadian blogger Cory Doctorow, the 36-year-old award-winning science-fiction novelist and international champion of the digital age, said newspapers and their journalists should welcome the vast range of opinion now available on the internet rather than fear it (Corrie Perkin, *Australian*, 27 August 2007, p.5).

44.2.17 THOSE BLOOMING GREY BLOGGERS

Older journalists, released from the constraints of sub-editors and print deadlines, make better bloggers for news organisations than tech-savvy young turks. Kevin Anderson, head of blogging and interaction at London's *Guardian*, said old warhorses had proved to be some of the newspaper's most successful bloggers (*Australian*, Media section, 16 August 2007), p.37.

44.2.18 REPORTERS' NETWORK

Fairfax Media has launched a plan to put an iMate Jaszam mobile device in the hands of every reporter and photographer at the *Sydney Morning Herald* and *Age*, as well as at Fairfax Digital, to enable them to file video, audio, still images and copy on the fly (*Australian*, Media section, 23 August 2007, p.32).

44.2.19 GOOGLE AND NEWS AND ADS

Search engine Google will run text-based advertising on the websites of the *Daily Telegraph*, *Herald Sun* and the *Australian*, among others, after striking a deal to add News Digital Media (NDM) to its content network. The multi-year deal, which could generate millions of dollars in pay-per-click revenue to be shared between the two companies, will also result in Google replacing Yahoo as the search results provider on NDM websites (Lara Sinclair, *Australian*, 27 August 2007, p.32).

44.2.20 eBooks AND THAT MUSTY, DUSTY, CRUSTY FEEL

Jurgen Wegner writes (24 August): Yesterday's Sydney free city paper *mX* on the latest innovation to hit eBooks. Apparently students felt what was missing in their reading experience with digital books was the smell of old books. Yes, eBooks apparently have not been the marketing revolution that many had hoped or expected them to be. In this state-of-the-art innovation you can now experience all the pleasure of reading books on your computer and not have to forgo the olfactory pleasure of all those crusty, musty, dusty – not to mention dirty – outdated paper objects. I was expecting some great breakthrough in programming whereby the sense of smell was programmed directly into you via the eBook but the reality is much more mundane... they send you a scratch-'n'-sniff sticker instead! Read all about it at CafeScribe.com [“CaféScribe introduces musty e-books” – note the “e”.]

44.2.21 FAIRFAX COMMUNITY NEWSPAPERS ONLINE

Fairfax Sydney Community newspapers serving the following areas went online on 10 September: Blacktown, Bringelly, Camden, Campbelltown, Castle Hill, Fairfield, Hawkesbury, Liverpool, Parramatta, Penrith, Rouse Hill, St George, St Mary's, Sutherland, and Wollondilly. The titles may be viewed individually at:

http://stgeorge.yourguide.com.au/home.asp?mast_id=190&src=

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

44.3.1 THE LAST REGIONAL BROADSHEET GOES TABLOID

The *Sunraysia Daily*, Mildura, the final regional daily published as a broadsheet, converted to tabloid on Saturday, 15 September 2007. The previous Australian daily to convert was the *Courier-Mail* on 13 March 2006 (ANHG 37.3) and the previous regional daily to convert was the *Geelong Advertiser*, on 21 November 2001 (ANHG 16.3).

44.3.2 MACKAY: FACE OF A TEENAGE KILLER SHOWN

Mackay's *Daily Mercury* headlined its front page on 23 June 2007 thus: "A special court order allows us to reveal the ... FACE OF A TEENAGE KILLER". It carried a photograph of the killer on Page 1 and reported: Eimeo teenager Jack Whitehouse lost his appeal yesterday against a 12-year jail sentence for the cold-blooded murder of his father, Peter Whitehouse. The troubled teen, who was 16 when he shot his father in the head while he slept, must serve 70 per cent of his sentence, the Court of Appeal said. The court ruling means that Jack Whitehouse can now be publicly identified for the first time since the murder in May last year. The *Daily Mercury* obtained a special and rare court order allowing us to identify him and his dead father. The amazing and shocking story of the gay lovers, the SMS text messages, the "list of people to kill before I die", and a murder that has shocked and intrigued Mackay, appears on Pages 6 and 7 (See ANHG 41.42).

44.3.3 TOOWOOMBA: APN TAKES INTEREST TO 100pc

APN News & Media Ltd lifted from 50 per cent to 100 per cent its interest in Toowoomba Newspapers Pty Ltd, publisher of the daily *Chronicle* and a string of other papers including the *Gatton Star*, the *Roma Western Star* and the *Dalby Herald*. The Toowoomba company had not been 100 per cent owned by anybody since Provincial Newspapers (Qld) Ltd agreed to merge the *Chronicle* with the *Downs Star* in October 1970. APN acquired PNQ in 1988 (*Mediaweek*, 9 July 2007, p.2; Rod Kirkpatrick, research notes).

44.3.4 APN: READY TO ACQUIRE

APN News & Media says it has "plenty" of firepower to make acquisitions, after posting a small lift in interim earnings. APN also said (13 August) it had not received any further takeover approaches after a private equity bid for the diversified media business failed. APN posted a 0.5 per cent rise in first-half net profit to \$72.5 million as trading revenue increased 1.3 per cent to \$627.5 million. Chief executive Brendan Hopkins predicted full-year net profit before one-off items would conform with APN's previous guidance for growth of five to 10 per cent. Hopkins said there were no plans to outsource sub-editing processes in Australia, despite outsourcing editing for some of its regional New Zealand operations. "(We're) not looking at outsourcing sub-editing in Australia for the time being," he said. "We find it very difficult in regional New Zealand to attract high quality sub-editing. It's a quality issue rather than a cost issue," he said (*Courier-Mail* online, 14 August 2007).

44.3.5 BENDIGO: ADVERTISER WINS AWARD

The Bendigo *Advertiser's* "Strictly Classified" column won an award for its marketing initiative in a field attracting entries from prestigious metropolitan titles, including the *Age* and *South China Morning Post*, to smaller regional dailies and free weekly papers across the entire Pacific region. Even before recognition of the column by the Pacific Area Newspaper Publishers' Association, the novel column concept had been picked up by others papers in the Rural Press network. Judges described the column by Sarah Harris as "effective and interesting" because it delved into the personal and emotional motives behind advertisements appearing in the newspaper's classified section (*Advertiser*, Bendigo, 11 August 2007).

44.3.6 BENDIGO: GOVERNOR OF VICTORIA OPENS NEW WEEKLY BUILDING

The Governor of Victoria, Professor David de Kretser, officially opened the *Bendigo Weekly's* new office building in Bridge Street, Bendigo on Monday 27 August. The opening of the *Weekly's* new office was the culmination of a major project and much planning by Bendigo Publishing, the newspaper's publisher. The newspaper, which began as *Bendigo Homes and Property*, was 10 years old on 4 July. Editor-at-large Anthony Radford writes about the paper in *Walkley Magazine*, Issue 46, August-September 2007, pp.28-29.

44.3.7 COFFS HARBOUR: PAPER CHANGES TITLE

Kay Hynes writes: *Coffs Harbour & District independent weekly* changed its title on 19 July 2007 to *Coffs Coast independent*.

44.3.8 CIRCULATION OF REGIONAL DAILIES

The Audit Bureau of Circulations has released the April-June figures for the regional dailies throughout Australia. The *Daily Advertiser*, Wagga Wagga, had the highest percentage increase (6.75pc) compared with the January-March figures. The worst decline was recorded by the *North West Star*, Mount Isa (3.09pc).

	Public days	3 months to June 2007	3 months to March 2007	% variation
NSW				
<i>Border Mail</i> , Albury	M-S	25,843	26,617	- 2.91
<i>Western Advocate</i> , Bathurst	M-F	4,033	4,067	- 0.84
<i>Barrier Daily Truth</i> , Broken Hill	M-S	5,5831	5,811	+ 0.34
<i>Daily Liberal</i> , Dubbo	M-F	5,208	5,330	- 2.29
<i>Daily Examiner</i> , Grafton	M-S	5,638	5,694	- 0.98
<i>Northern Star</i> , Lismore	M-S	15,298	15,633	- 2.14
<i>Maitland Mercury</i>	M-F	4,463	4,348	+ 2.64
<i>Herald</i> , Newcastle	M-S	51,000	51,000	static
<i>Central Western Daily</i> , Orange	M-S	5,442	5,375	+ 1.25
<i>Northern Daily Leader</i> , Tamworth	M-S	8,292	7,977	+ 3.95
<i>Daily News</i> , Tweed Heads	M-S	4,867	4,790	+ 1.61
<i>Daily Advertiser</i> , Wagga Wagga	M-S	14,320	13,415	+ 6.75
<i>Illawarra Mercury</i> , Wollongong	M-S	28,000	28,500	- 1.75
Queensland				
<i>News-Mail</i> , Bundaberg	M-S	11,654	11,657	Static
<i>Cairns Post</i>	M-S	30,923	31,120	- 0.63
<i>Gladstone Observer</i>	M-S	7,337	7,346	Static
<i>Gold Coast Bulletin</i>	M-S	48,277	48,192	+ 0.18
<i>Gympie Times</i>	Tues-Sat	5,894	5,843	+ 0.87
<i>Queensland Times</i> , Ipswich	M-S	11,171	10,947	+ 2.05
<i>Daily Mercury</i> , Mackay	M-S	16,364	16,557	- 1.17
<i>Sunshine Coast Daily</i> , Maroochydore	M-S	22,330	22,743	- 1.82
<i>Fraser Coast Chronicle</i> , Maryborough	M-S	10,053	9,989	+ 0.64
<i>North-West Star</i> , Mount Isa	M-F	3,512	3,624	- 3.09
<i>Morning Bulletin</i> , Rockhampton	M-S	18,376	1,452	- 0.41
<i>Chronicle</i> , Toowoomba	M-S	23,450	23,676	- 0.95
<i>Townsville Bulletin</i>	M-S	29,589	29,671	- 0.28
<i>Daily News</i> , Warwick	M-S	3,160	3,150	+ 0.32
Victoria				
<i>Courier</i> , Ballarat	M-S	19,399	19,275	+ 0.64
<i>Advertiser</i> , Bendigo	M-S	14,582	14,485	+ 0.67
<i>Geelong Advertiser</i>	M-S	30,167	30,601	- 1.42
<i>Sunraysia Daily</i> , Mildura	M-S	7,256	7,169	+ 1.21
<i>News</i> , Shepparton	M-F	10,405	10,425	- 0.19
<i>Standard</i> , Warrnambool	M-S	13,124	12,769	+ 2.78
Tasmania				
<i>Advocate</i> , Burnie	M-S	24,585	24,811	- 0.91
<i>Examiner</i> , Launceston	M-S	34,358	34,558	- 0.58
Western Australia				
<i>Kalgoorlie Miner</i>	M-S	5,643	5,584	+ 1.06

44.3.9 WARRNAMBOOL: NEW WEEKLY

Fairfax Media launched a new weekly in Warrnambool on 25 July, the *Warrnambool Extra*. It is an offshoot of the daily *Standard*. The group also publishes the *Corangamite Extra* in the Colac region (Age, 25 July 2007).

44.3.10 NOWRA AND MORWELL: WOMEN IN PRINTING

Sue Betts and Helen Woods are leading printers in a male-dominated industry. Helen moved from photographic and pasteup roles at the *South Coast Register*, Nowra, to become production manager at Rural Press's South Nowra print site, but now she is moving to Morwell to become printing manager with the *Latrobe Valley Express* partnership. Sue Betts became the manager of the South Nowra site after moving from Canweb in Canberra (*gpress*, July 2007, p.25).

44.3.11 THE RURAL DOMAIN.COM

Fairfax Media announced on 30 August more than 150 Rural Press mastheads will have their in-paper property guides rebadged to the Domain.com.au real estate brand. All properties listed on propertyguide.com.au will be migrated to Domain.com.au. The move from propertyguide.com.au to Domain.com.au will result in many new real estate agents joining Domain.com.au and thousands of regional listings added to the website. Real estate agents who advertise in Rural Press titles will now receive a bundled print and online offer including a subscription to Domain.com.au, allowing them to list sales and rental listings on Domain.com.au.

4 – NEWSPAPER HISTORY

44.4.1 THE OLDEST SURVIVING PRINTED DOCUMENT

The oldest surviving document printed in Australia has been discovered in a Canadian archive. The document, a playbill printed in June 1796, must have been in the hands of Philip Gidley King, Governor of NSW from 1800 to 1806. King wrote notes on the back of the document. It advertises the plays *Jane Shore*, *The Wapping Landlady* and *The Miraculous Cure*, which were to be performed at The Theatre, Sydney, on 30 July 1796. **Ean Higgins** reports (*Australian*, 11 September 2007, p.8) that the extraordinary discovery of the playbill was a complete fluke. In preparation for his international visits, Canadian Prime Minister Stephen Harper had an archivist trawl through Canada's national archives to try to find an interesting quirk of history between Canada and Australia. Canadian rare book specialist Elaine Hoag found the playbill and drew it to the Canadian Prime Minister's attention. Harper decided to present the playbill to Australian Prime Minister John Howard at the tail end of the APEC visit. The document will be lodged with the National Library of Australia. Colin Warner, ephemera librarian at the State Library of NSW, said that until the discovery of the playbill the oldest printed document known to be in existence from the printing press set up in Sydney in 1795 was a public notice entitled "Instructions for the Constables of the Country Districts", printed in November 1796.

44.4.2 WALTZING MATILDA IN HER PRESS DRESS

Mrs Butters' extraordinary "Press Dress", donated to the Pictures Collection of the State Library of Victoria in 1951, has undergone extensive conservation at the library. The dress, made for Mrs Matilda Butters to wear at the Mayor's fancy dress ball in Melbourne in 1866, is considered by National Gallery of Australia curator Roger Butler to be one of the great Australian printed works of the 19th century (you can view the dress at www.slv.vic.gov.au/pressdress). Originally, the dress consisted of a satin-silk boned bodice and hooped skirt and sash with gilded trim, while the silk panels of the skirt were decorated with images from printing plates from 14 Melbourne newspapers. Mrs Butters also wore a headdress representing a coronet of liberty and carried a staff with a functioning hand-printing press, upon which she printed out ribbons for other guests at the ball.

Today, the bodice, headdress and staff are missing, and the skirt and sash have suffered extensive damage, but the newspaper articles and illustrations of the day give fascinating and useful descriptions of Mrs Butters and the dress. This information has been invaluable in guiding the current conservation treatment and planned display of the dress. The skirt is a classic, full-length crinoline shape, measuring more than five metres around the bottom edge.

The complex treatment took more than three months and involved deconstruction of the skirt, cleaning and stabilisation of the 14 panels and then reconstruction. The treatment also included analysis of the fabric and fibres to gain a greater understanding of the materials that make up this complex garment.

To display the dress – it was lent to the National Gallery of Australia to feature prominently in an exhibition, “The Story of Australian Printmaking 1801-2005” – a supportive undergarment was constructed. This gave the dress its classic crinoline shape (appropriate to 1866) and at the same time supported the skirt when it is on display. A reproduction bodice, based on newspaper descriptions and illustrations, was also constructed.

Matilda Butters was the second wife of the colourful Melbourne politician and businessman, James Butters. She wore the “press dress” first to at a ball held at the new Exhibition Building to celebrate the arrival of the new Governor of Victoria, Sir James Manners-Sutton. During the succeeding year Matilda Butters also wore the dress on at least two other occasions, the second of which was when the Duke of Edinburgh, second son of Queen Victoria, visited Melbourne and laid the foundation stone for the town hall (*State Library of Victoria News*, Number 34, March-June 2007, pp.8-9).

44.4.3 AUDIT OF ANHG MEMBERS’ RESEARCH INTERESTS

Cameron, Louisa: Researching the media about soccer in Australia, focusing on the 1960s. Aiming to write a book or two. Email: cameronlouisa@yahoo.com.au. Phone: 0408 522 091

Clarke, Arthur: Seeking identity of correspondents in lower Huon Valley, Tasmania: Dover (Port Esperance), Hastings, Southport (Hythe), Lune River, Leprena, etc., for Tasmanian (or mainland) daily newspapers of late 1880s-early and late 1890s, especially those reporting cave discoveries or cave visits; research for book being co-authored with historian Nic Haygarth; I have some correspondents’ pen names, but not identities: e.g., “Pedal”, “Cyclo” and “Flotsam” (Esperance); “Dashwood” (Hastings); and “Whip-Poor-Will” (Southport). Email: arthurc@southcom.com.au or phone (03) 6228 2099.

Crawford, Robert: Working on history of advertising (across all media outlets); my history of Australia’s advertising industry, *But Wait, There’s More: A History of Australia’s Advertising Industry, 1900-2000*, will be published by MUP in February 2008.

Griffen-Foley, Bridget: Researching Australian radio periodicals. Email: bgfoley@hmn.mq.edu.au. Phone: 02 9850 8828.

Harvey, Ross: Researching 19th C New Zealand newspapers, especially reasons why and how they were published, their role in imperial press system and networks, and their connections with the Australian press; also has an interest in the *Federal Standard* (Chiltern); publications listed at www.elibank.net. Email: rossharvey@csu.edu.au. Phone: 03 9654 4347

Isaacs, Victor: Newspaper distribution. Email: abvi@webone.com.au. Ph. 02-6257 1742.

Jones, Dianne: Researching the sports press’ coverage of women’s sports and female athletes; so far published two journal articles (a third is on the way); also undertaking PhD research in this area but examining online media. Email: jonesd@usq.edu.au Phone: 07 4631 1052.

Kirkpatrick, Rod: Writing centenary history of the Queensland Country Press Association, with major focus on the newspapers and their family ownership; researching press history in the capital cities in the 19th century; researching the history of the press in Western Australia. Email: rodthejourno@hotmail.com

Lee, Carolyne: Researching all the main mass-circulation newspapers in Australia, 2000-2009; have so far written most of the intro, and one of the chapters, the latter to be presented at the Newspaper Futures conference in Cardiff in September; all of this is intended to form a book, working title: *The Press in Perspective: A Comparative Study of Australian Newspapers, 2000-2009*. Email: carolyne@unimelb.edu.au, phone: 03 834 43751 (uni office).

Low, John: General research interest in the history of newspapers and newspapermen of the Blue Mountains NSW; also interested in any information about a journalist/compositor, Bruce Lewin, who began his career in Mudgee but worked all over Australia apparently and on his *Australian Newspaper History Group Newsletter* No 44 **September 2007**

retirement took to walking the country; he visited the office of the *Katoomba Daily* in April 1932 and that paper headlined a short article about him, "Veteran Journalist – Walked 44,000 Miles". Email: grizzlybear3au@yahoo.com

Morrison, Elizabeth: Researching the *Age* newspaper business under David Syme's direction, 1860 to 1908; working towards a book; email: liz.morrison@bigpond.com

Morse, Neil Wynes: Compiling a bibliography of Australian masonic periodicals, with an emphasis on 19th century publications, with a view to publication. Email: morse@netspeed.com.au Phone (02) 6286 3482.

Scott, Claire: Researching *Sydney Morning Herald's* reporting of war, particularly armistice, in seven major conflicts from Boer War to Iraq War, from a linguistic perspective; working on a PhD thesis and some journal articles. Email: claire.scott@ling.mq.edu.au Phone: (02) 9850 9185. Address: Department of Linguistics, Macquarie University, NSW, 2109.

Starck, Nigel: Newspaper records of Anthony Trollope's travels in Australia (1871-72 and 1875), for Trollopian dissertations. Email: Nigel.Starck@unisa.edu.au

Tidey, John: Colonial era journalist (South Australia and southern Queensland) C.H.Barton; so far one journal article; working on a full biography. Email: tidey@brd.com.au Phone (03) 9645 9602.

44.4.4 DID YOU KNOW?

The *Herald-Sun*, formed on 8 October 1990 by the amalgamation of the Melbourne *Herald* and the *Sun News-Pictorial*, dropped its hyphen in May 1993 and became the *Herald Sun*. The *Daily Telegraph-Mirror*, formed on 8 October 1990 by the amalgamation of Sydney's *Daily Telegraph* and *Daily Mirror*, reverted to simply the *Daily Telegraph* on 2 January 1996. Both amalgamations had occurred as a result of Rupert Murdoch's expressed desire to produce "24-hour newspapers".

44.4.5 ARGUS BOAT SEEKS NEWS, BUT MAKES IT INSTEAD

The *Encyclopedia of Australian Shipwrecks* (2006), p.62, carries the following entry:

Argus newspaper boat: (Not its name.) The *Argus* was a Melbourne newspaper until the 1950s. Newspaper boats would go out to (mainly international) incoming vessels to get the latest news and be the first in print. Just before Christmas Day 1855, the *Argus* "express boat" was swamped when it went alongside the vessel, *Invincible*, some twelve miles down Port Phillip. Four of those on board were saved, but one drowned. The *Age* newspaper also had a boat out and it assisted in the rescue. (Details: *Sydney Morning Herald*, 24 December 1855.)

44.4.6 NEWSEUM AND FAMOUS FRONT PAGES

If you want pdfs of newspaper front pages that Americans regard as "famous", the best place to go is the Newseum <http://www.newseum.org/>

44.4.7 SOUTHERN COURIER ORIGINS

This item arises from an inquiry from the FPC Courier group of Sydney suburban newspapers, Since the News Limited acquisition of FPC from the Hannan family earlier this year, the group has done much searching of historical records so that the *Courier* websites can be updated, especially in relation to history. One of the hardest-to-track titles has been the *Southern Courier*, which originates from Randwick publications of seventy or more years ago. The Hannan family said its newspaper interests began in 1934 when Norman Hannan launched the *Randwick District News*. The first mention in a newspaper directory of a Randwick newspaper appears to be the one in the 1928 edition of the *Australian and New Zealand Press Directory*. It lists the *Randwick and Coogee News* (published Saturday). In the 1930 directory, Randwick's only listing was: *Eastern Districts Weekly News*. In 1933 and 1951, the only listing is: *Randwick and Coogee News* (the 1951 listing says: Est.1920). In 1958, Randwick has two listings: *Randwick Coogee News*, weekly, Thursday, free; and the *Weekly Courier*, est. 1954, Wednesday, free. In 1961, Randwick has only one listing: the

Weekly Courier (which now claims to have been established in 1920 – so it has probably swallowed the *Randwick Coogee News*, which has already laid claim to origins in 1920).

44.4.8 PORT AUGUSTA: 130 YEARS OF NEWSPAPERS

Rod Kirkpatrick writes: The first Port Augusta newspaper, the *Port Augusta Dispatch* was issued on 18 August 1877 and ceased publication on 21 April 1916. The current Port Augusta paper is the *Transcontinental*, which first appeared on 24 October 1914, when the *Dispatch* was still being published. So the *Trans* is stretching a long bow to imply that it is 130 years old, as it did in the issue of 17 August 2007 in an article that gave no details at all of the origins of the *Transcontinental* and did not even mention the *Dispatch*.

44.4.9 CERAMIC TOBACCO JAR IN FORM OF AGE READER

“The Age Diary” tells the story (*Age*, 10 August 2007, p.22) of an “ancient, ceramic tobacco jar in the form of a bespectacled *Age* reader”. The story goes back to 1862 and features insights from Melbourne historian (and ANHG subscriber) Wallace Kirsop. Fascinating stuff!

44.4.10 FIFTY YEARS IN PRINTING

Reg Dibley has drawn the ANHG’s attention to the following: Gordon Stewart, “Fifty years in the printing industry”, *Grist Mills: Campbelltown & Airds Historical Society*, Vol. 6, No. 2, December 1991, pp.18-36. The article includes important historical information about Campbelltown newspapers.

Take note also of: *100 Years Ago: extracts from the Moruya Examiner. Index 1899 to 1906*, published by Moruya and District Historical Society Inc. July 2007. And: *100 Years of News*, Coffs Coast Advocate (2007); rrp. \$9.95.

5 – RECENTLY PUBLISHED

44.5.1 BOOKS

Ellis, Ulrich, *A Pen in Politics*, Canberra: Ginninderra Press, 2007. 271pp. Rrp \$27.50. Review in *Canberra Times*, 18 August 2007, by John Farquharson, an ANHG subscriber. Extract from review: “To anyone who worked in the federal press gallery through the 1950s, as I did, Ulrich [Ellis] would have been a familiar figure delivering his handouts for Sir Earle Page (then health minister), the Country Party or the New England New State Movement. As a lobbyist he was in a class of his own, a quiet but effective operator... Ellis has been dead for 26 years. However, the time lapse before the appearance of these memoirs, covering another era in politics, has in no way diminished their value or importance. They are as fresh as ever – alive with acute observations and facts about newspaper history ...”

Murray, Robert, *150 Years of Spring Street - Victorian Government 1850s to 21st Century*, Melbourne: Australian Scholarly Publishing (PO Box 299, Kew, Vic. 3101); 244pp (\$34.95). [See review in *Weekend Australian*, 18-19 August 2007, Review 15.]

A new book of political history, *150 Years of Spring Street – Victorian Government: 1850s to 21st Century* has many glimpses of media of old. The *Age* and the *Argus*, one-time rival morning broadsheets, feature in several cartoons lampooning 19th century events. The early cartoons are from *Melbourne Punch*, the satirical black and white monthly of the decades between then gold rush and World War 1, and *The Bulletin*, whose prime target was corpulent Premier Thomas (“Tommy”) Bent, 1904-9. The text dissects Premier (Sir) Henry Bolte’s (1955-72) media relations, including his daily press conferences where he developed some of his famous one-liners, and his first foray in TV electioneering – where he cut the cost to taxpayers to a few 1958 pounds.

Payne, Trish, *War and Words: The Australian Press and the Vietnam War* (MUP: 2007 as a d-book and e-book). Australia’s involvement in the Vietnam War presented moral dilemmas that divided the nation. The changing ways that Australian newspapers covered the conflict *Australian Newspaper History Group Newsletter* No 44 **September 2007** Page 18

both reflected these dilemmas and inflamed them. Payne's insightful analysis of Australian reporting of the Vietnam War traces the shifts in emphasis of the coverage, the influence of government on the news that reached the public, the extent of our allegiance to the American viewpoint and the lack of a balancing Vietnamese perspective.

Salter, David, *The Media we Deserve: Underachievement in the Fourth Estate*, Melbourne University Press, 320 pp, \$34.95

Simons, Margaret, *The Content Makers: Understanding the Media in Australia*, Penguin, 528pp, \$35.

44.5.2 ARTICLES

Alton, Roger, "In a flash: history framed by Fleet Street snapper's camera", *Australian Financial Review*, 21 July 2007. An exhibition at London's National Portrait Gallery celebrates the press photography of Fleet Street from its origins in the early 20th century to the 1980s.

Buchanan, Rachel, "Black and white and all over?", *Age Insight* section, 25 August 2007. An evocatively written discussion of the past and future of newspapers. Buchanan lectures in media studies at La Trobe University.

Castle, Tim, "Constructing death: Newspaper reports of executions in colonial New South Wales, 1826-1837", *Journal of Australian Colonial History*, Vol. 9 (2007), pp.51-68. This article examines how the ongoing series of articles on public executions in Sydney – 337 prisoners were hanged between 1826 and 1837 – contributed to public attitudes and conversation in the colony.

Cohen, David, "A stellar performance", *Walkley Magazine*, Issue 46, August-September 2007, p.26. From court reporter to union official to university lecturer, Margot Lang can look back on her 54 years in journalism with enormous pride.

Cryle, Denis, "'For the Lords and Ladies?': the Empire Press Union and the participation of Australian and New Zealand journalists 1909-1939", *Australian Journalism Review*, 29 (1), July 2007, pp.87-96. An assessment of the part played by journalists in the Empire Press Union over three decades.

Day, Mark, "A bad story, until the facts get in the way", *Australian Literary Review*, 5 September 2007, pp.16-17, 26. Constructive criticism, not know-all carping, will better help readers understand the digital media revolution, says Day in his reviews of the Salter and Simons books mentioned in 44.5.1.

Ellem, Peter, "Taking a glance at a brave new world", *APN Password*, August 2007, pp.2-3. Peter Ellem, editor of Grafton's *Daily Examiner*, and Steve Hutton, general manager of Ipswich's *Queensland Times*, attended the International Newspaper Marketing Association's 77th annual World Congress, held in Paris in April. See also, "Beer, Bob and Beatles (etc.)", p.4.

Foyle, Lindsay, "Comics – child's play? No way", *PANPA Bulletin*, July 2007, pp.38-39. Why comics are worth serious consideration in the history of publishing in Australia.

Gibbons, Lawrence, "Support independent media", *City Hub*, Sydney, August 2007, p.3. Extracted from a speech delivered at a fundraising benefit event in support of the *South Sydney Herald* at the Australian Technology Park on Sunday, 8 July. Deals with implications of real estate advertising contracts held by the FPC Courier chain of Sydney weeklies, now under the control of News Limited.

Kirkpatrick, Rod, "From Uralla to Kyogle, the Vincents started newspapers", *PANPA Bulletin*, June 2007, pp.34-35. Part 2 of a two-part article on the Vincent family of newspaper printers and journalists.

Lalor, Peter, "Game on", *Weekend Australian*, 15-16 September 2007, Review pp.4-5. The online worlds in which people play are rapidly reinventing media and entertainment, if not our concept of society.

Moms, Emma, "Time & Type", *Wartime: Official Magazine of the Australian War Memorial*, no. 39. Discusses newspapers, ranging from handwritten to typeset, produced by Australian servicemen held in German prisoner-of-war camps in Europe. It also mentions a newspaper produced by the Germans for POWs.

- Norington, Brad**, “Blog’s breakfast”, *Weekend Australian*, 4-5 August 2007, p.26. Bloggers and mainstream media coexist uneasily suggests this article.
- Razer, Helen**, “Who’s afraid of the world wide web”, *Australian Literary Review*, 5 September 2007, pp.15-16. A booming online culture is being blamed for a host of evils, says Razer in a review of three books – by Andrew Keen, Don Tapscott and Anthony Williams, and Sherman Young.
- Reid, Campbell**, “Audiences call the shots in newsroom”, *Australian*, Media section, 19 July 2007, p.32. The group editorial operations director at News Limited discusses the “where to now?” session at the World Association of Newspapers conference in Cape Town.
- Shanahan, Dennis**, “The media should be skeptical of Kevin Rudd, too”, *Australian*, 17 August 2007, p.12. Peter Costello turned the antics of three Canberra journalists into a positive in Parliament. See also: **Walker, Jamie**, “‘Off the record’ an ethical dilemma”, *Australian*, Media section, 16 August 2007, p.33, plus p.4, and p.15; and Michael Gordon and Matthew Ricketson, *Age*, 16 August 2007, p.13.
- Simons, Margaret**, “Newspapers? They’re still giving them away”, *crikey.com.au*, 18 May 2007. A discussion of the all-but-free newspaper that is emerging as newspaper companies compete for subscribers with special deals.
- Simper, Errol**, “Envelope sums up an editor’s generosity”, *Australian*, Media section, 2 August 2007, p.36. A nostalgic reflection on the editorship of Warren Beeby at the *Australian*.
- Statham, Larine**, “More to drought than dry statistics”, *Walkley Magazine*, Issue 46, August-September 2007, p.27. Telling the real story of Australia’s drought, but telling the real story requires persistence and the ability to listen while people pour out their hearts.
- Stewart, Andrew**, “Privacy must be balanced against our other rights”, *Australian*, Legal Affairs section, 14 September 2007, p.30. A media law partner discusses the fight for free speech. See also: Michael Pelly, *Australian*, Media section, 13 September 2007, p.33.

TENDERS CALLED FOR ANHG INDEX

Tenders are called for the compilation of an index to issues 26 to 50 of the *Australian Newspaper History Group Newsletter*. The aim is to combine the index with that prepared for issues 1 to 25 and to have the composite index (for issues 1 to 50) published within two or three months of the publication of issue 50 in December 2008. Tenders to compile the index close on 15 November 2007. **Inquiries and tenders** should be directed to Rod Kirkpatrick at rodthejourno@hotmail.com or PO Box 675, Mount Ommaney, Qld, 4074. Phone 07 3279 2279.

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