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1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

49.1.1 THE BIG PURGE AT FAIRFAX

Fairfax Media Ltd announced on 26 August that it planned to shed 550 jobs, 180 of them belonging to journalists (390 of the jobs are Australian and 160 are New Zealand jobs). Fairfax did not announce it quite as bluntly as that, instead describing its action within the context of a "business improvement plan". It sent an email to all its employees, announcing "a major restructure of corporate and group services and significant initiatives to improve the overall productivity and performance of many of our businesses". John Lyons, a former Fairfax editor, and Caroline Overington reported (*Australian*, 27 August 2008, pp.1-2): "Fairfax Media is abandoning quality journalism at its flagship newspapers, the *Sydney Morning Herald* and the *Age*, according to staff who yesterday rejected a company plan to shed 550 jobs. Chief executive David Kirk and his deputy Brian McCarthy told the Australian Stock Exchange and newspaper staff via email yesterday that Fairfax hoped to save \$50 million by cutting the jobs in Sydney, Melbourne and New Zealand – 5 per cent of its full-time workforce." The company's metropolitan newspapers recorded a 9 per cent drop in profit in 2007-08. (see also *Age* and *Sydney Morning Herald*, 27 and 28 August 2008.)

The first to go – on 27 August – was the editor-in-chief of the *Age*, Andrew Jaspan. Nick Tabakoff reported (*Australian*, Media section, 28 August 2008, pp.31-32) that Jaspan had become an unlikely hero of journalists at the *Age*. They saw his departure as the result of his resisting Fairfax cost cutters. Four months earlier more than 200 *Age* journalists unanimously voted against him in an effective "no-confidence" motion. Fairfax journalist in Sydney and Melbourne went on strike from Thursday, 28 August, through to Monday, 1 September.

On 29 August, Fairfax sacked Mike Carlton as a *Sydney Morning Herald* columnist because, in sympathy with striking journalists, he refused to submit his column for the Saturday issue of 30 August. Carlton continues as a Fairfax Media radio presenter. (Several articles in the *Australian* of 27 and 28 August deal with the Fairfax happenings. An insightful one – 27 August, p.13 – quotes from various David Kirk speeches and interviews of the previous nine months.) The *Australian* reported (5 September, p.2) that the *SMH* had so far received more than 300 letters from readers complaining about Carlton's treatment and calling for his column to be reinstated.

Extracts from an editorial in the *Australian*, 27 August, p.13: “Our rival’s predicament, which saddens the *Australian*, has essentially resulted from a misguided twofold business model. For decades, Fairfax depended on ‘rivers of gold’ classifieds. As that revenue stream became depleted by the internet, the company’s titles strayed in their editorial focus to lifestyle journalism. Increasingly the sparse newsbreaking of the *Sydney Morning Herald* and the *Age* has been wrapped around pre-printed, stapled supplements, with nothing to do with news but everything to do with the *minutiae* of home decoration, gardening, style, entertainment, food and gadgets. Such supplements are labour-intensive, drawing staff away from politics, business, sport and general news. They are far more expensive to preprint and insert than traditional newspapers are to produce. Unfortunately for the 550 people, including 180 journalists, to lose their jobs at Fairfax, lifestyle information, like classifieds, is readily accessible in more user-friendly formats online. Most home cooks, for instance, no longer clip recipes but look them up as needed. The days of lifestyle supplements are numbered.”

Nick Tabakoff and two former Fairfax journalists, **John Lyons** and **Brad Norington**, wrote “Citizen McCarthy swings axe”, a detailed account – with plenty of historical context – of the changes at Fairfax Media, *Weekend Australian*, 30-31 August 2008, p.2.

Nick Tabakoff reports (*Australian*, Media section, 4 September 2008, pp.31-32): Fairfax Media began an experimental outsourcing of part of the editorial production of its flagship Sydney and Melbourne newspapers only days after the move was announced as part of a redundancy program for 165 local journalists. Pagemasters – a fully owned offshoot of Australian Associated Press – has begun operating a Fairfax dedicated “sub hub” for newspaper production staff in Brisbane. The move follows the revelation in an internal memo by Lloyd Whish-Wilson, Fairfax’s metropolitan newspapers boss, “that the sub-editing of some sections and special reports” would move to Pagemasters.

Sally Jackson reports (*Australian*, 4 September 2008, p.31): Fairfax Media is attempting to claim copyright over headlines and the bylines of journalists at the *Australian Financial Review* in an unprecedented legal action aimed at keeping every word in the paper behind a subscription wall.

Both **Errol Simper** and **Mark Day** devote their columns in the Media section of the *Australian* of 4 September 2008 to the Fairfax Media redundancy program and its implications. And both returned to or touched on related aspects on 11 September.

The *Age* appointed Paul Ramadge as its new editor-in-chief on 12 September. Ramadge, 50, had held many senior editorial roles at *The Age*, including senior deputy editor since June 2005. He had been editor of the paper’s sections, Saturday editor, Olympics editor in 2000, night editor and executive editor. Ramadge’s career began at the *Newcastle Herald* and he was later editor of Dubbo’s *Daily Liberal* before he returned to the *Newcastle Herald*. **Stuart Rintoul** wrote a two-part profile of Ramadge in the *Australian*, Media section, 18 and 22 September 2008, pp.31, 35, and p.37, respectively, reporting that Ramadge hoped to lead the *Age* back to core values.

Fairfax Media’s metropolitan newspapers had experienced declines of up to 40 per cent in some of its advertising markets in the new financial year, an analysis by broker Goldman Sachs JB Were has revealed. The employment classifieds have been especially hard hit (*Weekend Australian*, 13-14 September 2008, p.35).

Brad Norington reports (*Australian*, Media section, 29 September 2008, p.33): More ructions are expected at Fairfax Media after revelations the company has boosted its planned staff cull at the *Sydney Morning Herald* from a maximum 60 to 70 journalists. Fairfax is also well advanced in plans to outsource half its *SMH* sections to production company Pagemasters.

The top two executives in Fairfax Media, David Kirk and Brian McCarthy, earned record total salary packages during 2007-08. Kirk earned \$3.41 million and McCarthy, 2.43 million (*Australian*, 30 September 2008, p.3).

49.1.2 NEWSPAPER PROFITS

News Corporation announced on 6 August a 21 per cent increase in annual profits to \$5.88 billion, exceeding analysts' forecasts. The newspaper and information services recorded an 18 per cent increase in profit to \$US767 million. Rupert Murdoch, the chairman, said the Australian newspaper operations were in "extremely good shape". He said the company was proceeding with plans to migrate newspaper revenues online. "All of our newspapers have a complimentary commercial strategy exploiting the display space of print and re-purposing the content for the web, so the inventory can be re-sold. The newspaper companies willing to invest in new forms of delivery will have a commitment to quality will prosper", he said (*Australian*, Media section, 7 August 2008, pp.19 and 31).

West Australian Newspapers also announced an increase in profit on 6 August. There was a 9 per cent increase to \$121.96 million. WAN Chief Executive, Ken Steinke, said "The strong growth in profits reflects both the buoyancy of the West Australian economy and the major internal improvements made by the company in the past year". WAN also announced the appointment of Doug Flynn, a former News Ltd executive, to the Board. The appointment of a director with media experience meets one of the demands of major shareholder, Kerry Stokes (*Australian*, 7 August 2008, p.31).

Fairfax Media's full-year net profit rose 47 per cent, boosted by the acquisition of regional newspaper group Rural Press. Net profit for the year ended June 30 rose to \$386.9 million, from \$263.5 million previously, Fairfax (ASX: FXJ) said. But underlying profit came in below market expectations - while it rose 37.4 per cent to \$395.3 million, the final result was \$378.1 million after paying the SPS dividend. Analysts had been looking for underlying profit of \$386.6 million after the dividend, according to a consensus of seven market-watchers surveyed by Dow Jones Newswires, and estimates ranged from \$379.0 million to \$400.5 million (*Australian*, 21 August 2008).

49.1.3 KERRY STOKES AND WEST AUSTRALIAN NEWSPAPERS

Kerry Stokes has spent \$41 million, acquiring an additional four million shares in West Australian Newspapers Holdings Ltd, thus increasing his interest in the company to 22.4 per cent. This was possible without triggering a takeover bid by use of creep provisions of companies' legislation. It is possible that, at some stage, he will launch a takeover bid, or make a bid for seats on the board (*Australian*, 25 July 2008; *West Australian*, 24 July 2008).

Kerry Stokes has won his long battle for a seat on the board of West Australian Newspapers. WAN said on 15 September that it had invited Stokes, executive chairman of the Seven Network, and his lieutenant, Peter Gammell, to join the board, expanding it from six to eight directors. Seven and WAN have now agreed to a conflict-of-interest protocol, which all directors will sign. The move ends eight months of discord between Seven and WAN (*Australian*, 16 September 2008, p.41) (see ANHG 47.1.1).

49.1.4 PANPA BULLETIN RE-APPEARS

The Pacific Area Newspaper Publishers' Association has revamped its *PANPA Bulletin* into a tabloid magazine-style newspaper from the August 2008 issue, which contained 24 pages. Now printed at APN's Yandina print centre, the new *Bulletin* was notable for the absence of bylines familiar to readers of the past decade (such as Jack Beverley, Mark Pearson and Stephen Quinn). The emphasis is on news items, with the columnists of the past disappearing. The *Bulletin* had not appeared since the end of 2007 when the final issue covered October-December. The magazine had had a topsy-turvy career over the past few years with several changes of editor after the departure of Nick Murphie who had been editor for two periods. In the post-Murphie period, production deadlines were rarely met.

The new PANPA CEO Mark Hollands was “Person of the Week” in *Mediaweek*, 11 August 2008, p.5, and was interviewed by Peter Coleman of *gpress*, July 2008, p.34. The PANPA judges named the *Herald Sun* as Australian Newspaper of the Year and the *Sunday Herald Sun* as the best Sunday paper at its annual convention (*Age*, 11 September 2008, p.2).

49.1.5 ADELAIDE ADVERTISER HOME DELIVERIES

“The *Advertiser/Sunday Mail* are looking for energetic motivated individuals to join an exciting new venture preparing and delivering newspapers to home delivery and retail customers.” So reads an advertisement in the *Adelaide Advertiser*. It appears that the *Advertiser/Sunday Mail* may be going in for direct home delivery. In London, News Ltd has just introduced free delivery for *Times/Sunday Times* subscribers.

49.1.6 AUSTRALIAN WOMEN’S WEEKLY CHANGES FORMAT

Australia’s top-selling monthly magazine, the *Australian Women’s Weekly* (75 years old this month), adopted a smart new format in its September issue. The slightly squarer format is 275mm deep and 220mm wide. Editorial director Deborah Thomas says, “It’s a more contemporary format which has caught on internationally.” The magazine began as a black-and-white tabloid newspaper in 1933 (*Mediaweek*, 14 July 2008, p.2). Robyn Foyster is the AWW’s new editor (see *Mediaweek*, 8 September 2008, p.6).

49.1.7 WORLD YOUTH DAY, SYDNEY, JULY

Both Sydney dailies, as well as the *Australian*, devoted a number of pages each day during the activities of the World Youth Day and associated Papal visit to Sydney, in the week 14-20 July 2008. In the early part of the week, other papers claimed that the *Sydney Morning Herald’s* coverage was too negative towards the Catholic Church. During the week, the *Catholic Weekly* increased its frequency to thrice weekly and its circulation from its usual 20,000 to 120,000.

49.1.8 SUN-HERALD IN BRISBANE AND SYDNEY

The Brisbane printing of Fairfax’s *Sun-Herald* now appears with the slogan “Powered by brisbanetimes.com.au” above the masthead. The *Sun-Herald*, although a Sydney title, is also printed in Brisbane, Melbourne and Newcastle. The brisbanetimes.com.au is Fairfax’s Brisbane website. In Sydney, the *Sun-Herald* has discontinued its Saturday evening early edition (*Australian*, Media section, 17 July 2008, p.36).

49.1.9 FORMER EDITOR STUTCHBURY APPOINTED TO NEW ROLE AT OZ

The *Australian* has announced an upgrading of its business section. Michael Stutchbury, a former editor of the *Australian*, was appointed economics editor; Clive Mathieson, currently night editor, appointed deputy editor (business); Graham Lloyd, currently chief leader writer, appointed night editor; Phil Ayling appointed associate editor (business); Lyndall Crisp, former editor of the *Bulletin*, appointed editor of a new business magazine, *the deal*, to be launched on 17 October; and, Glenda Korporaal, appointed deputy editor of the magazine (*Weekend Australian*, 2-3 August 2008, p.2; *Mediaweek*, 22 September 2008, p.7).

49.1.10 FAIRFAX MAGAZINES

Fairfax Media has moved into custom publishing after winning a contract to put out three shopping centre magazines (*Australian*, 28 July 2008). The company had already taken over the titles and was interested in doing more contract work, Fairfax Magazines chief executive and publisher Lisa Hudson said. The three magazines were *The Chase*, produced for the Chatswood Chase in NSW; *Fashion Capital*, for Chadstone Shopping Centre in Victoria; and *QP*, for Queens Plaza in Brisbane. *The Chase* and *Fashion Capital*, previously published twice and three times a year respectively, would now come out quarterly, with *QP* remaining a bi-annual. The titles, which were formerly with Pol Publishing, had a combined circulation of more than 210,000 copies and were distributed in local letter-box drops and in the centres.

All the titles were being overhauled ahead of a September relaunch (*Australian*, 28 July 2008).

49.1.11 NEWS WEEKLIES

The Australian version of the *Week* – a magazine selling 150,000 copies a week in Britain and 500,000 in the US – will be launched on 31 October. Editor-in-chief will be a former *Media Watch* producer David Salter. The *Week* will carry “35 pages”, containing about 140 stories distilled from more than 200 sources, organised into 135 short, sharp sections, reports **Sally Jackson** (*Australian*, Media section, 11 September 2008, p.32). See also *Mediaweek*, 15 September 2008, p.13.

49.1.12 PEOPLE

David Armstrong has decided to retire from full-time work after 40 years in journalism. Armstrong, 60, will step down at year’s end as president and chief operating officer of the *Bangkok Post*’s publisher, the Post Publishing Public Co. He plans to stay on the board of the *Post* as well as to do some writing and corporate consulting. Armstrong was editor-in-chief of the *Australian* from 1996-2002 and from 1985 to 1996 was variously editor of the *Bulletin*, the *Australian*, the *Canberra Times* and the *South China Morning Post* (*Australian*, Media section, 14 August 2008, p.26).

Steve Dunleavy, one of the legends of Australian journalism, has retired and was farewelled on 1 October at a party to be hosted in New York by Rupert Murdoch. Dunleavy was born in Sydney in 1938 and made his name as a police reporter on the *Daily Mirror*, once slashing the tyres on the car driven by his photographer father (also Steve) who worked for the rival tabloid, the *Sun*, to stop him getting pictures back for the final afternoon edition. Dunleavy arrived in New York in 1968 and worked in the News Limited bureau before joining the *Post* after Murdoch bought it (*Australian*, 19 September 2008, “Strewth”, p.11; Mark Day’s column, Media section, 22 September 2008, p.38; and Piers Akerman, *Daily Telegraph*, 30 September 2008).

Robert French, the new Chief Justice of the High Court, reflected (*Australian*, Legal Affairs section, 5 September 2008, p.29): “I tried for a holiday job in journalism at the *West [Australian]*, but I got knocked back. I think they thought I didn’t have a clear enough objective in life.”

Tony Hale, chief executive officer, The Newspaper Works, is “Person of the Week” in *Mediaweek*, 1 September 2008, p.5.

Melissa Stevens will replace **Brett de Vine** as the editor of Sydney’s free commuter afternoon paper *mX*. (News International also publishes *mX* in Melbourne and Brisbane.) Stevens was features editor at the *Daily Telegraph*, and de Vine is the new night editor for the *Daily Telegraph*.

Colin Wicking has celebrated 20 years as a cartoonist with the *Northern Territory News*. On 15 August politicians, business people, public servants and a host of fans gathered to kick off an exhibition of his work and launch his latest book, *Best of Wicking Volume 4*.

49.1.13 AUDITED DIGITAL CIRCULATION FIGURES BY END OF YEAR

Australian newspaper and magazine publishers will get the first uniform, audited data on their digital “circulation” by the end of this year, as the industry finally moves to catch up with overseas standards. Driving the project is Gordon Towell, who was in July appointed chief executive of the Audit Bureau of Circulations, which verifies the sales of paid publications, and the Circulations Audit Board, which certifies distribution data. Towell’s background combines print and IT experience, including chief executive roles at the Geon Group, IDS Enterprise Systems and Britain’s Compel Group. “We need to be relevant to what is happening in the industry,” Towell said. “There are massive changes going on and delivery of content through web and digital media is becoming increasingly important. From a media buyer’s and an advertiser’s point of view it is critical that some sanity be brought to web measurement.” The ABC would release audited website data alongside figures for print

publications, Towell said. That is quarterly for newspapers and weekly magazines, six-monthly for other magazines. (*Australian*, 18 August 2008).

49.1.14 PRIVACY AND FOI

The Australian Law Reform Commission has recommended new laws giving people the right to sue for invasion of privacy (*Australian*, 12 August 2008, p.14, various articles; see also Mark Day, "Don't die in the last ditch on privacy reform front", *Australian*, Media section, 14 August 2008, p.16, and *Australian*, Legal Affairs section, 15 August 2008, pp.25-26).

Queensland's much-criticised Freedom of Information Act is expected to be overhauled by the middle of 2009 after Premier Anna Bligh responded to the independent review of the Act conducted by former journalist David Solomon. Bligh said Cabinet had agreed to support 116 of the 141 recommendations that the Solomon report made (*Australian*, 21 August 2008, p.5).

49.1.15 RECENT CHRONOLOGY

49.1.15.1 EVENTS

26 August 2008: Fairfax Media Ltd announces it will shed 550 jobs, 180 of them journalism jobs.

18 September 2008: Final Thursday edition of the Media section in the *Australian*.

22 September 2008: First Monday edition of the Media section of the *Australian* (see above).

49.1.15.2 DEATHS

Arnold, Bob: D. end June in Sydney, aged 81; former livestock editor of the *Land*; began rural journalism career in 1943; joined RAAF towards end of World War II; went farming between 1954 and 1969; resumed journalistic career with NSW *Country Life*; that newspaper was bought by its fierce rival, the *Land*, in the mid-1970s; became a long-serving livestock editor of the *Land* where he earned hard-won respect throughout the livestock sector; esteemed mentor to younger rural journalists (*Land*, 10 July 2008).

Donkin, Nancy (née Pender): D. 18 April 2008 in Victoria, aged 93; said to be first female journalist employed by *Maitland Mercury*; told at interview she might be too young to cover some stories, but her great-aunt, Martha, said she would accompany her in such instances; later worked in radio and television and became an author; was president of the Victorian branch of the Children's Book Council of Australia, 1967-75; in 1980 was awarded a Senior Fellowship from the Literature Board of the Australia Council (*Maitland Mercury*, 5 September 2008).

Geraghty, Bob: D 5 July 2008 in Canberra aged 76; worked as copy boy at *Daily Telegraph* for Frank Packer; became apprentice compositor; became executive of K G Murray Publishing, Consolidated Press, Rockhampton *Morning Bulletin* and Australian Government Publishing Service (*Canberra Times* 17 July 2008).

Hagenbach, Cyril: D. 30 August 2008 in Townsville, aged 55; left successful career in Queensland justice system to study journalism at James Cook University; employed as on-the-road reporter by Rural Press's *North Queensland Register* in 1997; later joined *Townsville Bulletin* as a sub-editor (*Townsville Bulletin*, 1 September 2008).

Henderson, Philip: D. 6 September 2008 in Sydney, aged 29; sports reporter and sub-editor for Australian Association Press, Sydney, since 2005; formerly with Cumberland Newspapers, *Cairns Post* and Brisbane suburban papers (brisbanetimes.com.au, 6 September 2008).

McLaren, William George "Gus": D. 29 August 2008; cartoonist, television animator, ceramic artist; began cartooning for an Army newspaper, 1942-49; became a well known political cartoonist on the *Argus*, the Melbourne daily that ceased publication in 1957 (*Age*, 4 September 2008).

Rolfe, Patricia: D. 24 August 2008, aged 87; worked at *Bulletin* for almost 40 years before retiring a decade ago; wrote *The Journalistic Javelin: An Illustrated History of the Bulletin celebrating its centenary* (*Australian*, Media section, 28 August 2008, p.33).

Wilson, David Arthur D. 10 August 2008; joined the *Age* on a trial cadetship in 1969; headed the *Age's* Insight investigative team for 10 years; co-author in 1984 of "Age Tape" series (which exposed corrupt connections between criminals, lawyers, judges and the racing industry); runner-up in Graham Perkin Australian Journalist of the Year Award in 1992; left *Age* to enter public relations in 1997 (former *Age* editor, Michael Smith, wrote the obituary, *Age*, 11 August 2008, p.14)

Winton, Don: D. 20 July 2008, aged 90 years; served as editor of the *Whyalla News* for 23 Years to January 1979 (*Whyalla News*, 25 July 2008).

49.1.16 HOBART MERCURY PRESS BREAKS A GEAR

A broken gear on the Hobart *Mercury's* Goss press caused a major press breakdown on the busiest night of the week in mid August. The breakdown delayed about a third of the Saturday press run, meaning late deliveries to several Hobart suburbs on the morning of 16 August. The *Mercury's* news website announced the problem at 7.30 that morning, reporting that the paper's maintenance crews were working on the problem and had been able to get the press running for short periods. By that stage, most suburbs and country areas had their newspapers delivered. Meanwhile, work is proceeding apace on the *Mercury's* new \$30 million print centre at Dowsings Point, in the adjoining city of Glenorchy. The building is expected to be completed by the end of this year, followed by the installation of a single-width eight-tower KBA (Koenig and Bauer) Comet capable of printing back-to-back colour on up to 96 pages.

49.1.17 DAILY TELEGRAPH CHANGES FORMAT

From Monday 25 August, the *Daily Telegraph*, Sydney, has been appearing in changed format. In the new-look *Telegraph*, sport has been restored to the back of the paper, business coverage has been expanded, and a new daily liftout, *T.*, offers coverage of health, lifestyle and entertainment. The paper features bigger type and cleaner layouts (see *Australian*, Media section, 28 August 2008, p.33). The weekday re-design was foreshadowed by the Saturday edition, which, from 2 August (six days before the Beijing Olympics began), was redesigned, with sport returning to the back pages, rather than being an insert.

49.1.18 WALKEY AWARD BREACH FILLED

John Green, a retired investment banker, has stepped into the breach after Fairfax Media pulled its support for the Walkley Awards, the top honours in Australian media. Green said he and wife Jenny would give \$16,000 a year to the Walkley Foundation for a newspaper feature-writing award. Fairfax has also withdrawn its \$20,000 a year funding for the Graham Perkin Award for journalistic excellence, instituted in 1976 (*Australian*, 4 September 2008).

49.1.19 WEEKEND AUSTRALIAN'S MAGAZINE AT 20

The *Weekend Australian Magazine* is celebrating its 20th anniversary with four special collectors' issues, beginning on 13-14 September and ending on 4-5 October (The Platinum Issue, The Culture Issue, The Style Issue, and The Sport Issue). The Platinum Issue included an article (pp.18-41) that highlighted some of the special cover articles over the two decades, along with updates of the stories. Cameron Stewart selected the 20 news stories of the past two decades that had made the biggest impact – on the world, and him. Each of the four special issues carries five essays on contemporary issues and challenges. The 20 essays were commissioned by the magazine. (See also: Sally Jackson, "Magazines fit neatly in newspaper market", *Australian*, Media section, 11 September 2008, p.32, and Rachael Bolton, "Four weeks of reflection for *Oz* magazine", *Mediaweek*, 15 September 2008, p.10.)

49.1.20 CIRCULATION: NATIONAL AND METROPOLITAN

Few newspapers gained in circulation during the April-June auditor period this year, according to the Audit Bureau of Circulations figures issued on 14 August.

	Circulation			Readership	
	April-June 2008	April-June 2007	% variation	12 mths to June 2008	% variation
National					
<i>Australian</i>	136,000+	133,000+	2.3	471,000	4.9
<i>Weekend Australian</i>	301,000+	299,500+	0.5	872,000	5.8
<i>Aust Financial Review</i>	89,329	88,264	1.2	262,000	1.6
<i>Aust Financial Review (Sat)</i>	92,415	92,194	0.2	164,000	6.5
NSW					
<i>Daily Telegraph</i>	385,000+	392,000+	- 1.8	1,140,000	- 1.6
<i>Daily Telegraph (Sat)</i>	327,000+	340,000+	- 3.8	931,000	- 3.4
<i>Sunday Telegraph</i>	663,000+	671,500+	- 1.3	1,723,000	- 3.5
<i>Sydney Morning Herald</i>	212,500+	212,700+	- 0.1	954,000	6.8
<i>Sydney Morning Herald (Sat)</i>	358,224	364,000+	- 1.6	1,185,000	0.8
<i>Sun-Herald</i>	483,220	505,000+	- 4.3	1,326,000	- 2.6
Victoria					
<i>Herald Sun</i>	530,000+	535,000+	- 0.9	1,480,000	0.9
<i>Herald Sun (Sat)</i>	510,500+	513,000+	- 0.5	1,448,000	3.1
<i>Sunday Herald Sun</i>	622,000+	620,000+	0.3	1,546,000	1.5
<i>Age</i>	208,000+	207,000+	0.5	752,000	0.4
<i>Age (Sat)</i>	301,500+	301,000+	0.2	959,000	0.5
<i>Sunday Age</i>	227,500+	225,000+	1.1	729,000	- 0.4
Queensland					
<i>Courier-Mail</i>	217,575	221,049	- 1.6	646,000	5.2
<i>Courier-Mail (Sat)</i>	309,602	316,662	- 2.2	888,000	1.6
<i>Sunday Mail</i>	565,173	592,440	- 4.6	1,419,000	- 3.7
South Australia					
<i>Advertiser</i>	189,668	191,325+	- 0.9	503,000	- 7.2
<i>Advertiser (Sat)</i>	256,063	259,807	- 1.4	638,000	- 7.7
<i>Sunday Mail</i>	313,469	318,179	- 1.5	739,000	Static
Western Australia					
<i>West Australian</i>	195,033	203,328	- 4.1	589,000	1.0
<i>West Australian (Sat)</i>	342,787	356,844	- 3.9	904,000	- 2.3
<i>Sunday Times</i>	328,000	336,500+	- 2.5	817,000	- 2.7
Tasmania					
<i>Mercury</i>	46,758	46,985	- 0.5	108,000	- 15.6
<i>Mercury (Sat)</i>	61,813	61,895	- 0.1	143,000	- 6.5
<i>Sunday Tasmanian</i>	59,930	60,134	- 0.3	129,000	- 9.2
<i>Sunday Examiner</i>	41,434	42,734	- 3.0	106,000	6.0
Northern Territory					
<i>Northern Territory News</i>	21,319	20,880	2.1	42,000	- 6.7
<i>NT News (Sat)</i>	31,860	31,150+	2.3	57,000	- 1.7
<i>Sunday Territorian</i>	22,658	22,340+	1.4	44,000	- 4.3
ACT					
<i>Canberra Times</i>	34,068	33,935	0.4	110,000	6.8
<i>Canberra Times (Sat)</i>	59,939	63,115	- 5.0	165,000	3.1
<i>Canberra Times (Sun)</i>	34,316	34,674	- 1.0	98,000	4.3

49.1.21 RAID ON CANBERRA REPORTER'S HOME

Federal Police raided on 23 September the home of *Canberra Times* journalist Philip Dorling who wrote a series of reports detailing the intelligence targets of Australia's spy agencies. AFP agents spent more than five hours searching Dorling's house and car in the inner northern suburb of Braddon (*Australian*, 24 September 2008, p.7).

49.1.22 ADVERTISER CHANGES MASTHEAD

The Adelaide *Advertiser* changed its masthead on 13 September. When editor Mel Mansell researched the old masthead's provenance, dating back to the foundation of the paper in 1858, he found that it did not conform to any known typeface, or even to any recognised family of type. He suspects it was actually hand-drawn. The new masthead for the *Advertiser* was part of an overall design change (*Australian*, Media section, 11 September 2008, p.33).

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49.1.23 MURDOCH THE 'LAST, BEST HOPE'

Rupert Murdoch is the last, best hope for quality newspapers, ABC managing director Mark Scott has declared. Describing the Australian print media industry as a "pageant of distrust, misery and dashed hopes" in a speech to the National Press Club on 10 September, Scott said the growth of digital services was placing a bomb under the traditional commercial media business model. "Through all the turmoil within the Australian media industry, there is only one print mogul who has diversified his portfolio enough to offset the costs of quality journalism against profits made elsewhere in his business," said Mr Scott, a former editorial director at Fairfax. "And yes – that last, best hope for newspapers is Rupert Murdoch." Quoting *Vanity Fair* media commentator Michael Wolff, he said the head of News Corporation, the publisher of the *Australian*, "may be the last person to love newspapers". Scott said it was clear that the media sector most affected by audience fragmentation as new digital services appeared had been newspapers. "The newspaper groups that are surviving well internationally are those that have kept some newspaper products and diversified significantly into other areas as well. That's what Rupert Murdoch has done. Rupert Murdoch has diversified significantly away from newspapers. "That allows his newspapers, particularly in Australia, to operate under a different model and different fiscal pressures than those companies where newspapers dominate the earnings of the company." (*Australian*, Media section, 11 September 2008, p.31.)

49.1.24 MEDIA SECTION MOVES TO MONDAY

The *Australian* has shifted its Media section from Thursdays to Mondays so it can compete head to head with the *Australian Financial Review* – with its Media section on Mondays and its Property section on Thursdays. The final Thursday media section appeared on 18 September and the first Monday section appeared on 22 September. The newspaper had been publishing a Media Business section in its Monday business pages (*Australian*, Media section, 18 September 2008, p.31). The section began on 25 March 1999 as a tabloid liftout and changed to a broadsheet section of the newspaper on 5 February 2004 (see ANHG 26:9).

49.1.25 CANBERRANS AND THEIR CANBERRA TIMES

On Monday 22 September, the *Canberra Times* produced one of its most prominent and embarrassing newspaper mistakes. The paper included a supplement which was prominently headed *The Canberra Times: Homewise: Ideas for Canberran's*. The errant apostrophe was repeated prominently on the top of 15 of the 16 pages in the supplement. A correction appeared the next day, and the advertising department was blamed.

2 – CURRENT DEVELOPMENTS: ONLINE

49.2.1 FAIRFAX ACQUIRES CONNECT 4

The business news arm of Fairfax Media Group Ltd has acquired Connect 4, a data business that provides information and analysis of Australian listed companies, for an undisclosed sum.

Information offered by Connect 4 includes takeovers and mergers, capital raisings, auditing and accounting practices, as well as corporate governance compliance. Fairfax Business Media chief executive Michael Gill said the acquisition would enhance the unit's ability to deliver unique, highly valued business information in print, online, and through its data, education, events and conference capabilities.

49.2.2 FAIRFAX WEBSITES

Fairfax Media Ltd chief executive David Kirk said on 28 July the company had no plans at present to launch more state-based websites. Kirk acknowledged that the drive for advertising revenue underpinned developments in publishing and its online components. But he rejected a suggestion that Fairfax online sites would have a more tabloid style of journalism in order to attract newer, younger audiences that did not necessarily read newspapers. Kirk said because online was a different medium to newspapers, stories were edited and presented differently. Kirk said there was still a place for Fairfax broadsheets, the *Age* and *Sydney Morning Herald*, even though they generated less than 20 per cent of company profits. "They enable us to hold big newsrooms and for those stories to be distributed and for us to find new audiences and new advertisers across multiple media: online, mobile, so on," he said (see 49.1.1.).

49.2.3 GXPRESS.NET

Australian newspaper technology magazine *gpress* now has a web site at www.gpress.net The site contains a lot of information and news about the Australian newspaper industry.

49.2.4. CENTRAL QUEENSLAND SITES

The *Central Queensland News*, Emerald (an APN newspaper), has established a web presence at www.cqnews.com.au The site does not appear to be linked to the general APN website. The front page of the *Longreach Leader* each week is placed at www.longreachleader.com.au/index.html

49.2.5 ADVERTISING JUMPS 27 PER CENT

Online advertising spending in Australia grew by 27 per cent to top \$1.5 billion in the year to 30 June, according to the Internet Advertising Bureau's latest online advertising expenditure report. Search and directories still dominate, up 34 per cent on the previous year to \$706 million (*Australian*, 11 August 2008, p.37).

49.2.6 OBITUARY MICROSITE

The Melbourne *Herald Sun* will launch this month an online obituary microsite at HeraldSun.com.au/tribute The site will allow relatives and friends to construct interactive and permanent webpages in memory of loved ones who had died. Users will be able to upload obituaries, photographs and videos, and even create an online book of condolences (*Mediaweek*, 8 September 2008, p.9).

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

49.3.1 LAKE MACQUARIE NEWS CEASES PUBLICATION

The *Lake Macquarie News*, a Cumberland (News Ltd) newspaper in the area immediately south of Newcastle, ceased publication on 26 June 2008. The paper traces its history to the *Belmont-Swansea Gazette*, founded in the late 1940s. This title merged with the *Lake Macquarie Advocate* in 1992 to form the *Lake Macquarie News*. The *Central Coast Express Advocate* of Gosford has now expanded its Wednesday edition into the Wyee and Morisset area. The *Central Coast Express Advocate* is published on Wednesday and Friday with two editions, for each of the region's local government areas, Wyong and Gosford.

49.3.2 PRINTERIES

49.3.2.1 TAMWORTH

Fairfax Media's *Northern Daily Leader* of Tamworth, NSW is planning to build a new printing plant at a cost of \$10 million. Construction of the plant, announced in the paper on 2 August, will begin in September and be completed in April 2009. A new six-tower press will provide capacity full colour capacity for 48 pages. The *Leader's* present plant was last upgraded in 1997, but parts have been in operation for 40 years.

49.3.2.2 TOWNSVILLE

News Limited has announced it will spend \$52 million on building a new state-of-the-art printing facility in Townsville. The main publications to benefit will be the daily *Townsville Bulletin*, and the North Queensland editions of the *Australian* and *Weekend Australian* and the *Courier-Mail* and *Sunday Mail*. The composers of the News Limited press statement (8 August 2008) got a little excited and dramatically increased the age of the *Townsville Bulletin* to 150 years. The newspaper began on 5 September 1881 as a bi-weekly, and became a daily on 1 January 1883. The newspaper is therefore 128 years old. The new press, a German-made MAN Roland, is expected to be commissioned in 2010 and will be housed in a new print hall to be built on News's existing print site in Townsville.

49.3.2.3 BURNIE AND LAUNCESTON

Fairfax Media closed its Burnie printing works on the night/morning of 22/23 August. The print centre opened, amidst great fanfare, in 1996. Printing of the daily *Advocate* and other local publications was transferred to the *Examiner* printing works in Launceston. Other work – about 20 publications – was transferred interstate. Twenty-eight full-time and 25 to 30 casual employees were affected. Fairfax's *Examiner* had a significant contract printing some sections for News Ltd's Hobart *Mercury*. The completion of the new printery for the *Mercury* means loss of this work by the *Examiner*. Hence, transfer of the *Advocate* printing to Launceston will take up this capacity (*Mercury*, Hobart, 23 July 2008; *Advocate*, Burnie, 23 August 2008).

49.3.2.4 TOOWOOMBA AND OTHER APN SITES

APN opened a new print centre for the Toowoomba *Chronicle* in June: The *Chronicle* is now fully owned by APN, following a buyout of a minority shareholding last year. APN is spending \$8-9 million on each of the new sites at Bundaberg, Rockhampton, Ballina and Toowoomba, plus \$2 million to double the capacity of the existing press at the Mackay *Daily Mercury*. The Ballina plant, to be commissioned in late 2008, will replace one at Lismore (*gxpess*, July 2008, p.35).

49.3.3 BROKEN HILL CLOSURE

The free Broken Hill weekly, the *Barrier Miner*, ceased publication on 31 July 2008, pleading that "producing a free weekly newspaper and then distributing it throughout Broken Hill and the Far West is an extremely expensive exercise". However, in its final edition, it said: "Many of our readers have contacted the office recently saying they would happily pay for the *Barrier Miner* to ensure its existence... If you support the idea of paying for the paper they would like to hear from you. Don't think your phone call or email won't count... it will!" The paper claimed a distribution of 11,990.



49.3.4 LISMORE AND THE TWEED: ECHOES OF COMPETITION

APN News & Media Ltd has acquired the *Northern Rivers Echo*, a community newspaper in the Lismore, NSW, district. It currently distributes 22,500 copies free every Thursday, and

will retain its existing management, staff and editorial structures. In the area, APN also owns the Lismore daily *Northern Star*, the *Byron Shire News*, the *Ballina Shire Advocate*, the *Richmond River Express Examiner*, the *River Town Times* and the *Farmer Bulletin*. In early September, the Australian Competition and Consumer Commission extended the deadline for its decision on whether the proposed sale of *The Northern Rivers Echo* to APN will proceed. It called for further information from APN.

A new weekly newspaper, the *Tweed Echo*, was launched in the Tweed Valley on the NSW-Queensland border at the end of August. Owner/publisher is David Lovejoy, who also publishes the successful *Byron Echo* for Mullumbimby. Lovejoy has two financial backers, Melbourne publishers Eric Beecher and Di Gribble. Veteran Tweed journalist Luis Feliu is editing the *Tweed Echo* (*Australian*, Media section, 21 August 2008, p.38).

49.3.5 HUON VALLEY: EDITOR'S 40 YEARS

Damian Bester writes: The *Huon Valley News* has recently highlighted its editor's 40 years of service to the newspaper. The 9 July issue of the weekly Tasmanian regional paper reported on a recent function hosted by the management and staff to celebrate managing editor Maureen Oates' 40th anniversary with the company. It noted that Oates had joined the business straight from Grade 10 in November 1967. The function was held in the paper's new press room, hosted by managing director Bob Yeates and attended by 40 guests including the recently resigned premier of Tasmania, Paul Lennon. Before the dinner, the production crew printed a special four-page "late extra" edition of the *Huon Valley News*, featuring Maureen Oates as front page news on the four-page publication. Oates was again front page news in the 9 July publicly circulated issue, which also carried a page of pictures on Page 11. In recent months the newspaper has introduced four-colour printing to some pages, further to the installation of a Goss Community press late last year.

49.3.6 SLOGANEERING IN NE VICTORIA

Victor Isaacs reports: A few of the many local newspapers in North East Victoria seem very fond of adding slogans to their mastheads, usually in a variety of typefaces:

The *Ovens and Murray Advertiser* of Beechworth, which has a very ornate gothic masthead (see illustration at ANHG item 11.22), adds

- "1855-1903: 153 years of continuous publication", and "Incorporating Indigo Advertiser and The Rutherglen Star."

The *Mansfield Courier*, which has an even more ornate masthead with illustrations of mining, dairying, grazing and horticulture, adds

- "Independently owned since 1867" [depends on a definition of "Independent", as it is now owned by North East Newspapers of Wangaratta, and the Mansfield Historical Society provided strong evidence in its magazine in November 1984 that this newspaper cannot trace its origins to 1867, but to the *Mansfield Guardian* of 1872 which became the *Mansfield Courier* in 1885],
- "Winner of the 2007 Victorian Country Press Award for Journalistic Excellence",
- "Your local weekly out Tuesday morning",
- "Covering the magnificent High Country region", and
- "Start your day with the Courier!"

The *Euroa Gazette* adds

- "Established 1897",
- "Incorporating the *Euroa Advertiser* and *Violet Town Sentinel*",
- "A real country newspaper", and
- "Your Voice for the Strathbogie Region."

49.3.7 NHILL: THREE NEWSPAPERS BATTLE FOR READERS

Three newspapers are battling for readers and advertisers in the small Victorian town of Nhill, which was formerly the stronghold of the *Nhill Free Press* for more than 100 years. The *Free*

Press changed its name a few years ago to the *West Wimmera Messenger* to better reflect its circulation. The paper is printed at Mount Gambier. Editor Gary Sherwell, who has run the paper for the past 31 years, now has two other weekly newspapers being published in the town of about 2500 people. Late in 2007, Julie Atkins, a former employee of the *Wimmera Messenger*, launched a weekly tabloid *Nhill Community News*, printed at nearby Warracknabeal in the Victorian wheat belt. The *Community News*, on its online site, says the circulation is 1200 and the prime circulation area includes Nhill, Kaniva, Dimboola, Netherby, Yanac, Kiata, Horsham, Rainbow and Jeparit. In July, *About Town*, made the Nhill market a three-way battle; it is printed at Ballarat. The editor of *About Town* is believed to be also a former employee of the *Messenger*. The *Community News*, formerly a paid title, is the only one of the three papers that is now distributed free. [Nhill, population 1700, is on the Western Highway, halfway between Melbourne and Adelaide.]

49.3.8 EDITORS

Kununurra: Bruce Russell, formerly a journalist on the Nine Network's *Today* program and a circus worker for 12 years, has signed off as editor of the *Kimberley Echo*, Kununurra, WA, after eight years "on and off" (*Kimberley Echo*, 17 July 2008).

Parkes: Roel ten Cate will retire on 17 October after 40 years in journalism at Parkes and Forbes in the Central West of NSW. Ten Cate joined the *Parkes Champion-Post* on 14 October 1968 and became managing editor of the nearby *Forbes Advocate* in 1979. He returned to Parkes in 1984 as editor when Bob Aitken left to become editor of *Rotary Down Under*. Ten Cate has been editor since. The new editor will be Greg Ballantyne, who has worked for the paper for nearly five years. The owners of the Parkes paper during ten Cate's editorship included: Consolidated Press, Herald & Weekly Times; Macquarie Publications; Rural Press; and Fairfax Media (*Parkes Champion-Post*, 5 September 2008).

49.3.9 YANCHEP: PUBLICATION PLANNED

The *Sun City News*, WA, announces (5 August 2008): The first edition of the *Yanchep Times* will be available soon. It will be a glossy magazine with "a very heterogeneous approach to presentation, news reporting and journalism". It will be a paid publication. All *Yanchep Times* articles must relate to Yanchep or Two Rocks. To submit your article for consideration, email: times@suncitynews.net.au.

49.3.10 APN'S MAGAZINES

APN's attempt to launch a free monthly magazine in the sea-change strip of Brisbane, Townsville and Cairns, with 13 localised editions, has hit an obstacle. APN has announced that *Style* editions in Cairns, Mackay and Townsville have been merged into another APN publication, *City Life*. The other editions, published as a joint venture with Tracy and Paul Johnston in Brisbane and the Gold Coast, are still in business (*Australian*, Media section, 11 September 2008, p.36).

4 - NEWSPAPER HISTORY

49.4.1 NEWSPAPER DIGITISATION PROJECT PROCEEDS APACE

Further to item 45.4.2 about the National Library's project to digitise Australian newspapers and make them available on the web:

The first digitised pages were placed on the NLA's site on 29 July. The site already contains more than 180,000 pages of out-of-copyright newspaper pages (approximately two million individual articles) from 1803 onwards. Approximately 20,000 pages are added each week. The first pages cover newspapers from every state and territory. See www.nla.gov.au/ndp/del/home

The site has more than 800 registered users and by 5 September had received more than 250 comments. Nearly 440,000 lines of text had already been corrected. Between 1,500 and 2,000

visits are made each day to the site, with about 50 per cent of users returning to the site. Also see such articles as Jack Waterford's "History manipulators have readers over their shoulders", *Canberra Times*, 26 July 2008.

49.4.2 ELECTRONIC RESOURCES IN NATIONAL AND STATE LIBRARIES

Victor Isaacs writes: All major Australian libraries now have significant electronic resources available on their internet sites including links to current newspapers. The National Library and the State Libraries of WA, SA and the NT have also compiled and placed significant information about the history of newspapers on their sites. Unfortunately, I could not find historical newspaper information on the sites of the other states, but I would love to be proved wrong.

Digitised newspapers (see item 49.4.1 above) are on the **National Library of Australia's** site at www.nla.gov.au/ndg/del/home The Australian Newspaper Plan for the preservation of newspapers is at www.nla.gov.au/anplan/index.html This site includes a brief history of Australian newspapers by Victor Isaacs and Rod Kirkpatrick, and a chronology of Australian newspaper history by Rod Kirkpatrick.

The State Library of **New South Wales** has a link to the electronic *Sydney Morning Herald* index at <http://library.sl.nsw.gov.au:1083/search/> The State Library of **Victoria** web is at www.sl.vic.gov.au (The SLV has a great permanent display of newspaper history in its newspaper reading room, but that is outside the theme of this item). The State Library of **Queensland** is at www.slq.qld.gov.au

Brief histories of **Western Australian** newspapers are at www.slwa.wa.gov.au/wanews.html Information about silk and manuscript newspapers included in the Treasures of the Batty Library of WA History are at www.slwa.wa.gov.au/treasures/manuscripts/index.html Some information about early WA newspapers is at www.slwa.wa.gov.au/nprep.html Histories of pre-Federation WA newspapers which have been microfilmed including reproductions of mastheads are at www.slwa.wa.gov.au/pdf/prefedpapersfeb03.pdf

An excellent website for **South Australian** newspaper history is the SA Memory site of the State Library of South Australia. The address is www.samemory.sa.gov.au Click on "Themes", then go to "SA Newspapers". The site gives brief summaries of the histories of a large number of SA newspapers, with illustrations of front pages, as well as general newspaper history themes.

The State Library of **Tasmania** has an index to articles in the three Tasmanian dailies, the *Mercury*, the *Examiner* and the *Advocate*, plus most other journals and regional newspapers 1966 to 1994 and since 1994. Go to www.statelibrary.tas.gov.au/tasmemory

The **Australian Capital Territory** Heritage Library has a listing of the surprisingly large number of newspapers which have been published in Canberra and region, with links where appropriate. See www.library.act.gov.au/find/history/search

The **Northern Territory** Library has brief histories of individual NT newspapers at www.nfl.nt.gov.au/collections/northern_territory_newspapers and a general overall history at www.nfl.nt.gov.au/collections/historical_introduction_to_northern_territory_newspapers

49.4.3 ADVERTISER CELEBRATES 150 YEARS

The *Adelaide Advertiser* of 9 July 2008 included a magazine *1858-2008: 150 years of The Advertiser*. The 24 page colour publication mainly consisted of excerpts from the *Advertiser* over the past 150 years. In his introduction Rupert Murdoch referred to the *Advertiser* as "one of the great enduring mastheads of any civilised city and I am confident it will be around for many years to come". In an article entitled "What about the next 150 years", Anthony

Johnson said: “What the team at *The Advertiser* has been trying to achieve with AdelaideNow [website] is for online to complement rather than replace what the newspaper is doing” and “Within the next decade newspapers will offer readers constantly updated headlines and stories around the clock (with huge savings in newsprint and ink). They will become customized newspapers to go, with a mix of news and features blended on the spot to suit your mood or practical needs for the day...”

In its first issue, the *Advertiser* declared its policy in a firm statement:

“THE NEW PAPERS. – The *South Australian Advertiser* and the *South Australian Weekly Chronicle* have been called into existence by the universal demand of the public for a new Daily and a new Weekly journal, in harmony with the Spirit of the Age, of independent tone, of constitutional Liberalism, of catholic sentiment, unfettered by party obligations, reflecting honestly the opinions of the majority, and at the same time giving free scope for the exposition of the views and wishes of the minority. To harmonize the various industrial interests of the Colony, to prove that, although diverse, they are not opposed, to reconcile free discussion with good feeling, to give to every citizen a medium through which he may utter his opinions, and to uphold, none the less, the policy which the Editor himself conscientiously adopts, will be the undeviating aim of the New Papers.” (Also see *Mediaweek*, 14 July 2008, p.8.)

49.4.4 TASMANIAN NEWSPAPERS FOUND

Copies of previously missing Tasmanian newspapers have been found and are being restored under the Australian Newspaper Plan. Electronic images of these are at www.statelibrary.tas.gov.au/researchstudy/news/current-news-feature These are interesting both as old newspapers and as striking examples of the difficult restoration task.

49.4.5 MORE ON THE BUDGET LOCKUP

John Farquharson takes issue with Christian Kerr (ANHG 48.4.7) about a statement on the venue for the early Federal Budget lockups. Farquharson agrees that the Budget lockups began in the mid-1940s, but disagrees with Kerr’s assertion that the “lockups were held in the Treasury, as there was no room in Old Parliament House”. Farquharson writes: “I was in the Press Gallery from 1952 to 1964 and attended Budget lockups over those years. All the lockups I attended were held in Old Parliament House in the Senate Committee room. We were let out of the lockup as soon as the Treasurer rose in the House to make his Budget speech. In those days, the Budget speech was made at 8pm and without the time restriction that is currently in place, presumably to meet the demands of television. During the years I was in the Gallery we never had to front up at the Treasury building. I’m sure my old colleague, Rob Chalmers, will confirm that.” (John Farquharson, E-mail message to ANHG, 22 July 2008.)

49.4.6 GORTON HELPED RUPERT MURDOCH’S RISE

Philip Dorling reports (*Canberra Times*, 2 August 2008, pp.1-2) that previously undisclosed Treasury documents show that in 1968 Rupert Murdoch faced strong opposition from then Treasurer, William McMahon, on Reserve Bank and Treasury advice, to being allowed to shift capital from Australia to finance his proposed takeover of the British *Sunday News of the World*, his first acquisition outside Australia. Intervention by the Prime Minister, John Gorton, was required to enable permission to be granted

49.4.7 WINDSOR TELEGRAPH: BIRTH NOTICE

Those tireless newspaper indexers, **Rod and Wendy Gow**, of Cundletown, near Taree, NSW, have found the birth notice for one of the very early NSW provincial newspapers, the *Windsor Telegraph* (see Rod Kirkpatrick’s *Country Conscience*, pp.16 and 19). The Gows have found the following [slightly paraphrased] statement in the *Bathurst Free Press* of 13 July 1850:

The *Windsor Telegraph*: That indefatigable pioneer of the press, and “Advocate” of its *unrestrained liberty*, Mr [Benjamin] Isaacs has, we perceive, planted his standard at Windsor. The first number of his paper, the *Windsor Telegraph*, has reached our office. With respect to politics, the proprietor assures the inhabitants that the *Windsor Telegraph* will maintain an independent position, and shall never become the *Tool of a Party*. He is determined to pursue true principles, and as far as possible, endeavour to promote the best interests of the district. He modestly hopes that such a paper as the *Windsor Telegraph* may, in some degree, contribute to aid the rapid expansion of commerce, education and knowledge. One of the primary objects in starting the *Windsor Telegraph* is to advocate the free and unfettered circulation of knowledge throughout the medium of the press. (See Van Heekeren in 49.5.2.)

49.4.8 SMH ARCHIVES RESOURCE

Bridget Griffen-Foley writes to the Australian media history list: *Sydney Morning Herald* (and *Sun-Herald*) Archives 1955-1990 – the *SMH* archives contain 820,000 pages in almost 13,000 issues from 1 January 1955 to 31 December 1990. The contents of all issues are fully text searchable, including advertisements, captions and birth, death and marriage notices. Full-text results are returned in an exact digital reproduction of the printed pages as they were originally published. Access note: Subscription database, available on HSC PC behind RS Information Desk. (Speaking personally, I have experienced quite a few technical glitches with this database, but it is still invaluable.)

49.4.9 FORMER SOUTH COAST NEWSPAPERMAN HONOURED

A man who edited NSW South Coast papers at Wollongong, Milton and Nowra in the late 19th and early 20th centuries has been honoured almost 60 years after his death. On 21 August 2008, the Nowra Public School renamed the former principal’s residence the Henry Rauch Learning Centre after the man who served as the school’s first P. and C. president a century earlier. During the ceremony, the *South Coast Register*’s history columnist Alan Clark was invited to speak briefly on the man behind the name, and his comments included:

Henry Rauch was an allround newspaperman, for he started as an apprentice to the printing trade at the age of 14 years, and after learning that side of the business he became a journalist and later owned newspapers firstly at Milton Ulladulla and then at Nowra. When he moved to Nowra in 1900 he proved a revolutionary by filling the front page with news, something that had never been seen before in this town. His career in newspapers would continue for 60 years, but part of his philosophy was to become heavily involved in the community. The organisations he supported included Nowra School of Arts, Shoalhaven Tourist Association, and Shoalhaven Agricultural and Horticultural Association, being the organising secretary of the Nowra Show for 24 years.

49.4.10 QUEANBEYAN HISTORY

The *Queanbeyan Age* of 26 September 2008 included an 8 page wraparound to commemorate “170 Years: A Tribute to our City’s Proud History”. The brief contents included a reproduction of the front page of the first issue of the *Golden Age* of 15 September 1860, and a few paragraphs on the history of the *Age* and long-time editor Jim Woods.

5 – RECENTLY PUBLISHED

49.5.1 BOOKS

- Crawford, Robert.** *But wait, there’s more... : a history of Australian advertising, 1900-2000.* Melbourne University Publishing, paperback. ISBN 9780522853223 \$34.95.
- Fisk, Robert,** *The Age of the Warrior.* Fourth Estate, 2008, 522pp. \$29.99. Contains 120 of Fisk’s recent articles for Britain’s *Independent*. See review in the *Australian Literary Review*, 3 September 2008, p.20.
- Hall, Sandra** *Tabloid Man: The Life and Times of Ezra Norton.* Fourth Estate, 2008, 350pp, paperback, \$35, ISBN 978-0-7322-8259-2. (Review below at 49.5.1.3).

Jackman, Christine, *Inside Kevin 07: The People, The Plan, The Prize*. Melbourne University Press, 2008. 320pp. ISBN: 9780522855722. See review in the *Australian Literary Review*, 3 September 2008, p.3. Takes readers into the campaign that put Kevin Rudd in the Lodge. Labor's 2007 victory was historic, not only in numerical terms, but also in what it represents about the party itself, and its future. Among other things, the 2007 campaign showed the emergence of a new kind of Labor leader in Rudd, who had neither a factional powerbase nor close ties with the unions. It also showed the return of the positive campaign, and the ALP's strategic use of modern media.

49.5.1.1 BOOK REVIEWS by Victor Isaacs

49.5.1.2 Purposely Parochial: 100 Years of the Country Press in Queensland, by **Rod Kirkpatrick**, published by the Queensland Country Press Association (PO Box 229, Kelvin Grove DC Qld 4059), 2008, 210 pages, \$40 hardbound / \$30 softbound, illustrations, ISBN 978-0-646-49194-3.

This book is a major contribution to the history of newspapers in Australia. It is authored by the premier expert on the Australian country press, Rod Kirkpatrick (editor of this Newsletter). It was commissioned by the Queensland Country Press Association to commemorate its centenary.

Readers familiar with Rod's *Country Conscience: a history of the New South Wales provincial press 1841-1995* will recognise the style, although the new publication is somewhat smaller. Although mainly about the last 100 years of the Queensland country press, earlier years are also covered, so that we have a comprehensive history.

The chapters cover:

- The history of the Queensland Country Press Association,
- History of the press in Queensland in the nineteenth century,
- Developments throughout the twentieth century,
- The nature of news and the changing ways it has been presented, through to the internet age,
- The economics of the rural press,
- Changing technologies of producing country newspapers,
- Various family dynasties of the Queensland country papers,
- Editors and their roles.

There are a number of appendices which will be very useful references, including:

- A thorough chronology of the Queensland press since 1846,
- A decade-by decade comparison of Queensland country papers, including listing of titles from 1900 to 2000,
- An explanation of country newspaper groupings,
- Queensland Country Press Association office-holders and members,
- Listing of daily newspapers in Queensland, and
- Group ownership of Queensland newspapers as of December 2007, ie a listing of papers owned by APN, Fairfax and News Ltd.

Many interesting stories are recounted. Among these are the long running newspaper war between Bundaberg dailies, and the way country newspapers coped with the effects of the Second World War, such as newsprint shortages and staff shortages. The author indicates how these were responsible for the change from the former wordy style of reporting to an economical method. The book contains many illustrations and is well produced. It is highly recommended.

49.5.1.3 *Tabloid Man: The Life and Times of Ezra Norton*, by Sandra Hall, published by Fourth Estate, 2008, 350 pages, paperback, \$35, illustrated, ISBN 978-0-7322-8259-2.

This book is splendid read. How could it be otherwise? It tells the story one of the most colourful characters of Australian history, John Norton, and his son, Ezra. And it tells the story of the tough and ever-changing world of Sydney newspapers. John Norton, the proprietor of *Truth*, lived his colourful life in the public gaze and seemed to delight in doing so. When his wife could no longer tolerate his violence and mistreatment and sued for divorce, he even ensured that all the detailed evidence of his startling and disreputable conduct was reported at length in his newspaper. Perhaps it was in reaction to his father that Ezra took great care to conceal his private life. Ezra left no diaries and few letters, making a biographer's task difficult. Sandra Hall has overcome this problem very well. Ezra had an even greater permanent influence on the Sydney newspaper scene than his father. As well as maintaining *Truth*, Ezra established the *Daily Mirror*.

The book opens with an entertaining introduction outlining the author's own experiences in Sydney tabloid journalism. It provides details of John's amazing, productive and destructive life. The greatest part of the story is Ezra's life and the way he managed his newspapers - this has not been told before in detail. The book concludes with descriptions of the Nortons' continuing legacy of tabloid journalism at the Melbourne *Truth* and Rupert Murdoch's Sydney, London and New York tabloid papers.

It is sad that silly errors are made when the author moves outside of the Sydney newspaper scene: "Sir" Alfred Deakin, in fact resolutely refused a knighthood (p.24); in the 1880s, NSW had a colonial not a "state" parliament, it did not become a "state" until 1901 (p.26); Victoria is not a "town...on the outskirts of Vancouver", it is the capital city of British Columbia, on an island 100 km from Vancouver (p.107); the Melbourne *Herald* was not a "morning" broadsheet, it was an evening newspaper (p.132); the Melbourne morning *Sun News-Pictorial* did not make "little headway", rather it was a success from the beginning (p.133); Members were not "elected" to the NSW Legislative Council in the 1910s, they were appointed (p. 135); Sydney has three, not "four" commercial television licences (p.282).

* See also Mark Day, "For a brighter future, tabloids could look to the past", *Australian*, Media section, 21 August 2008, p.38. [Day, who launched *Tabloid Man*, explains that he is "the spiritual, if not genetic, descendant of Norton. He was *Truth*'s last owner before it "died unhappily in my arms in 1995, aged 105".]

49.5.2 ARTICLES

Bryans, Dennis, "The Australian book crisis 1939-1945", *Ultrabold: The Journal of St Bride Library*, Issue No. 4, Spring 2008, pp.10-19.

Callil, Carmen, "If the truth be told", *Australian Literature Review* in *Australian*, 6 August 2008, p. 11. A review of *Tabloid Man: The Life and Times of Ezra Norton*, by Sandra Hall, and discussion of the lives of John and Ezra Norton. (See also items 49.5.1 and 49.5.3.2). Hall is interviewed about the book in *Mediaweek*, 25 August 2008, p.9.

Day, Mark, "Reclusive media moguls the quiet achievers", *Australian*, 22 September 2008, pp.33, 36. Focuses on five families that have carved out successful media enterprises. One is the McPherson family, involved in the Shepparton (Vic.) media since 1888.

Dorling, Philip, "Gorton helped Murdoch take over the World", *Canberra Times*, 2 August 2008, p.1. See item 49.4.2 for a description of this article.

Downie, Graham, "Written into history's pages", *Canberra Times*, 30 September 2008. An extended obituary of Heather Shakespeare, widow of Arthur Shakespeare, founding editor of the *Canberra Times*, and CT company director; she died on 28 September, aged 99. He says she was a figurehead of the Canberra community who will be remembered for her commitment to others.

- Foyle, Lindsay**, “The art of selling a magazine”, *Weekend Australian*, 16-17 August 2008, p.29. The story of the *Bulletin* was the story of Australian media cartooning; after the cartoons stopped, so did the magazine.
- Haley, Ken**, “News and the pursuit of profit”, *Canberra Times*, Panorama section, 16 August 2008. A review of Nick Davies, *Flat Earth News*, Chatto & Windus, 408pp, \$54.95.
- Helft, Miguel**, “Old news on a Google screen”, *Canberra Times*, Computing section, 13 September 2008, sourced from the *New York Times*. Discusses Google’s plan to scan newspapers’ historic archives and make them searchable online through Google News and newspapers’ websites.
- Hull, Crispin**, “High hopes for journalism despite the latest threat to jobs”, *Canberra Times*, 30 August 2008, p B7. Argues that the future of journalism is bright, and that there are encouraging signs that newspapers and quality journalism are managing the online revolution.
- Kirkpatrick, Rod**, “Are we celebrating our 175th birthday early?”, *West Australian*, 29 August 2008, p.20. The author argues that the Perth daily cannot trace its roots to the *Perth Gazette* of 1833, but only to the beginning of the title, the *West Australian*, in 1879. Based on part of the paper he presented at a media histories workshop in June.
- Lewis, Julian**, “The comic that will not die”, *Weekend Australian*, 20-21 September 2008, Review p.7. Sydney publisher Frew has set what is reportedly a world record by publishing the *Phantom* comic for 60 years. Frew is owned by Jim Shepherd, a former Sydney journalist and sports commentator.
- McKnight, David, and O’Donnell, Penny**, “The winter of journalism’s content”, *Australian*, High Education section, 3 September 2008, p.23.
- Myers, Paul**, “The culture that shaped Brian McCarthy”, *Australian*, Media section, 4 September 2008, p.32. This is an important article because it is written by a former high-flying Rural Press insider. Myers provides insights into key figures in Rural Press and its culture that only a handful of people in Australia could.
- Nolan, Sybil**, “What manner of man? Graham Perkin as editor of *The Age* newspaper”, *Australian Journalism Review*, 30 (1), July 2008, pp.69-84. The author argues that there were a number of reasons why Perkin had a significant impact on public life at a time of great social and political change.
- Phelan, Seumas**, “Resistance is futile”, *Walkley Magazine*, No. 52, August-September 2008, p.10. The internet and its websites are not a threat to journalism, but a new challenge and a chance for greatness. There are also three articles in this issue that focus on the future of journalism: two by MEAA federal president Ruth Pollard and one by federal secretary Christopher Warren. (See **Ricketson** below.)
- Ricketson, Matthew**, “Media News: The Dearth Estate: A Question of Quality”, *Age*, 6 September 2008. Discusses the effect of the internet on quality journalism. (See **Phelan** above.)
- Ryan, Peter**, “Hacks, history and hotlines”, *Walkley Magazine*, No. 52, August-September 2008, pp.38-39. The message of the Newseum in Washington is that a free press is the cornerstone of a healthy democracy.
- Smith, Neil**, “A photo in the paper? How did they do that?” *Photographic Trader*, No. 133, July-August 2008, pp.26-29. Discusses the history of photo-engraving. Smith, a sub-editor on the magazine, sets out to produce “a kind of ‘resource map’ in the hope that some readers will find it a ‘treasure map’”. The article includes a list of 20 sources that helped Smith write the article. One source was ANHG No. 15. See below.
- Smith, Neil**, “Arrh me boy, it’s a jungle out there now”, *Photographic Trader*, No. 134, September-October 2008, pp.16-20. The second part of Smith’s article on photo-engraving, mentioned immediately above. This one carried 15 sources, including ANHG No. 10.
- Tiffen, Rod**, “Celebrations and critiques of contemporary journalism”, *Australian Review of Public Affairs*, August 2008 (www.australianreview.net). The author, a professor in the Department of Government and International Relations at the University of

Sydney, reviews two recent books on journalism (one by Nick Davies and the other by W. Lance Bennett) and takes a look at the Newseum, too.

Townsend, Keith, McDonald, Paula, and Esders, Lin, 'How political, satirical cartoons illustrated Australia's *WorkChoices* debate', *Australian Review of Public Affairs*, vol. 9, no. 1, August 2008, pp.1-26. This study examines the tone and content of 107 political, satirical cartoon images published in mainstream Australian newspapers in 2005 and 2006. Available: www.australianreview.net/journal/v9/n1/townsend.pdf [accessed September 2008].

Van Heekeren, Margaret, "Pioneer or pretender? The contradictory life of Australasian printer and publisher Benjamin Isaacs", *Australian Journalism Review*, 30 (1), July 2008, pp.85-98.

Warden, Ian, "Behold the pilgrims to the shrine of stoush' ", *National Library of Australia News*, July 2008, pp.3-6. Warden uses newspaper files to travel back to a Sydney enthralled and sometimes appalled by the "unparalleled Biff" between Jack Johnson and Tommy Burns at the 1908 World Heavyweight Boxing Championship.

Waterford, Jack, "The real threat to newspapers comes from quality not quantity", *Canberra Times*, 30 August 2008, p B2. Argues that newspapers should be measured by the quality of their journalists, not how many they have, and that the test of newspapers is circulation and readership, bearing in mind that the core readership is the baby boomers or older.

Waterford, Jack, "A very leaky case", *Canberra Times*, 27 September 2008, Forum section, p.B3. Argues that police raids on journalists rarely result in charges being laid and are usually aimed at sending a message to "disloyal" public servants.

49.5.3 CD

The Border Mail: A Paper Dynasty. This is a brief introduction to the *Border Mail* and the former owners, the Mott family (who founded the paper in 1903). Eleven minutes, \$15 plus postage. Available from Albury Library and Museum, PO Box 323, Albury, NSW, 2640.

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