



*The Wagin Argus office, Western Australia, 2007.*

AUSTRALIAN NEWSPAPER HISTORY GROUP

## NEWSLETTER

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Compiled for the Australian Newspaper History Group by Rod Kirkpatrick, 59 Emperor Drive, Andergrove, Qld, 4740. Ph. 61-7-4955 7838. Email: [rodthejourno@uqconnect.net/](mailto:rodthejourno@uqconnect.net/)  
Contributing editor: Victor Isaacs, of Canberra.

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### 1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

#### 55.1.1 CORBETT CHAIRS FAIRFAX

Roger Corbett, a former CEO of Woolworths, has become the chairman of the Fairfax Media Ltd board. He was elected on 13 October at a board meeting in Wellington, New Zealand, but did not become chairman until last month's AGM when Ron Walker stepped down. The election of Corbett followed the announcement in September by directors John B. Fairfax and son Nicholas that they would vote against Walker at the AGM (Australian, 14 October 2009, pp.35, 44, and Fairfax Media statement, 13 October 2009, accessed through corporate website; see ANHG 54.1.1).

For the second successive year, Fairfax Media was forced at its AGM to declare a poll for shareholders to consider its remuneration report. It had faced the prospect of a protest vote over a \$4.1 million golden parachute paid to former CEO David Kirk. Corporate governance was another common concern of shareholders at the AGM on 10 November. Outgoing chairman Ron Walker and a long-serving director Julia King did not attend. Walker's successor, Ron Corbett, chaired the meeting. He promised that the board was unified after months of infighting had spilled into the public domain. Former Labor politician Chris Schacht, a shareholder of Fairfax, said the board room implosion had

ensured the company had become a “laughing stock” of corporate Australia. “The governance of this board has been appalling,” he told the meeting. He highlighted the failure of the Fairfaxes (John B. And Nicholas) to disclosed a margin loan over their shareholding, as well as the admission that week that Fairfax Media director David Evans had been acting in breach of communications law for the past two years. Evans has been forced to resign by the Australian Communications and Media Authority as a result of his conflicting role at Village Roadshow, which also has interested in radio licences through its stake in Austereo (*Australian*, 11 November 2009, p.35).

#### **55.1.2 BLOGGING POLICIES**

The Media Entertainment and Arts Alliance (MEAA) has asked media companies to clarify their policies on how employees should interact online after a Brisbane *Courier-Mail* sub-editor lost his job for badmouthing his paper in a personal blog. MEAA said it was to its knowledge the first case in Australia of a journalist being sacked for personal opinions expressed in an online forum (*Australian*, Media section, 12 October 2009, pp.27, 32).

#### **55.1.3 AN UNUSUAL OBITUARY**

Kathleen Noonan wrote an unusual obituary in the *Courier-Mail*, 10-11 October 2009. In her “Last Word” column, she penned an obituary for Robbie Edgar, a junkie. ‘No one publishes obituaries for junkies,’ his sister wrote to Noonan. And Noonan decided that because most of us get away with our mistakes, but Robbie didn’t, that she would make an exception. It’s worth reading, “Obituary for Robbie: Everyone deserves an elegy ... even a junkie”. Robbie, by the way, contributed ‘well written and wry articles to various newspapers and magazines’, such as the *Northern Rivers Echo*.

#### **55.1.4 AUSTRALIAN PRESS PICKS ITSELF UP**

In the first quarter of 2009, the release of worse-than-expected first-half results for 2008/09 led analysts to cut share-price targets for local media companies and warn that advertising revenues might not revive until 2012. Now, says Sally Jackson (*Australian*, Media section, 26 October 2009, p.27) those gloomy predictions look overblown. With advertising picking up more strongly than expected, share prices have come off the floor, and analysts and media buyers are sounding a lot more optimistic. One leading analyst believes short-term cyclical factors hurting the sector had become confused with long-term structural decline. “Coming into the down cycle, some add the two together and everything looks horrendous,” she says.

Jane Schulze, former Media editor and now publisher of the Standard Media Index, wrote (same date and page) that she could “say with absolute certainty that at least in Australia each of the so-called ‘old’ media sectors remains underpinned with such strong media agency revenues that they are not going anywhere any time soon”. She provided a table which showed that newspapers had obtained 19.42 per cent of national advertising spending for full-year 2007, 19.55pc for 2008 and 19.50pc for the first nine months of 2009.

On 3 November, West Australian Newspapers Holdings Ltd joined a growing chorus of media companies heralding the signs of an advertising-revenue comeback for 2010. WAN posted a 22.9 per cent fall in net profit for the September quarter (compared with same period last year), but CEO Chris Wharton said there had been “week-on-week growth since August” (*Australian*, 4 November 2009, p.39). At the WAN AGM on 4 November, chairman Kerry Stokes was “greeted like a saviour and showered with praise” as he took the podium. “The company is in a strong position,” he told the audience of about 150 shareholders. “It has re-energised over the last 12 months. We have a new board and a new management team and a new editor and editor-in-chief.” (*Australian*, 5 November 2009, p.21)

See also Sally Jackson and Geoff Elliott, "Ad recovery boosts 'old media' ", *Australian*, Media section, 26 October 2009, p.32; Geoff Elliott, "Will media companies go full circle?", *Australian*, 4 November 2009, p.39; and James Chessell, "WAN's Wharton lauds rebound", *Australian*, Media section, 30 November 2009, p.33.

### 55.1.5 RECENT CHRONOLOGY

#### 55.1.5.1 DEATHS

**Bell, Glennys:** D. 20 November 2009, aged 71; first female cadet employed in ABC's Sydney newsroom, in 1960s; joined Fairfax and was part of small team that launched the *National Times* under editor Trevor Kennedy; worked there 1970-80; built an impressive body of work in medical and health reporting; joined the *Bulletin* where Kennedy was by then the editor (*Australian*, Media section, 23 November 2009, p.33).

**Cleine, Sylvia Marjory (née Wright):** D. 18 June 2009 aged 92; wrote for local, state and national newspapers and magazines and found time to be a successful quiz champion; began working life as a teacher and started writing for publications to complement her income; married Phillip Cleine in 1940; wrote a column for a national gardening magazine and wrote features for the Melbourne *Herald's* women's pages; wrote for local papers such as the *Westernport News*; worked for the *Peninsula Post* for 17 years and did long stints with the *Flyer* and *Leader* newspapers; had seven children (*Herald Sun*, 15 September 2009, p.62).

**Doswell, Paul Geoffrey:** D. 13 October 2009 in Melbourne, aged 75; worked in the 1950s for the *Argus* newsroom in Sydney which operated on the editorial floor of the *Daily Telegraph*, before he moved to the *Argus* sub-editors' desk in Melbourne; after closure of the *Argus* in January 1957, returned to Sydney during the Packer family's heyday and joined the now legendary horseshoe-shaped sub-editors' table of the *Daily Telegraph*; rose to become *Telegraph's* chief sub-editor and later news editor; returned to Melbourne in 1970s and became senior editor of the press section of the Trade Publicity Branch of the Department of Trade (later part of Austrade)—the section was responsible for promotional stories sent around the world in support of Australian exports; he stayed until 1990 when Austrade closed the publicity branch (supplied by Ron Perry).

**Wood, Holly:** D. 13 October 2009 in Perth, aged 68; *Sunday Times* social writer and tireless charity worker (PerthNow.com.au, 23 October 2009)

#### 55.1.6 TASMANIA NOT FORGOTTEN

**Victor Isaacs** writes (mid October): Newspaper delivery has significantly improved in Tasmania in the past few weeks. Following commissioning of a new printing plant for the Hobart *Mercury*, News Ltd has taken the opportunity to also use it to print the national daily, the *Australian*. This was inaugurated from 17 August 2009 for Monday to Friday editions and from 5 September 2009 for the *Weekend Australian*. The change has provided greater reliability of delivery. The paper is reported as arriving up to four hours earlier at some Tasmanian newsagents. The weekday price in Tasmania was reduced from \$1.90 to \$1.50. Then from 21 September the Melbourne *Herald-Sun* has also been printed at the new plant for Tasmanian distribution. Price in Tasmania was reduced by 30c. The *Herald-Sun* has joined the Brisbane *Courier-Mail* as a state-based weekday paper printed at more than one location. (The *Courier-Mail* is printed in Brisbane and Townsville). The two Melbourne papers have significant sales in Tasmania.

Fairfax Media has also got into the act. Since 24 September, the *Financial Review* has also been printed in Tasmania – at Fairfax's Launceston *Examiner* printing plant. In addition, the Melbourne *Age* has also been printed there from October – but only on Saturdays. It is believed that the changes are as much to do with removing the costs and uncertainties associated with air freight, as with improving delivery. These changes provide a welcome contrast to other changes to newspaper availability in the past year. (That is, both Melbourne papers being transferred from air to road for slower delivery to Canberra, and the closure of the important McGills Newsagency, with its country, interstate and overseas newspaper sales, in central Melbourne).

**From the *Mercury* (10 October):** The Saturday *Mercury* was struck with production problems, and some pages were missing. The missing pages were caused by an electrical fault on one of the printing units. They were supplied online and included Pages 9 and 10 (news pages) 85 and 86 (classifieds), 107 and 108 (Racing).

#### **55.1.7 NEW DIGS FOR THE AGE**

From Melbourne, **John Tidey** reports: Fairfax Media has taken possession of its new Victorian HQ – a \$100 million state of the art building at the gateway to Melbourne’s Docklands. Over the next few months the editorial and business staff of the *Age* will move into the new Media House together with other Fairfax Media Victorian operations including print, radio and online. It took two years to build the seven-storey building (not a day lost through strikes or accidents) at the corner of Collins and Spencer Streets. Victorian Premier John Brumby was the guest of honour at the handover (27 October) which was one of the final duties of outgoing Fairfax Media chairman Ron Walker, a champion of the project. Walker described Media House as an “almost impossible dream.” It not only reaffirmed the company’s confidence in the future of newspapers – and in its multi media future – but also its commitment to Melbourne and the people of Victoria, he said. The striking new addition to the Melbourne skyline is owned by its builders, Grocon. Since 1969 the HQ of the *Age* (established 1854) had been a few blocks away at 250 Spencer Street, Melbourne. The newspaper has been printed from a new plant near Tullamarine airport since 2003 (see also the *Age*, 28 October 2009, p.10).

#### **55.1.8 NEW CHAIRMAN OF PRESS COUNCIL**

Julian Disney, law professor, author and social-justice campaigner, became the new chair of the Australian Press Council on 1 December. He has never worked in journalism, but he reads four daily newspapers a day plus a weekly or two. Disney has served as a law reform commissioner, coordinator of the Sydney Welfare Rights Centre and president of the Australian Council of Social Service. Disney replaces Professor Ken McKinnon, who served nine years as chairman of the Press Council (*Australian*, media section, 2 November 2009, p.33).

#### **55.1.9 HEART OF THE NATION: LAST POST FOR FIRST BYTE**

“First the substance, now the style ...” This was how the *Weekend Australian* headlined its announcement on 7-8 November (p.4): “Today’s redesign is the latest step in the evolution of a world-class newspaper that reflects the needs and wants of our readers.” In early September, the *Australian* introduced new features such as the Monday-to-Friday “A Plus” sections and Mind Games page; it expanded its world coverage and *Wall Street Journal* pages as part of a restructure to present “more top-quality news analysis and commentary in a format that was easier to navigate”. With the substance of the newspaper right, the paper said, it was time to focus on the style. The *Australian* called on renowned newspaper designer Alfredo Trivino from News International in London to rethink the look and feel of the newspaper, which had remained largely unchanged for several years. He worked with the *Australian*’s own team to create “a contemporary design that reflects the values of the newspaper – serious and intelligent, calm and thoughtful, if occasionally irreverent”. What has changed? Let the *Weekend Australian* tell the story:

“The first things readers will notice are the new masthead and colour palette throughout the newspaper. The colours, from the red of the iconic Australian map, to the blue of the masthead and the new palette for sections in the *Weekend Australian* have been chosen to reflect the unique light and colours of our nation. Inspiration has been drawn from the work of some of our most famous painters—Russell Drysdale, Fred Williams, Sidney Nolan and Margaret Preston—who captured the true heart of the nation. [In the banner, “THE HEART OF THE NATION” has become “HEART OF THE NATION” and “YOUR NATIONAL NEWSPAPER” has been ditched.] The pages of the *Australian* will be structured with more discipline and uniformity, creating a cleaner appearance from the

first page to the last. You will see more white space and less clutter on the pages. You will see a greater focus on 'visual journalism' to ensure the quality of the words readers have come to trust is reflected in the quality of the design. And we are enhancing the role of its popular Times Classic typeface, using it across the paper for a more consistent look. At the same time, we are undertaking a huge investment in a new editorial computer system, showcasing owner News Limited's long-term commitment to the newspaper and to the industry.' (See ANHG 54.1.24.)

Feedback was swift (*Australian*, 9 November 2009, p.15): **Bert Castellari**, of Curtin, ACT (his byline was a regular in the *Canberra Times* about 40 years ago), wrote: First impressions of the new-look *Weekend Australian*: a subdued design. Calm, settled, controlled, orderly – and a bit stuffy. Lifetime newspaper readers will have seen dozens of changes in print media over the years. Some of us still prefer that old messy appearance of immediacy, but we're not sentimental. We'll get used to it and continue to read you for the substance which is missing from most of the electronic media. Don't get carried away by design.

**B.A. Hines**, of Rockhampton, Qld, wrote: "The layout for the Commentary page is about as interesting and legible as the telephone book's White Pages. It's particularly cruel to older readers—probably your biggest demographic. It's even crueller to contributors whose best efforts appear pale and diluted.

**F. Alexander Jenkins**, of Eltham, Vic., wrote: "It seems to me the letters page is harder to read than the week before. While space is a designer's dream, a larger type is easier to read." This led the Editor to note: "During our redesign, a significant amount of effort went into the typeface and making the text of the newspaper more readable. This included a small increase in the point size. As always, we welcome and take into account readers' comments."

The "First Byte" section of the Letters page has bitten the dust in the redesign. There is now a "Last Post" section, as well as a "Cut & Paste" section, with the latter featuring extracts from various newspapers and other media. The 19<sup>th</sup> century newspaper editor would be at home in "Cut & Paste". On 9i November the last letter in "Last Post" was from **M.F. Horton**, of Adelaide, SA, and commented: "The Last Post for First Byte! Trumpet blowing for novel incisiveness?"

More feedback came on 10 November (p.13). **Bruce Wright**, of Latham, ACT (another byline from the *Canberra Times*, of a few decades ago), wrote: "Congratulations on the new look. Your intelligent and artful use of white space and colour make much more readable. Not only have you finally ended what was the dreadful greyness of what you now call the 'Commentary' pages but thoughtful design lifts the whole paper. Now, if you could just make your coverage of climate change as balanced and informed as your page design, I'd have almost nothing to complain about."

And on 11 November (p.15). **Roy Scaife**, of Chapman, ACT, wrote: "The first thing we letter writers look for is our name, so it was cruel to reduce the size of the letter writer's name. What about our egos?"

#### 55.1.10 PEOPLE

**Rory Callinan**, a former Pacific correspondent for *Time* magazine, rejoins the *Australian* as an investigative journalist (*Weekend Australian*, 10-11 October 2009, p.2).

**Tom Dusevic**, associate editor and national correspondent of the *Australian Financial Review*, returns to the *Australian* as national chief reporter (*Weekend Australian*, 10-11 October 2009, p.2).

**Gary Hughes**, of the *Australian*, won the Sir Keith Murdoch Award for Journalism in the 2009 News Awards. Hughes wrote a first-person account of losing his home and nearly his life in the Black Saturday Victorian bushfires (*Australian*, Media section, 2

November 2009, p.34; see ANHG 51.1.17.2 and 52.5.1.). At the Walkley Awards ceremony, nearly four weeks after taking the News award, Hughes won the Gold Walkley and the award for Best Print News Report for the same reporting (see [www.walkleys.com/2009walkleywinners](http://www.walkleys.com/2009walkleywinners) for full list of winners).

**Gary Linnell**, editor of the *Daily Telegraph*, discusses the paper and its new Saturday magazine, *Best Weekend* in *Mediaweek*, 5 October 2009, p.8.

**Brett McCarthy**, editor, the *West Australian*, was featured as “Person of the Week” in *Mediaweek*, 12 October 2009, p.6.

**Ben Naparstek**, editor, the *Monthly*, was “Person of the Week” in *Mediaweek*, 5 October 2009, p.6.

**Tony Stephens** and **Richard Macey**, two of the longest serving journalists at the *Sydney Morning Herald*, have finished duties at the paper. They were refused redundancies last year, but have now departed. Stephens is a former editor of the *Sun-Herald* and Macey worked for the paper for 36 years as a science writer, chief of staff and “all-round nice guy” (*Australian*, Media section, 5 October 2009, p.31).

**Hedley Thomas**, winner of five Walkley Awards, including the Gold Walkley in 2007 for exposing the Dr Mohamed Haneef affair, returns to the *Australian* after working as a general manager of QGC, a leading energy company, for the past two years (*Weekend Australian*, 10-11 October 2009, p.2).

#### 55.1.11 THE NATIONAL PRESS CLUB AND ITS PRESIDENCY

The tale of an election—hurried back-room discussions, a sweetheart deal and an eventual succession plan—is one straight from the halls of Parliament House (writes Jessica Wright, *Sunday Canberra Times*, 1 November 2009). But instead it was a roll call of some of Australia’s most seasoned national political commentators who are as adept at playing politics as they are at reporting it. News Ltd political journalist Steve Lewis was going to contest the president’s position at the AGM scheduled for mid-November, but withdrew when a deal was done – well, several deals. One result is that Lewis is likely to become president at the end of 2010; other results were that he got one of the vice-presidencies at the 2009 AGM, replacing Tony Melville, who became treasurer. Former treasurer Laurie Wilson stepped aside and nominated for a board position. All this to save anything like to head-on contest for the presidency that resulted last year when Glen Milne opposed Kenneth Randall, who was elected for his 19<sup>th</sup> year.

#### 55.1.12 AGE BUSINESS SECTION GOES TABLOID

From Monday, 26 October the “BusinessDay” section of the *Age* began appearing in tabloid format, but it was not combined with the sports section as in the *Sydney Morning Herald*. *Age* editor-in-chief Paul Ramadge says feedback from readers, advertisers and “our contacts in the broader Melbourne community” has been extremely positive. He says the *Age*’s change of format for “BusinessDay” was not a copycat exercise after the *SMH* had made the change. “Our changes,” he told *Mediaweek* (2 November 2009, pp.10-11) come on the back of some extensive research we had already done with our readers. We gave them a range of options and asked them what they would like ... People said they loved the design of the smaller format, but they asked for it to be a stand-alone section, not coupled with sport, which is what happens in the *Sydney Morning Herald*.”

#### 55.1.13 SMH AND GREASEPROOF WRAP

The *Sydney Morning Herald* edition of Monday 23 November had a greaseproof wraparound advertisement for Prado four-wheel drive vehicles. The main news was visible through the wraparound and the advertisement was printed in black with a line drawing of the front of the vehicle on the front cover and of the back of the vehicle on the back cover. The ad’s punchline (reports **Ken Sanz**) was that with one drive, everything becomes clear. On Wednesday, 25 November, early editions of the *SMH* had a Thursday dateline on the front page and Wednesday on the page folios in the remainder of the paper. Someone telephoned a radio station to say that one of the paper’s past mottoes had been “Tomorrow’s news today”.

#### **55.1.14 RUPERT MURDOCH INTERVIEWED AT 78**

Just hours after releasing News Corporation's better than expected first-quarter results, Rupert Murdoch is looking relaxed, one foot propped up on a coffee table in his fifth-floor office in Sydney's News Limited headquarters, and keeping an eye on the World Series baseball on a TV screen, writes **Geoff Elliott** (*Weekend Australian*, 7-8 November 2009, pp.25-26). Elliott interviewed Murdoch during the media boss's visit to Sydney. Murdoch is looking ahead to the next 12 months with optimism. "I'm not frightened for the film industry or content industry: people are still going to need and watch news."

#### **55.1.15 READERSHIP CHANGES**

The *Australian* reported (13 November 2009, p.23) the results of the Roy Morgan Readership Survey of newspapers and magazines for the year to the end of September, but no comparison figures were provided because the methodology had changed. Metropolitan weekend newspapers were read by about 11.5 million people, according to the survey, and weekday newspapers by about 9.4 million, and regional papers by about 2.8 million.

#### **55.1.16 DIP IN METRO SALES**

The *Australian* reported a "small decline" in sales of Australian newspapers in the three months to September, but did not draw attention, until the second half of its report, to its own 4.2. per cent decline in weekday sales and 1.6 per cent decline in weekend sales (Media section, 16 November 2009, p.28). *Mediaweek* managed to get the metro daily figures for July-September 2009 under the 2008 heading and vice-versa (23 November, p.9).

#### **55.1.17 ETERNITY, AND IT'S FREE!**

Dave Maigraith and John Sandeman are about to launch what they describe as Australia's first mass-market Christian newspaper. It's to be called *Eternity* and it will be free. They say 100,000 copies will be distributed in bulk to 2000 churches across Australia from the beginning of 2010. A pilot issue was published in October and another will appear this month. Sandeman worked for Fairfax Media for 28 years and Sandeman has been marketing manager for Anglican Media, Sydney, publishers of the *Southern Cross*. He has worked also for the Church Missionary Society, AC Nielsen and *Rolling Stone*. The format will be similar to the *Good Weekend* magazine that appears in the weekend editions of the *Sydney Morning Herald* and the *Age* (*New Life*, 17 September 2009, p.22).

#### **55.1.18 MURDOCH ON NEWSPAPERS**

The following has been obtained from the Australian newsagency Blog: Rupert Murdoch, CEO of News Corporation, appeared before the US Federal Trade Commission's Workshop on 1 December and spoke on "From Town Crier to Bloggers: How Will Journalism Survive the Internet Age?". Here are some extracts some of what Rupert Murdoch had to say to the FTC:

First up, on the trust between consumer and a newspaper: "From the beginning, newspapers have prospered for one reason: the trust that comes from representing their readers' interests and giving them the news that's important to them. That means covering the communities where they live ... exposing government or business corruption ... and standing up to the rich and powerful."

And on the future of newspapers: "The same is true with newspapers. More and more, our readers are using different technologies to access our papers during different parts of the day. For example, they might read some of their Wall Street Journal on their blackberries while commuting into the office ... read it on the computer when they arrive ... and read it on a larger and clearer e-reader wherever they may be."

Later, he adds: "I have often made the point about newspapers this way: by reminding people that we are in the news business, not the dead tree business. In other words, what

makes a newspaper is its content and brand – not necessarily the form in which it is delivered.”

He outlines the principles for the new world:

1. Let news organisations innovate to give their customers the news they want, when they want it, and how they want it.
2. Ask consumers to pay for the products they consume. Let aggregators desist – and start employing their own journalists.
3. And ask the government to use its powers to ensure the most innovative companies are free to reach new customers instead of looking for ways to prop up failures or intervene in a constitutionally sensitive business sector.

#### **55.1.19 GRAHAM PERKIN AWARD EXTENDS NET**

The Graham Perkin Award for Australian Journalist of the Year has been opened up to all journalists—not just print journalists. Paul Ramadge, editor-in-chief of the *Age*, says journalism has changed since the award was introduced in 1976, and it’s time to open the award to radio, television and online journalists and to editors. The award carries a \$20,000 prize (*Australian*, Media section, 7 December 2009, p.35, and advertisement, p.32).

## **2 – CURRENT DEVELOPMENTS: ONLINE**

#### **55.2.1 TWITTER ENTERS COURT**

The Federal Court will allow individual judges to decide whether to allow cases to be covered from within their courtrooms on new media platforms such as Twitter. The issue arose after two technology journalists, Andrew Colley (*Australian*) and Liam Tung (website ZDNet Australia), started using the microblogging site to publish running reports of the landmark iiNet copyright case being heard by Justice Dennis Cowdroy in Sydney. (It was creating great interest in Hollywood.) The Twitter reporting is a first for Australia, reports Sally Jackson (*Australian*, Media section, 19 October 2009, p.30).

#### **55.2.2 THE AGE OF THE M-BOOK**

Marieke Hardy, a critic, radio host, screenwriter, blogger and one-time soap actress, is adding a string to her long bow: author of what is believed to be Australia’s first m-book, a daily serial delivered to readers every morning on their mobile phones. The project, launched by the *Age* in mid-October, is billed as Fairfax Media’s latest attempt to develop fresh ways of engaging with readers using new media platforms. Readers of the m-book will end up paying about \$11, or a fraction more than 50c for each of the 20 separate texts sent to their phones (*Mediaweek*, 19 October 2009, p.7).

#### **55.2.3 SMH EDITOR NOT IN CONTROL OF PAPER’S WEBSITE**

Peter Fray, editor of the *Sydney Morning Herald*, has told the media and marketing blog, [www.mmbrella.com.au](http://www.mmbrella.com.au), ‘I don’t control the content of the [paper’s] website.’ The content was not always to his liking, he indicated (*Australian*, Media section, 26 October 2009, p.31).

#### **55.2.4 STAFF MESSAGE TO THE POINT**

The chief of staff of the *West Australian* did not beat around the bush when emailing staff about changes to their routine, reports **Amanda Meade** (*Australian*, Media section, 9 November 2009, p.31). “Starting Monday 2 November we will remove the artificial divide between news floor and online ... Every reporter is now expected to file regularly for online because there will no longer be dedicated online reporters filing for the website. I will not be telling you to file for online every time you are sent on a job—it will be assumed that you will. Please do not forget. Please do not wait for Chris Manly to ring you for an update. It is a reporter’s obligation to file in a timely fashion for the website. Failure to do so means neglecting a core part of our business.”



### 55.2.5 ONLINE DISPLAY ADS FALL

Online display advertising recorded in the September quarter its first quarterly year-on-year decline in spending since the dotcom crash of 2001. It fell 3.8 per cent to \$121 million in the three months to 30 September compared with the same period last year. Classified advertising recorded its third successive drop, falling 5 per cent, but search and directories advertising continued to grow, rising 12 per cent to \$238 million. This pushed total online spending to \$466 million, up 2.9 per cent and the biggest quarter on record (*Australian*, Media section, 9 November 2009, p.31).

### 55.2.6 NEWS MAY BID FOR DIGITAL SPECTRUM

Rupert Murdoch says News Corporation may be a player in the Rudd Government's auctions of digital spectrum as the company examines how it will distribute its newspapers and content wirelessly. The push to own spectrum, or airwaves, could help mitigate the costs of a new over-the-air service from News. Otherwise it would probably need to partner with a telecommunications company and be charged fees for doing so (*Australian*, Media section, 9 November 2009, p.32).

### 55.2.7 FAIRFAX RELAUNCHES AFR SITE

Fairfax Media has relaunched AFR.com, the companion website to its national daily, the *Australian Financial Review*, for the third time in three years, writes **Sally Jackson** (*Australian*, Media section, 23 November 2009, p.32). Industry sources suggest that subscriber numbers for the website are about 5000.

## 3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

### 55.3.1 GEELONG: NEW EDITOR

Steele Tallon, the editor of the website [www.adelaide.now.com.au](http://www.adelaide.now.com.au), has been appointed editor of the *Geelong Advertiser*. Tallon was deputy editor of Adelaide's *Sunday Mail* before taking charge of the website run by the *Advertiser* and the *Sunday Mail*. Previously he was based in Brisbane as chief of staff and later assistant editor of the *Sunday Mail* there. At Geelong, Tallon replaced Peter Judd, editor of 14 years. Judd is now reporting to News Ltd group editorial director, Campbell Reid (*Mediaweek*, 5 October 2009, p.4, and 26 October 2009, p.10).

### 55.3.2 TWEED: WORK EXPERIENCE STINT TO REMEMBER

Amanda Meade (*Australian*, Media section, 19 October 2009, p.31, "The Diary") reports that a university student who joined the office of the APN-owned *Tweed/Border Mail* and the *Gold Coast Mail* for work experience recently had an unusual experience. The general manager of Tweed Newspapers, Alisdair McLean, arrived a few days after he stint began and summarily dismissed the editor, sports editor, office manager and chief photographer. A casual journalist who had worked for the papers for two years quit in disgust. The next papers were put out by "a work-experience kid and a few junior reporters who had been recently graded – just in time for the mass layoffs".

### 55.3.3 VICTORIAN BUSHFIRE TOWNS: *PHOENIX* RISES FROM THE ASHES

On 7 March, Ash Long, publisher of the *Melbourne Observer*, began issuing a free newspaper for the towns and villages affected by the "Black Saturday" bushfires of 7 February 7. The paper has appeared weekly since 18 May and is available online at [www.thephoenix.com.au/](http://www.thephoenix.com.au/)

### 55.3.4 GUNGAHLIN, ACT: MONTHLY BEGINS

Federal Capital Press, publisher of the *Canberra Times* (part of the Fairfax Media group), has begun publication of a monthly free newspaper, *Gungahlin News*. (Gungahlin is a rapidly developing area in the north of Canberra).

### 55.3.5 LAUNCESTON: PAPER SUCCEEDS UNDER NEW TITLE

The *Launceston Times*—the reborn *Launceston Advertiser*—is now 12 months old and success had greeted its change of title and its harder-news approach.

## 4 – NEWSPAPER HISTORY

### 55.4.1 ANNIVERSARIES

#### 55.4.1.1 THE *WEEKLY TIMES* AT 140

Victoria's *Weekly Times* celebrated its 140<sup>th</sup> anniversary by issuing a five-part "Collector Magazine Series" in September-October. Part 1 covered the 1869-80 period. The first issue of the *Weekly Times* appeared on 11 September 1869, contained 16 pages and sold for threepence (2.5c). That issue carried an obituary for John Pascoe Fawkner, widely considered that father of the Port Phillip settlement that eventually became Melbourne. The first editorial vowed that the paper would be fearlessly independent and fair, declaring it would never be the mouthpiece for any political cause. Readers wanted "vigour divested of malignity; strength apart from truculence – the hand of iron and the glove of velvet and above all sincerity, cheeriness and good temper".

Part 2 of the collector series covered 1880-1900; Part 3, 1900-30; Part 4, 1930-60; and Part 5, 1960-2009. Part 2 featured an image of the new Herald and Weekly Times building, on the corner of Russell and Flinders Streets, in July 1895. The first photograph published in the *Weekly Times* appeared in 1894 and featured the Coolgardie goldfields in Western Australia. Picture pages of events and people were a common feature thereafter. In 1889 Sir Henry Parkes delivered a stirring speech on federation at Tenterfield, NSW. It was time for "one people, one flag, one destiny", he said. The *Weekly Times* became a passionate supporter of federation in its editorials. Part 3 featured a series of small pictures of the hand-setting of type and other aspects of the hot-metal and letterpress production process (from the issue of 2 February 1907). Part 4 highlighted the hardships of life in the Great Depression. The difficult times left the *Weekly Times* to create "Miranda" in 1931. The paper's new Women's Bureau columnist, Sonia Hardie, took on the role of a de facto social worker and became the first "Miranda". One letter said: "I have seven children. My husband has had five weeks' work in 12 months. I have four children going to school; they have three miles to walk with no warm clothing, overcoats and hardly any boots."

The fifth magazine reported that on 5 January 1966, the *Weekly Times* had a new look. A full-page picture of Claude Burge, one of Victoria's last wheelwrights, with a cartwheel outside his workshop in Bridgewater, had replaced the full-page advertisement that had claimed the cover of the paper for almost 100 years. Every week from then on, scenes of farming life would fill the front page of the "Bible of the Bush". By this stage, the *Weekly Times* was well and truly a specialist farm paper, dedicated to the issues that affected farm businesses and country communities. More often than not, it left the coverage of general news to the daily media. In fact, the biggest news event of the 20<sup>th</sup> century—man landing on the moon in July 1969—barely rated a mention and, unlike in the past, when wars were a major part of the *Weekly Times*, coverage of the Vietnam war was almost non-existent. The women's pages remained a strong element, featuring letters to Miranda, recipes, fashion, crafts and knitting. A gardening page became popular. "Investigator" and "Our Lawyer" columns answered people's inquiries, and sections on travel, country music, a television guide and a motoring column were added.

Robin Bromby writes about the *Weekly Times* and its range of specialist staff in "Moving with the Times", *Australian*, Media section, 7 December 2009, p.33.

#### 55.4.1.2 *SUNDAY TELEGRAPH* AT 70

The *Sunday Telegraph*, Sydney, was 70 years old on 19 November and it issued a 12-page souvenir liftout on 22 November. Rupert Murdoch wrote (p.3): "Buying the *Sunday Telegraph* from Frank Packer in 1972 was one of the best decisions I ever made. Even though the paper was making a loss back then, I would have paid much more." (Murdoch closed his *Sunday Australian* immediately after buying the *Sunday Telegraph*.) The front page of the anniversary issue carried a photograph of model Megan Gale, a "brand

ambassador” for David Jones, the first advertiser to appear in the paper. She wore a 1930s-inspired dress. The souvenir liftout included 50 famous front pages (in a double-page spread) and a full-page reproduction of the first front page of the paper (then a broadsheet); the paper began two months after the start of World War II. Claire Harvey’s brief history of the paper is probably the most worthwhile inclusion for the serious newspaper historian.

#### **55.4.1.3 NEWSDAY BIRTH REMEMBERED 40 YEARS ON**

Thirty-eight former *Newsday* journalists and photographers gathered in a room at the Melbourne Cricket Ground at the end of September to mark the 40<sup>th</sup> anniversary of the birth on 30 September 1969 of the evening newspaper that David Syme & Co launched against the *Herald* in the Melbourne evening market. *Newsday* survived only until 2 May 1970 (*Herald Sun*, 3 October 2009, p.2; *Age*, 24 September 2009, p.28).

#### **55.4.1.4 GOOD WEEKEND AT 25**

The *Good Weekend*, the magazine that appears in the weekend editions of the *Sydney Morning Herald* and Melbourne’s *Age*, has celebrated its 25<sup>th</sup> anniversary. More than 1250 issues have appeared, carrying more than 5000 individual stories. For the first year, the magazine appeared only in the *SMH*; from 1985, it appeared in the *Age*. The *Good Weekend* published a 124-page 25<sup>th</sup> anniversary issue with a glossy cover. The magazine has had only eight editors in its lifetime. The current editor, Judith Whelan, took over in 2004. She decided to ask the former editors to choose the best publications from the 25 years. Their comments occupy four pages. The editors (only one of whom is a male) have been: Valerie Lawson, 1984-86; Susan Wyndham, 1986-88; Shona Martyn, 1988-89; Shelley Gare, 1989-91; John Huxley, 1991-93; Anne Summers, 1993-97; Fenella Souter, 1997-2004; and Judith Whelan, 2004-now.

*Mediaweek* (30 November 2009, p.6) featured an interview which editor James Manning conducted with Judith Whelan. The article included the current roles of each of the former editors and a *cv* of Whelan. Whelan told Manning the *Good Weekend* was very well resourced, with a stable of some of the best writers in the country. These included Janet Hawley, Jane Cadzow, Fenella Souter (a former editor), Amanda Hooton and John van Tiggelen.

#### **55.4.2 THE FIRST NEWSPAPER PRINTED IN VICTORIA**

If you want to read a letter to the editor on newspaper history from somebody who obviously knew what s/he was talking about, visit the Australian Newspaper Digitisation Project website and have a look at the Melbourne *Argus* of 18 April 1902, p.9. The letter is from A. Neville and is headed, “The first newspaper printed in Victoria”. The letter writer was very careful with facts and dates (says the ANHG editor).

#### **55.4.3 FRONT-PAGE ADVERTISEMENTS: ONE LEFT**

**Victor Isaacs** writes: On 5 November 2009 the British local weekly newspaper, the *Craven Herald and Pioneer* of Skipton, West Yorkshire, changed its format from a front page devoted entirely to advertisements, to a front page with news (and also changed from broadsheet to tabloid). That means that there is now only one British newspaper (and probably only one in the world) still retaining the traditional layout of front page advertisements. This is the weekly *Cornish & Devon Post*, (with its associated *Bude & Stratton Post*, *Holsworthy Post* and *Camelford & Delabole Post*) of Launceston, Cornwall. The *Cornish & Devon Post* belongs to the Tindle newspaper group, which pursues very conservative business policies. The *Craven Herald* succumbed even though in early 2008 a poll of its readers voted 80% to retain only advertisements on the front page. The *Craven Herald* is part of the Trinity Mirror company, whose local newspapers have recently been subject to stringent cutbacks. The *Craven Herald* was a well-designed, attractive paper. The *Cornish & Devon Post*, however, looks like it is just thrown together with no design.

#### **55.4.4 TRADING POST'S BEGINNINGS**

The final print edition of the *Trading Post* appeared on 29 October 2009. It carried a four-page wraparound which told some of the history of the paper. It says: Poor pay for female journalists was the impetus for the first issue of the *Trading Post* in Australia. It was launched in 1966 at Frankston, Victoria, by Margaret Wilkins and her partner, Australian navy officer, Lieutenant Commander Charles Falkiner. Wilkins, formerly a journalist at the *Washington Post*, was a single mother of three when she emigrated from Virginia, USA, to make a life with her new partner in Melbourne. Finding that female journalists were paid half that of men, Margaret changed her plans and initiated a new enterprise based on Virginia's *Tidewater Trading Post*.

The first of its kind in Australia, the *Trading Post* was designed to provide a forum for buyers and sellers of second-hand goods. Customer satisfaction and quality were central from the start and sales relied on word of mouth. Margaret and Charles were a community-minded couple and nurtured a friendly, close-knit staff. Margaret wrote regular editorials which appeared on the front page, giving readers a sense of connection with the wider *Trading Post* community. Charles later became mayor of Frankston. Located in Margaret's rented Frankston home, the *Trading Post* office began in the corner of the kitchen and had just one phone. It quickly consumed the lounge as well. The first editions were published fortnightly as a free paper and were distributed through milk bars. These outlets were marked with red pins on a wall map of Melbourne. As circulation grew, more red pins were added and delivery routes were altered by moving coloured wool from pin to pin.

Thanks to its popularity with a small and growing readership, dedicated staff and the financial backing of local supporters, the Melbourne *Trading Post* survived its first year. Around this time, prominent Frankston resident Graham Kennedy—the famous *In Melbourne Tonight* host—took a shine to the paper. Someone on his show won a prize on the wheel, but they didn't need the prize, so Kennedy said, "Oh well, why not just flog it in the *Trading Post*?" Kennedy subsequently took it on himself to do a four-minute spiel about the *Trading Post*, and with his unsolicited backing, sales spiked. Next thing, Brisbane and Sydney *Trading Posts* were launched by different people (*Trading Post*, 29 October 2009).

On 7 October 2009, the *Melbourne Observer* began issuing the *Melbourne Trader*—offering free ads for private sellers. The first issue referred to the *Trading Post* but made it clear there was no connection. The *Observer* reported (25 November, 2009, p.7) Melbourne media identity Stuart Simson had aborted the launch of his *Trading Mart* newspaper. It may appear in the New Year.

#### **55.4.5 WHERE CAN I BUY MY OVERSEAS, INTERSTATE OR COUNTRY DAILY?**

The following updates the information about Melbourne in ANHG 53, item 53.4.4: Southern Cross (formerly called Spencer St) Station newspaper shop now sells most Victorian country dailies: the *Geelong Advertiser*, the *Ballarat Courier* and the *Bendigo Advertiser*. On Saturdays it also sells the *Warrnambool Standard*. The first three titles must be easy to deliver as they are all printed at the same printing plant - Fairfax's Ballarat printery (even the *Geelong Advertiser* which is owned by News Ltd). The Melbourne Central Station newsagency no longer stocks interstate dailies. Mitty's newsagency in Bourke St east stocks interstate dailies and the *Geelong Advertiser*.

So, compared to the list in 53.4.4, one outlet has dropped out, there is one new outlet, and one outlet now stocks more titles than formerly.

#### **55.4.6 MURDOCH ON THE RECORD**

The only known audio recording of Sir Keith Murdoch has been discovered. It is of him speaking at the launch of radio 3LK, Melbourne, on 4 January 1937. He speaks of the convergence of newspapers and broadcasting in "a prescient comment that echoes how

the internet today is breaking down the barriers between traditional TV and newspapers”, writes Media editor Geoff Elliott. The recording has been unearthed by the National Film and Sound Archive (*Australian*, Media section, 5 October 2009, p.32).

#### **55.4.7 SINGING THE DISCORD**

Two tidbits from *Song of the Pen: A.B. 'Banjo' Paterson, Complete Works, 1901-1941* (Lansdowne, 1983):

(1) Pages 431-432: A reminiscence of Paterson's first meeting with J.F. Archibald, of the *Bulletin*, and quotes from the letter which Archibald wrote to him and “which contained much that is worth reading by those who aspire to journalism”. An extract: “I want you,” Archibald wrote, “to remember that Australia is a big place, and I want you to write stuff that will appeal not only to Sydney people, but that will be of interest to the pearler up at Thursday Island and the farmer down in Victoria. On all public questions the press are apt to sing in chorus. If you go to a concert you may hear a man sing in discord which is put there by the composer, and that discord catches the ear over the voices of the chorus. Well, don't be afraid to sing the discord. Even if you are wrong, you will have drawn attention to what you want to say, and you may be right. In my experience, the man who sings the discord is generally right nowadays.”

(2) Page 434: A verse called “Typographical” (it appeared first in the *Sydney Sportsman*, 24 April 1923).

The Editor wrote his political screed  
In ink that was fainter and fainter;  
He rose to the call of his country's need,  
And in spiderish characters wrote with speed,  
A column on “Cutting the Painter”.

The “reader” sat in his high-backed chair,  
For literals he was a hunter;  
But he stared aghast at the column long  
Of the editorial hot and strong  
For the comp. inspired by some sense of wrong  
Had headed it “Gutting the Punter”.

#### **55.4.8 GREAT NEWSPAPER COLLECTION PRESERVED**

The British Library has announced that it has received a £33 million Government commitment to preserve and make accessible “the world's greatest newspaper collection”. The Prime Minister, Gordon Brown, announced the commitment as one of a number of capital projects for the cultural and creative industries. Read more at [www.bl.uk/news/2009/pressrelease20091016.htm/](http://www.bl.uk/news/2009/pressrelease20091016.htm/)

#### **55.4.9 MEDIA ARCHIVES PROJECT WANTS HELP**

Media historians know that it is not only the articles published and programs broadcast that provide valuable accounts of what has happened in the past. Everything that goes on behind the scenes to create the outputs is also an important part of the history of media, whatever its form. A project based at the Centre for Media History at Macquarie University, directed by Bridget Griffen-Foley, is working to identify archives for newspapers, magazines, broadcasting, advertising and market research on the media. The Media Archives Project (MAP) is seeking to locate the records from across Australia that tell the stories behind the stories. Every kind of record documenting how media organisations came to be and how they do their work is of interest, along with the outputs produced. The project will compile a publicly accessible database listing these collections, with information on where archives are held, an outline of what is in them, and how access is possible for researchers.

The project believes that such a resource will support and encourage research into media history, whether by the industry itself or by outside researchers. Along the way, it is reinforcing the message to archive holders of how precious such material is and of the need to continue to preserve it and make it more available to researchers. MAP is not physically collecting archival material. But it would like to hear about archives, whether held by organisations or individuals, to include them in the database. It is asking anyone who has a media archive, or knows about one, to contact Nathalie Apouchtine on 0422 553 813 or (02) 9850 8828 or by email at [map@humn.mq.edu.au](mailto:map@humn.mq.edu.au)

## **5 – RECENTLY PUBLISHED**

### **55.5.1 BOOKS**

**Australians in Britain: The Twentieth Century Experience**, e-book. Includes: Griffen-Foley, Bridget, “ ‘The crumbs are better than a feast elsewhere’: Australian journalists on Fleet Street”, pp.8.1-8.19; and Dunstan, David, “ ‘We came on holiday like you’: The Australian community press in London in the 1970s and 1980s”, pp.15.1-15.18. More information can be found at [www.epress.monash.edu/ab/about.html/](http://www.epress.monash.edu/ab/about.html/)

**Berzins, Baiba (ed.), *Melva’s Story***. Sydney: Baiba Berzins, 3 Keegan Ave, Glebe, NSW, 2037. \$20, including postage and handling. The book is a tribute to Melva Thomas (née Vincent), who wrote short stories under the name of M.G. Vincent. Her work was published in the *Bulletin*, *Coast to Coast*, *Meanjin* and other widely read Australian publications, as well as overseas. She wrote a history of her family’s involvement in newspapers, *The Vincent Printers*. The family started 16 newspapers in 14 towns in northern NSW. *Melva’s Story* includes contributions about Melva’s life and work by Baiba Berzins, Emeritus Professor Elizabeth Webby and Rod Kirkpatrick.

**Griffen-Foley, Bridget, *Changing Stations: The Story of Australian Commercial Radio***, UNSW Press, paperback, 544 pages, illustrated, \$44.95.

**Ramsey, Alan, *A Matter of Opinion***, Allen & Unwin, paperback, \$35.

### **Book Review by Victor Isaacs**

*Changing Stations: The Story of Australian Commercial Radio*, Bridget Griffen-Foley, UNSW Press, paperback, 544 pages, \$44.95.

For those interested in newspapers, this book contains much of interest in regard to the links with commercial radio in Australia, including newspaper ownership of stations, wireless periodicals, use by stations of newspaper resources, and the effect of radio on newspapers. All this, and very much more is covered in Bridget Griffen-Foley’s splendid new book. It is a huge subject to cover, but she has done this successfully, blending the ability to provide an overview, with a generous amount of detail. She covers the period since the first commercial station (2BE, Sydney, 1924-1929), and ranging across this entire vast country. There are many fascinating stories in this book. The book commences with a history of regulation of the industry. Then there are the histories of specific types of programming, such as community involvement, entertainment, drama, news, talkback and sport. We discover genres, now long lost, such as the many “Uncles” and Aunties” who broadcast children’s programs, religious broadcasting, and community singing (a uniquely Australian idea, I was surprised to discover). This book is a great work of scholarship, meticulously referenced, yet an engrossing read. Highly recommended.

### **55.5.2 ARTICLES**

**Barnes, Renée**, “This may come as news to you...”, *Walkley Magazine*, Issue 58, October-November 2009, p.13. International academics agree that journalists need to loosen their grip on power and adapt to changes in news media.

**Bolton, Rachael**, “Confessions of a digital half-caste”, *Walkley Magazine*, Issue 58, October-November 2009, pp.15-16. A generation of journalists raised on the smell

of newsprint must embrace the realities of new digital media, or join the unemployment queues.

**Colebatch, Hal**, "The Saigon media slaughter they don't talk about", *Australian*, 30 October 2009. The author argues that there is a double standard regarding the reporting of Australian media massacres.

**Day, Mark**, "A fortunate life", *Weekend Australian*, 31 October-1 November 2009, Review, pp.6-7. An auction of Cyril Pearl's books and papers revives memories of a remarkable man. See also Day's column in the *Australian*, Media section, 2 November 2009, p.35.

**Elliott, Geoff, and van Onselen, Peter**, "Behind the façade", *Australian*, 11 November 2009, p.13. Kevin Rudd's public persona is in stark contrast to the acid-mouthed tyrant he can be away from the spotlight. Rudd would rather "tweet than answer tough questions in a political interview", on senior journalist notes.

**Emmerson, J. McL.**, "Pamphlets and pamphleteering: A review essay", *Script & Print: Bulletin of the Bibliographical Society of Australia & New Zealand*, Vol 32, No 4, 2008, pp.240-245. Pamphlets were regarded as disreputable and potentially dangerous in mid-sixteenth century Britain, but from the 1580s they became an increasingly common medium for conveying news and gradually the most effective way of manipulating public opinion. This article reviews two books about pamphleteering in early modern England.

**Grenby, Mike, Kasinger, Molly, Patching, Roger, and Pearson, Mark**, "Girls, girls, girls: A study of the popularity of journalism as a career among female teenagers", *Australian Journalism Monographs*, Vol. 11 (2009).

**Hartcher, Peter**, "Getting closer to an editor, Rudd risks paper cuts", *Sydney Morning Herald*, 21 November 2009. discusses the relationship between PM Rudd and the editor of the *Australian*, Chris Mitchell, said to be once close and now fraught.

**Hull, Crispin**, "News trips up badly in a poll jump and get bruised in a dud result", *Canberra Times* Forum section, 21 November 2009. argues that the *Australian* recently badly misinterpreted poll results.

**Knox, Malcolm**, "Rising Son", *The Monthly*, November 2009. A profile of James Murdoch, including his views on the media.

**Lunn, Hugh**, "Great days", *Weekend Australian*, Review section, 21-22 November 2009, p.8. It's 20 years since the much-loved memoir *Over the Top with Jim*, was published. Author Hugh Lunn, a former feature writer for the *Australian*, recalls a heady era.

**McMahon, Neil**, "The *Week* on target with circulation", *Mediaweek*, 9 November 2009, p.8. In an interview with the author, editor Hall Greenland reviews the news magazine's first year.

**Messenger, Robert**, "New type for a green point", *Canberra Times* Forum section, 21 November 2009. Discusses fonts.

**Porteous, Kimberley**, "Welcome to my world", *Walkley Magazine*, Issue 58, October-November 2009, p.14. In the converged newsroom, multimedia skills will be the key to your future career. In the first installment of a new monthly guide, the author explains the basics of this powerful news technology.

**Posetti, Julie**, "Why journalism's all a-Twitter", *Walkley Magazine*, Issue 58, October-November 2009, pp.11-12. Twitter is rapidly transforming journalism—140 characters at a time. But the micro-blogging platform brings with it professional pitfalls and highlights ethical dilemmas, as the author, a Canberra journalism lecturer, reports. (See also "The Diary", *Australian*, Media section, 2 November 2009.)

**Sanz, Ken**, "Mightier than the sword", *Hallelujah!* (published for the Salvation Army, Eastern Territory), Vol. 2, No. 3, July 2009, pp.65-68. The printed word has long been a crucial resource for the Salvation Army and over the years has been presented in a variety of formats.

**Schmidt, Eric**, "Newspapers, the future is in your hands", *Australian*, Media section, 7 December 2009, p.31. Publishers and new technology can work together, says the chairman and CEO of Google.

**Simper, Errol**, “Enjoy the scrap of your life, old ‘maaaate’ “, *Australian*, Media section, 7 December 2009, p.35. A columnist reflects on the days when Tony Abbott, now the Leader of the Federal Opposition, was a leader writer at the *Australian*.

**Stewart, Cameron**, “Report on journalistic ethics and methods delves into untold stories of Victoria’s bushfire disaster”, *Australian*, Media section, 23 November 2009, p.31. The media were largely unprepared to cover such a major disaster.

**Urban, Rebecca and Gluyas, Richard**, “Fairfax goes to the grocer”, *Weekend Australian*, 17-18 October 2009, Inquirer section, p.3. The article profiles Roger Corbett, soon to be the new Chairman of Fairfax Media.

### **ANHG subscriptions**

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