

NEWSLETTER

ISSN 1443-4962

No. 64

October 2011

Publication details

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Deadline for the next Newsletter: 7 December 2011.

Subscription details appear at end of Newsletter. [Number 1 appeared October 1999.]

It has appeared five times a year since 2001.

1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

64.1.1 THE FINKELSTEIN PRINT MEDIA INQUIRY

Communications Minister Stephen Conroy has ordered an inquiry into how to increase scrutiny and regulation of the print media. He has, however, rejected as “utterly pointless” a push by the Greens for an examination of media ownership with a view to increasing diversity. Newspaper publishers have promised they will co-operate with the inquiry. News Limited chairman and chief executive John Hartigan said the publisher had strong editorial standards and welcomed scrutiny, but questioned why the inquiry should examine only print media. A Fairfax Media spokesman has said the company will be an active participant, championing the importance of independent journalism, which flourished in a less-regulated environment. Senator Conroy said he had no interest in targeting any particular company. He has asked former Federal Court judge Raymond Finkelstein and University of Canberra journalism professor Matthew Ricketson to inquire into the regulation of print media, including online publications. In particular, the inquiry will examine whether the Press Council, an industry-funded watchdog that examines complaints against newspapers, is equipped to supervise an industry undergoing massive change due to the rise of the internet and the demands of the 24-hours news cycle. The inquiry has been asked to report to the Government by 28 February (*Australian*, 15 September 2011, pp.1, 8; see also Media section, 19 September 2011, pp. 32 and 27).

The terms of reference for the inquiry are:

- The effectiveness of current media codes of practice, particularly in light of technological change that is leading to the migration of print media to digital and online platforms.
- The impact of technological change on the business model that has supported the investment by traditional media organisations in quality journalism and the production of news, and how such activities can be supported and diversity enhanced.
- Ways of substantially strengthening the independence and effectiveness of the Australian Press Council, including in relation to online publications, and with particular reference to the handling of complaints.
- Any related issues pertaining to the ability of the media to operate according to regulations and codes of practice, and in the public interest.

The *Australian* reported (22 September): Public hearings will be held in Melbourne and Sydney as part of the government’s inquiry. Those who make submissions to the inquiry will be invited to appear at the hearings, to be held in Melbourne from 7 November and in Sydney from 14 November. The government will advertise in national newspapers to encourage submissions from the public. Deadline for submissions is 31 October.

64.1.2 THE ANDREW BOLT CASE

The Federal Court ruled on 28 September that columnist Andrew Bolt broke the racial vilification laws in two articles the *Herald Sun* published in September 2009. Justice Mordecai Bromberg said he was satisfied that fair-skinned Aboriginal people were reasonably likely to have been “offended, insulted, humiliated or intimidated by the imputations conveyed” in the articles. Justice Bromberg ruled that free speech and public interest exemptions under section 18D of the Racial Discrimination Act did not apply to Bolt because of the manner in which the articles were written “including that they contained errors of fact, distortions of the truth and inflammatory and provocative language”. Justice Bromberg also wrote Bolt’s writing “displays a capacity to cleverly craft language to intimate a message”. Consequently, his articles “sought to convey the message that certain people of a certain racial mix should not identify with a particular race because they lack a sufficiency of colour and other racial attributes to justify the racial choice which they had made”. He added he “formed the view that (Bolt) was prone to after-the-fact rationalisations of his conduct”. The *Herald Sun* is considering whether to appeal the judgment.

Commentary on the judgment varied widely, particularly between the News Limited papers (the *Herald Sun* is ultimately owned by News) and Fairfax papers. For example, Chris Merritt said in the *Australian* (29 September 2011, p.2): “If the Federal Court’s ruling in the Bolt case has correctly applied the law, the entire community has a problem. The court’s ‘Bolt principle’ will encourage Australians to see themselves as a nation of tribes – a collection of protected species who are too fragile to cope with robust public discourse. Unless this is overturned on appeal, it will divide the nation.” By contrast, David Marr, in the *Sydney Morning Herald* (29 September 2011), said: “Freedom of speech is not at stake here. Judge Mordecai Bromberg is not telling the media what we can say or where we can poke our noses. He’s attacking lousy journalism. He’s saying that if Andrew Bolt of the *Herald Sun* wants to accuse people of appalling motives, he should start by getting his facts right. Bolt was wrong. Spectacularly wrong. In two famous columns in 2009 he took a swipe at ‘political’ or ‘professional’ or ‘official’ Aborigines who could pass for white but chose to identify as black for personal or political gain, to win prizes and places reserved for real, black Aborigines and to borrow ‘other people’s glories’. But Bolt’s lawyers had to concede even before this case began in the Federal Court that nine of these named ‘white Aborigines’ had identified as black from childhood. All nine came to court to say they didn’t choose this down the track but were raised as Aborigines. Their evidence was not contested by Bolt or his paper.”

On 29 September the *Herald Sun* devoted its entire front page to Andrew Bolt’s response under the headline, “THIS IS A SAD DAY FOR FREE SPEECH”, and pages 36-37 carried another, longer article by Bolt, “Silencing me impedes unity”. On 30 September the *Herald Sun* carried an article by Miranda Devine, “Bolt case has ominous echo”.

64.1.3 MURDOCH STAYS AT HELM, BLACK EYE AND ALL

Rupert Murdoch has said he will remain chairman and chief executive of News Corporation and has defended corporate governance practices at the media and entertainment group following the British phone hacking scandal (*Australian*, 12 August 2011, p.19). Murdoch used a fourth-quarter results briefing on 11 August to stare down a barrage of criticism over succession planning, the make-up of the News board and his family’s oversight of the scandal that led to the closure of the London Sunday tabloid, *News of the World*. Murdoch said, “The board and I believe I should continue in my current role as chairman and chief executive, but make no mistake, Chase Carey [chief operating officer] and I run this company as a team and the strength of that partnership is reflected in our improved results.”

His comments came as News Corp reported an 8.9 per cent rise in operating earnings for the fourth quarter. The phone hacking scandal cost News its bid for full control of pay-television group BSkyB and prompted police and parliamentary investigations. James Murdoch was considered by some to be the heir apparent at News, but he has faced intense scrutiny over his role in handling the company’s response to the scandal. Asked about succession plans, Murdoch said, “Chase is my partner. If anything happened to me I’m sure he’d get it immediately if I went under a bus. But Chase and I have full confidence in James.” Murdoch also defended the board’s independence (some directors have close ties with the Murdoch family), saying it was a very

strong board, very often very critical and we have a lot of free-ranging discussions. The profit increase was driven by strong results from the cable, film and TV divisions, which made up 79 per cent of the \$US1.4 billion (\$1.36bn) operating income.

9 September: Rupert Murdoch has described the News of the World phone hacking scandal as “a major black eye” for News Corporation but remains confident the media and entertainment group will “put things right” (*Australian*, 9 September 2011, p.21). The News chairman and chief executive’s latest comments about the scandal are contained in his letter at the front of the company’s annual report and came amid continuing scrutiny by British politicians and police of events that led to Murdoch’s closure of the paper in July. Murdoch, whose total remuneration rose from \$US22.7 million (\$21.35m) to \$US33.3m for 2010-11, will front shareholders at News’s annual meeting in Los Angeles on 21 October.

64.1.4 THE PM AND THE PRESS (1): HARTIGAN DEFENDS NEWS LIMITED

The executive chairman of News Limited, John Hartigan, accused Prime Minister Julia Gillard of seeking to link the company to the News International telephone-hacking scandal in Britain. Hartigan said on 20 July there was no evidence to suggest News Limited’s publications had been involved in wrongdoing. News Limited is the Australian arm of News Corporation (*Australian*, 21 July 2011, p.8).

Hartigan told News Limited staff: “The behaviour that has been uncovered at the *News of the World* is an affront to all of us who value the integrity and credibility of good journalism, the reputation of the company and our own reputations as professionals. Phone hacking is the antithesis of everything we stand for. It is a terrible slur on our craft.” (*Mediaweek*, 18 July 2011, p. 10; and on the same page is a timeline of how “a British media institution became a global media pariah”).

64.1.5 THE PM AND THE PRESS (2): GILLARD MEETS EDITORS

Talks between Prime Minister Julia Gillard and News Limited editors on 2 August were “free and frank”, with discussions touching on the sensitive relations between her government and the media company. News Limited spokesman Greg Baxter said everyone who attended felt the meeting went well. The Prime Minister attended the meeting of masthead editors at the invitation of News chief John Hartigan. The talks followed months of tension between the government and News Limited, publisher of the *Australian*.

64.1.6 THE PM AND THE PRESS (3): GLENN MILNE AND JULIA GILLARD

On 29 August 2011, the *Australian*’s “Commentary” page carried Glenn Milne’s weekly column. Milne wrote on the theme that Prime Minister Julia Gillard had lost all authority within the broader Labor movement. The next day, on Page 2, the *Australian* carried the following “Correction”: “The *Australian* yesterday published an opinion piece by Glenn Milne (‘PM a lost cause for warring unions’, Page 14) that included assertions about the conduct of the Prime Minister. The *Australian* acknowledges that these assertions are untrue. The *Australian* also acknowledges no attempt was made by anyone employed by, or associated with, the *Australian* to contact the Prime Minister in relation to this matter. The *Australian* unreservedly apologises to the Prime Minister and to its readers for the publication of these claims.”

Nick Leys, the new writer of “The Diary” in the Media section, used the above incident as the catalyst for him to pop “Ten Questions” to Clive Mathieson, the *Australian*’s editor in Leys’ first “Diary”. Asked what “went wrong”, Mathieson said: “Processes didn’t work—the piece clearly should have been legalled—and obviously there was an element of human error in not picking up the hardly hidden timebomb. I think Ewin Hannan’s story in the *Weekend Australian* on Saturday puts the matter in its proper context. It wasn’t a conspiracy, just a cock-up.”

The Hannan story, headed, “Sam call that put PM’s old news on front page”, appeared in the *Weekend Australian*, 3-4 September 2011, pp.1-2. Here’s an extract of what reportedly happened after Julie Gillard had telephoned News Ltd CEO John Hartigan on Monday morning, 29 August: “[Editor-in-chief Chris] Mitchell was at his Manly property on Sydney’s northern beaches reading the morning newspapers and drinking tea when Hartigan called and asked him to ring Gillard. When Mitchell rang and spoke to the Prime Minister, he said, she was ‘apoplectic’. He had been on the end of verbal sprays from Paul Keating, he said, but ‘they were nothing

compared to this'. Asked yesterday for comment regarding the accounts given by Hartigan and Mitchell, a spokesman for the Prime Minister released a one-paragraph statement last night that read: "Those accounts of the conversations are false and inaccurate. Considering what the *Australian* has already published this week, that's hardly surprising.' According to Hartigan and Mitchell, for an hour on Monday morning there was a flurry of phone calls, emails and texts between them, Gillard and lawyers, including News Limited's chief general counsel, Ian Philip. Hartigan said he had six conversations with Gillard during this period, as well as exchanges of text messages and emails."-pop

64.1.7 THE ENDS AND THE MEANS

Journalists who work for News Limited are allowed to be secretive and stealthy, writes **Chip Le Grand** (*Australian*, Media section, 18 July 2011, p.30). They can operate by clandestine means. Sometimes, they can be downright sneaky. Journalists who work for Fairfax can be deceptive. They can construct an artifice to escape the force of an argument or nasty consequence. To put it frankly, they are allowed to lie. Who makes this distinction? The respective in-house codes of conduct that journalists from Australia's rival media tribes are ordered to follow. [The article proceeds to highlight clearly the differences between the codes.]

64.1.8 THE AUSTRALIAN AND ROBERT MANNE

Under a "Setting the Record Straight" banner, the *Weekend Australian* devoted two pages of its Inquirer section on 17-18 September to defending itself against Robert Manne's *Quarterly Essay*, "Bad News: Murdoch's *Australian* and the shaping of the nation" (Issue 43, 2011). The articles on the two pages were: [p.6] Nicolas Rothwell, "A mirror to the nation at large" (the role of the *Australian*); Michael Stutchbury, economics editor, "Reforms, not rampant spending, saved us from the global crisis" (economic perspective); Greg Sheridan, foreign editor, "On the receiving end of some nasty and wilful misrepresentation" (foreign affairs); Chris Kenny, "The Oz aims to provide a range of news and opinions, not make decisions for its readership" (the media perspective); [p.7] Graham Lloyd, "In denial of his own set of rules" (reporting climate change); and Chris Mitchell, editor-in-chief, "A critic untroubled by facts who seeks silence to dissent" (indigenous Australia).

Here's how Rothwell began his article: "When the *Australian* first saw the light of day in Canberra almost half a century ago, it was very much a dream in print: a new newspaper for a young nation. It had no secure home market: it was designed to be a mirror for Australia at large. It was a project, a hope, and the blueprint for its design was grand. Its concerns would be national, not parochial; it would be a newspaper of ideas, not social interests. Much, over the intervening years, has changed, but some features of the landscape have stayed the same. The *Australian* is still an ambitious project, still under construction, as, doubtless, it always will be – still a ramshackle enterprise run by frail mortals aiming for the stars."

On 19 September, the *Australian* published six letters responding to the newspaper's two-page response to the Manne *Quarterly Essay*. One of the letters was from Manne himself. He said: "On Saturday, the *Weekend Australian* published six articles, a blog, a cartoon and an editorial attacking my *Quarterly Essay*, 'Bad News'. In total this amounted to about 12,000 words. The articles contained literally dozens of errors of fact and interpretation. I wish readers of the *Australian* to be aware that when I requested a righty of reply it was refused." The editor refused, in stinging style, and said "[a]ny substantive corrections will appear on the *Australian's* website". On 1-2 October (p.18), the *Weekend Australian* did, in fact, provide Manne with a right of reply, of 1000 words. Peter van Onselen, contributing editor, on the same page, also wrote a critique of Manne's *Quarterly Essay*.

64.1.9 RECENT CHRONOLOGY

64.1.9.1. EVENTS

13 August 2011: Bundaberg *NewsMail* printed in Bundaberg for final time. It is now printed at APN's Yandina's print centre. The *Fraser Coast Chronicle* of 20 August was the last paper printed on the Bundaberg press—on the evening of Friday, 19 August.

16 August 2011: Sixtieth anniversary of the first issue of the *Australian Financial Review*, which began as a weekly. See *Mediaweek*, 22 August 2011, p.9.

5 September 2011: *Townsville Bulletin* celebrates 130 years of publication.

10 September 2011: Mackay *Daily Mercury* printed at Mackay for final time. It is now printed at APN's Rockhampton print centre. From July there was a progressive changeover, with three issues a week being printed at Rockhampton and three at Mackay.

64.1.9.2 DEATHS

Chalmers, Robin Donald: D. 27 July 2011 in Canberra, aged 82; sent to Canberra in 1951 as a *Daily Mirror* reporter; joined Don Whittington's *Inside Canberra Newsletter* in 1957 and took it over when Whittington died in 1977; sold it in 2003 but bought it back; retired two days before he died; had worked in press gallery for 60 years; he had recently finished the final draft of an autobiographical manuscript which the Australian National University plans to publish by year's end (*Canberra Times*, 30 July 2001; *Australian*, Media section, 1 August 2011, p.30; see also Alan Ramsey's obituary at <http://inside.org.au/sixty-years-in-the-gallery/>)

Freedman, Bernard: (see 64.5.2 Armit (for his obituary publication details).

Kennedy, Leslie Richard: D. 10 August 2011 in Sydney, aged 53; born in Darwin, later attended Liverpool Boys High, Sydney; joined News Ltd as a copy boy in 1976; became a cadet at the *Australian* in 1978; moved to *Liverpool Champion*; joined AAP in 1983 and the *Daily Telegraph* in 1986; recruited by *Sydney Morning Herald* in 1997; broke many good police-rounds stories; moved to *Sun-Herald*; was at the coalface of some of the biggest NSW cases, including the Donald Mackay murder, the arrest of Robert Trimbole, the murder of Victor Chang, the Strathfield massacre, Ivan Milat's rampage, the Granny Killer and the gang wars of Sydney's south-west (*Sydney Morning Herald*, 12 August 2011; see also *Mediaweek*, 22 August 2011, p.11).

Nason, David: D. 22 August 2011 in Adelaide, aged 57; worked in print (*Northern Territory News* and *Darwin Star*), television and radio news in Darwin, where he set up a bureau for the *Australian* in 1993; later headed the paper's Brisbane, New York and Adelaide bureaus; dynamic force in coverage of Northern Territory politics in 1980s and 90s and was a Walkley finalist for his coverage of the NT's euthanasia debate (*Australian*, 23 August 2011, p.8).

O'Brien, Rosamund Monica Mary: D. 11 July 2011 on the Gold Coast, aged 79; born at Junama, near Tumbarumba in the Snowy Mountains; studied shorthand, typing, English and basic bookkeeping at RMIT in the late 1940s; learned ropes as a junior journalist on the *British Commercial News*; various other jobs before joining the Australian News and Information Bureau; married Bob O'Brien March 1962 (same surname as her maiden name); in 1972, began publishing, with husband Bob, the *Ballarat & Central Gazette* from home in Clunes; sold it several years later to the *Ballarat Courier*, and it trades today as the *Ballarat News*; in 1979, she began working for the *Ballarat News* and one year later was appointed managing editor; over the next 11 years she enhanced the paper's popularity with new columns and by placing greater emphasis on junior sports coverage (*Age*, 27 August 2011).

Stevens, Charles John: D. 24 July 2011 in Melbourne, aged 81; born in Adelaide, but grew up there and in Melbourne and Sydney; started in journalism as a copy boy on the *Barrier Daily Truth*, Broken Hill, where his grandfather had been a reporter in 1888; in late 1940s joined the *News*, Adelaide, as a reporter and moved quickly into production; joined Melbourne *Herald* in early 1950s and was running the subs' desk when Rupert Murdoch approached him in 1963 to help launch the *Australian*; moved to Canberra and became the first chief sub of the new national daily; when Murdoch moved the paper to Sydney, Stevens returned to Melbourne where he joined the *Age*; served as a news executive and features editor, managed the London office in the early 1970s and was European correspondent in the mid-1980s; between executive stints, penned his often hilarious "News Diary", feature articles and the award-winning "Marvellous Melbourne" column; was a deputy editor of the short-lived David Syme & Co afternoon paper, *Newsday*, and founding editor of the *Sunday Press* (*Age*, 29 July 2011, p.16).

64.1.10 PRESS COUNCIL STANDARDS

Suicide: The Australian Press Council has issued new reporting standards for suicide. The result is expected to be more media coverage of suicide. Press Council chairman Julian Disney said, "There should not be a taboo on reporting of this kind." Professor Disney said it had been decided to review standards on media reporting of suicide after a Senate committee inquiry on

suicided in 2009. Suicide is the main cause of death for Australian men aged 44 and under and for women aged 34 and under (*Australian*, 2 August 2011, p.5).

Standards project: The Australian Press Council has launched a standards project to examine the journalism practices at newspapers and magazines. In August, the council held the first of a national series of round-table discussions with community members and print media representatives on what newspapers and magazines could do better. Revised standards will be released individually, with the next revision expected to deal with the issue of journalists seeking access to hospital patients. The new standard is likely to require journalists to identify themselves when they enter a hospital, rather than waiting to be asked, and to obtain informed consent from interviewees (*Australian*, Media section, 8 August 2011, p.29).

64.1.11 PEOPLE

James Chessell, who had been doing excellent work covering the media round for the *Australian*, has joined the *Australian Financial Review* on the promise that the paper will reopen its London bureau. Brett Clegg, new publisher of the *Financial Review*, made the appointment in his first week in the job. He was with the *Australian* six months ago (“The Diary”, *Australian*, Media section, 19 September 2011, p.31)

Don Churchill has resigned as chief executive of the Fairfax’s Melbourne Publishing unit with responsibility for the *Age*, *Sunday Age*, and Fairfax’s 33 community newspapers and magazines (*Australian*, 26 July 2011).

Matt Cunningham, new editor of the *Northern Territory News*, was featured in a full-page report by Neil McMahon in *Mediaweek*, 1 August 2011, p.9. He was also featured in “Ten Questions” by Caroline Overington, *Australian*, Media section, 15 August 2011, p.31.

Trent Dalton, assistant editor of the *Courier-Mail* and writer for the “Qweekend” magazine, was named Queensland Journalist of the Year at the Clarion Awards and was profiled in *Mediaweek*, 26 September 2011, p.14. He’s also a blogger and screenwriter.

Peter Gleeson, editor of the *Townsville Bulletin*, has been appointed editor of the *Gold Coast Bulletin*, where he worked for 17 years before taking up the Townsville appointment in 2008 (see ANHG 48.3.3.). Gleeson replaces Dean Gould, see immediately below.

Dean Gould has resigned as editor of the *Gold Coast Bulletin* to become the communications director at Griffith University (*Australian*, Media section, 5 September 2011, “Small Talk”, p.30).

Rupert Guinness, a senior sportswriter on the *Sydney Morning Herald*, was interviewed by Neil McMahon, *Mediaweek*, 8 August 2011, p.9, after covering his 23rd Tour de France, the one that an Australian won for the first time.

Lachlan Heywood, former deputy editor of the *Sunday Mail*, Brisbane, is the new editor of the *Townsville Bulletin*.

Brad Hunter, Phil Hillyard, Craig Greenhill and Greg Porteous, photographers for the *Daily Telegraph*, Sydney, are interviewed in *Mediaweek*, 5 September 2011, p.8,

Brian McCarthy was paid a termination fee of \$2.36 million when he left Fairfax Media in December 2010, according to the company’s just-published remuneration report. **Michael Gill**, former chief executive of the Financial Review Group, received a \$713,000 payout (*Australian*, Media section, 26 September 2011, p.30).

Peter Meakin, director of news and public affairs for the Seven Network, was the subject of “Ten Questions”, in “The Diary”, *Australian*, Media section, 1 August 2011, p.31. Meakin’s first job was as a copy boy at the *Adelaide Advertiser*. [If you want to know much more about Meakin, read Gerald Stone’s *Who Killed Channel 9?* The book also has much to say about former Fairfax editor, John Alexander.]

Christine Middap, editor of the *Weekend Australian Magazine*—which appeared in revamped style on 20-21 August—was “Person of the Week” in *Mediaweek*, 8 August 2011, p.6.

Caroline Overington has completed her stint, of a little more than 12 months, writing “The Diary” for the *Australian*’s Media section. Her farewell note appeared on 22 August. Nick Leys is

the new “Diary” writer. His first column appeared on 5 September. Overington, a novelist, now writes for the *Weekend Australian Magazine*.

Nick Papps, new editor of the *Geelong Advertiser*, was featured in a full-page report by Neil McMahon in *Mediaweek*, 25 July 2011, p.10.

Ken Piesse, journalist, asserts that he is “Australia’s most published current author, certainly for sport”. His 64th and 65th books were published on the same day in August 2011. Read more about him in “Money’s Melbourne”, *Age*, 29 August 2011, p.18.

Ruth Pollard, Middle East correspondent for the *Sydney Morning Herald* and *Age*, is interviewed in a double-page spread in *Mediaweek*, 12 September 2011, pp.16-17. Pollard is a former federal president (media) of the Media Entertainment and Arts Alliance.

Nick Richardson, formerly group news editor at Leader Community Newspapers, Melbourne, has been appointed editorial training manager for all News Limited division in Victoria. Richardson is a former journalism lecturer who is one of the authors (with Stephen Tanner and Molly Kasinger) of the journalism text, *Feature Writing: Telling the Story*, 2010.

Stuart Rintoul, of the *Australian*, was defended by colleague Chip Le Grand, the paper’s Victorian editor, in the Media section of that paper (8 August 2011, pp.32, 28) after ABC-TV’s *Media Watch* had critiqued a Rintoul report on climate change.

Michael Stutchbury, economics editor of the *Australian* and editor of the paper (2001-06), has been appointed editor-in-chief of the *Australian Financial Review* (*Mediaweek* online, 29 September 2011).

Claire Sutherland, editor, *mX* (Melbourne), was “Person of the Week” in *Mediaweek*, 18 July 2011, p.6.

Scott Thompson, editor of Brisbane’s *Sunday Mail*, was “Person of the Week” in *Mediaweek*, 5 September 2011, p.6.

Judith Whelan, editor of *Good Weekend* magazine for the past seven years (see ANHG 27.6), has been appointed Saturday editor of the *Sydney Morning Herald*. Lauren Quaintance, Fairfax Magazines managing editor, was appointed acting editor of *Good Weekend* until a permanent replacement could be announced (*Australian*, Media section, 25 July 2011, p.30).

Amanda Wilson, editor of the *Sydney Morning Herald*, was one of the female media leaders featured in a full-page article, “Female leaders shaping the landscape”, *Australian*, Media section, 29 August 2011, p.29.

64.1.12 FAIRFAX AND APN CONTINUE PRINTING TALKS

The rationalisation of printing presses on both sides of the Tasman remains a key strategic objective for newspaper publishers as a growing number of readers and advertisers migrates online (*Australian*, 19 August 2011, p.21). The chief executives of APN News & Media and Fairfax Media have stressed the need to push ahead with negotiations that could eventually result in the consolidation of overcapitalised printing presses in Sydney, Melbourne and parts of New Zealand. APN chief executive Brett Chenoweth told analysts during the group’s interim profit briefing that he was keen to establish printing and distribution partnerships with other operators, believed to include Fairfax. Chenoweth said his immediate focus was the Kiwi operations as he sought to build APN into an “infrastructure-light” company. Fairfax is engaged in talks with News Limited (publisher of *The Australian*) about consolidating Sydney and Melbourne facilities built to produce much bigger newspapers than exist today.

64.1.13 SMH APPOINTS READERS’ EDITOR

The *Sydney Morning Herald* and the *Sun-Herald* have appointed a readers’ editor to find out from readers “what they like, don’t like, and what they find wrong or right about what we do”. The appointee, Judy Prisk, has been a journalist all her working life. In her first weekly column, on 24 August, Prisk said she had served the *Herald* in such roles as “managing chief sub-editor, stylebook editor, check sub-editor, training editor and a regular stand-in as letters editor” and so she “knew her way around the nooks and crannies”. She sees herself as a “readers’ advocate”. She

works closely with Reader Link, which remains the point of entry for general editorial inquiries (*Sydney Morning Herald*, 20 and 24 August 2011).

64.1.14 REPORT SAYS OUTLOOK SOUND FOR NEWSPAPERS

Newspapers are moving successfully into the digital era, according to a report by industry body The Newspaper Works. The State of Australian Newspapers 2011 report, released on 22 August, shows that seven of the top 10 news websites are owned by newspaper publishers and that Australian smartphone and tablet users have downloaded one million newspaper apps. Print newspaper ad revenue last year reached \$3.67 billion, with an additional \$259 million in digital newspaper advertising revenue, the report says. When search, directories and classifieds are removed from ad revenue, print's revenue share has remained stable over the past five years at about 27 per cent. Last year, display advertising revenue grew 6.5 per cent to \$2.56bn, the report says (*Australian*, Media section, 22 August 2011, p.29).

64.1.15 CADEL SPECIAL EDITION

When Australia's Cadel Evans clinched victory in the Tour de France cycling race, the *Sunday Herald Sun* issued a special edition at 2am on 24 July. "Fourth" (edition), it indicated on the inside gutter. It was the first time an Australian had won the event.

64.1.16 SALLY NEIGHBOUR'S PROFILE OF CHRIS MITCHELL

ANHG 64.5.2 (below) mentions Sally Neighbour's profile of the editor-in-chief of the *Australian*, Chris Mitchell (*Monthly*, August 2011, pp.16-28). Errol Simper commented on this article in his "A Certain Scribe" column, *Australian*, Media section, 22 August 2011, p.27. Here's an extract:

Another aspect of Mitchell's reign [at the *Australian*] that probably stands out, at least for long-term insiders and long-time readers, was his all but spectacular refocusing and crystallisation of the newspaper's editorial aims and directions. Over the course of about 18 months, the paper was all but reinvented. Mitchell made it clear his priority was genuine news – the publication of revelatory information of which the wider community would almost certainly not be aware. The brakes seemed to come off opinion writers. The Op Ed page became a fascinating, feisty forum for those with strong views, be they Right, Left or Centrist. Its leading articles became sharper, compellingly certain of the point, or points, they wanted to make. Some have said opinionated sections of the paper became more strident and contrarian under Mitchell. If that be so, then perhaps it shouldn't be regarded as such an absolutely terrible thing. Because it's only when you're truly jerked into an alternative ideas pool that you become open to different views and values.

64.1.17 ENLARGED WEEKEND MAGAZINE

The *Weekend Australian Magazine* has appeared in enlarged format from the issue of 20-21 August 2011. Novelist Nikki Gemmell was featured on the cover of the first issue because she is a new columnist for the magazine. Gemmell (p.14) expresses her delight at being home, at being back for good from England—"after 14 years I've washed that land right out of my hair". Editor Christine Middap (p.6) introduced the new magazine format. And the *Weekend Australian* itself included an editorial, "An investment in journalism" (p.15), arguing that technology is making newspapers "more, not less, competitive".

64.1.18 CIRCULATION—METROS

The weakest retail environment in 50 years and a drop in consumer spending were the reasons the *Australian* (12 August 2011, p.24) offered for the 4.2 per cent drop—from 20.4 million to 19.5 million—in daily and Sunday newspaper sales throughout Australia for the three months to 30 June 2011 compared with the same quarter last year. The biggest percentage weekday falls among the metros were the *Courier-Mail*, 8.01; *Canberra Times*, 5.31; *Herald Sun*, 5.22 (which took sales below 500,000, and the Saturday sales fell below 500,000, too); and *Daily Telegraph*, 5.21. Both national dailies fell in what was a medium percentage range—the *Australian*, by 3.56 (to 130,307 sales), and the *Australian Financial Review*, 4.25 (to 73,769). Adding interest to the table below, ANHG has inserted circulation figures from 10 years ago. In comparing the figures, take into account that Audit Bureau of Circulations rules and measuring periods have changed in the past 10 years. For regional daily circulations, see 64.3.8.

Circulation now				Ten years ago	
	April-June 2011	April-June 2010	% variation	6 months to June 2001	% variation to 2011
National					
<i>Australian</i>	130,307	135,115	-3.56	132,145	-1.39
<i>Weekend Australian</i>	293,411	300,389	-2.32	304,923	-3.78
<i>Aust Financial Review</i>	73,769	77,046	-4.25	92,500	-20.25
<i>Aust Financial Review</i> (Sat)	79,590	89,731	-11.30	92,000	-13.49
New South Wales					
<i>Daily Telegraph</i>	354,393	374,395	-5.21	410,896	-13.75
<i>Daily Telegraph</i> (Sat)	329,366	339,621	-3.02	338,620	-2.73
<i>Sunday Telegraph</i>	621,982	638,550	-2.59	719,493	-13.55
<i>Sydney Morning Herald</i>	200,194	207,013	-3.29	221,973	-9.81
<i>Sydney M. Herald</i> (Sat)	342,979	359,200+	-4.52	396,112	-13.41
<i>Sun-Herald</i>	426,559	446,710	-4.51	560,776	-23.93
Victoria					
<i>Herald Sun</i>	488,600	515,500+	-5.22	544,938	-12.17
<i>Herald Sun</i> (Sat)	485,300	503,500+	-3.61	511,199	-5.07
<i>Sunday Herald Sun</i>	573,600	597,000+	-3.92	550,144	+ 4.26
<i>Age</i>	197,200	197,500+	-0.15	195,727	+ 0.75
<i>Age</i> (Sat)	275,000	279,900+	-1.75	326,010	-15.65
<i>Sunday Age</i>	227,100	224,600+	1.11	199,008	+ 14.12
Queensland					
<i>Courier-Mail</i>	199,284	216,638	-8.01	214,241	-6.98
<i>Courier-Mail</i> (Sat)	274,513	296,650	-7.46	343,226	-20.02
<i>Sunday Mail</i>	484,711	514,405	-5.77	590,423	-17.90
South Australia					
<i>Advertiser</i>	173,957	180,091	-3.41	201,813	-13.80
<i>Advertiser</i> (Sat)	238,215	245,406	-2.93	276,720	-13.91
<i>Sunday Mail</i>	284,401	300,856	-5.47	345,686	-17.73
Western Australia					
<i>West Australian</i>	195,007	203,304	-4.08	211,370	-7.74
<i>West Australian</i> (Sat)	318,454	333,768	-4.59	385,000	-17.28
<i>Sunday Times</i>	283,524	303,581	-6.61	340,170	-16.62
Tasmania					
<i>Mercury</i>	43,513	45,330	-4.03	50,223	-13.36
<i>Mercury</i> (Sat)	59,074	61,173	-3.43	65,097	-9.25
<i>Sunday Tasmanian</i>	56,297	58,682	-4.06	58,325	-3.38
<i>Sunday Examiner</i>	39,684	39,523	0.41	40,988	-3.18
Northern Territory					
<i>Northern Territory News</i>	19,985	20,562	-2.81	22,425	-10.88
<i>NT News</i> (Sat)	29,960	31,794	-5.77	31,354	-4.45
<i>Sunday Territorian</i>	22,036	22,056	-0.09	25,197	-12.55
ACT					
<i>Canberra Times</i>	30,968	32,706	-5.31	38,938	-20.47
<i>Canberra Times</i> (Sat)	51,186	54,289	-4.43	72,198	-29.10
<i>Canberra Times</i> (Sun)	31,639	33,197	-4.69	38,931	-18.73

* Figures from Audit Bureau of Circulations.

64.1.19 FAIRFAX'S \$400m LOSS

Fairfax Media Ltd recorded a loss of \$400.9 million for the year to 30 June. James Chessell discusses the implications in the *Weekend Australian*, 27-28 August 2011, p.23. He reported another cost-cutting drive was planned by Fairfax CEO Greg Hywood. In 2009/10, Fairfax

recorded a profit of \$270 million. But in the latest year there had been a \$674.6 million writedown in the value of mastheads. Mark Day discusses the Fairfax financial situation, “Fairfax heyday seems well and truly over”, *Australian*, Media section, 5 September. Day makes particular mention of Roger Colman’s “devastating report on Fairfax”. Colman is the media research specialist at CCZ Statton Equities. Day writes: “He made his report available to clients in July when Fairfax’s share price was 98c and has now released it generally. He says he now nominates a target price of 56c, which values the company at less than its current debt level. He also says he believes the flagship metropolitan mastheads, the *SMH* and the *Age*, have now slipped into loss.”

64.1.20 TEN YEARS ON (1): 300 MINUTES OF NOT KNOWING

Stephen Romei wrote (*Australian*, 9 September 2011) about where he was when the Twin Towers fell on 9/11. He was in Manhattan. “...I started that cloudless late summer morning as I usually did: I checked the news online, probably had a fruit juice (I can’t remember) and got into my running gear, as I used to run each morning along the Hudson River, towards the Statue of Liberty, and then back, before starting the working day... I was about to leave the apartment when the phone rang. It was my counterpart in Washington, DC, Roy Eccleston, who was fairly new to the post at the time but became an outstanding foreign correspondent.

“Roy asked if I’d seen what was happening. When I said no, he told me to turn on CNN... Needless to say, my initial reaction was not ‘Islamic terrorists have hijacked passenger airliners and flown them into the twin towers’. Like most people, I thought a small plane had hit the tower, or there had been an accidental explosion inside it... Whatever it was, it was a story, potentially a big one, and then I made, so casually, a decision that soon turned this into the worst day of my life. I asked my then partner, Sally Jackson, then as now a reporter for the *Australian*, to head out and “get as close to the World Trade Centre as you can”. It was late at night in Sydney and the deadline was going to be tight, so I would stay at the computer and write. Sally left the apartment, and soon afterwards the second plane hit. It was five hours before I saw her again, 300 minutes during which 2977 people lost their lives and the world changed forever, but which for me narrowed to the safety of one person. I called her mobile phone over and over, not knowing that the transmission tower was on the WTC. I feared the worst. Who wouldn’t have?

“But as it turned out, Sally got stuck on the stalled subway and was never at risk. She eventually got close enough to the scene to be covered in soot and dust, but that was all. In 2006 I neglected to say how much I admire what she did that day, and in the weeks that followed, writing on the crappy laptop we had while I hogged the main computer, so I will say so now. And while I’m at it, I want to mention the other journalists from the *Australian* who were in the US when the attacks happened and who worked on the story: in Washington, the aforementioned Eccleston and our political editor, Dennis Shanahan, who was travelling with then prime minister John Howard, and especially Jonathan Este, who was in the Big Apple on holidays and who worked tirelessly over the next few weeks, doing lots of the shoe leather reporting that I’m not particularly good at, talking to people in hospitals and relief tents, chasing down Australian connections to the bottomless disaster.”

64.1.21 TEN YEARS ON (2): FRONTING UP TO TRAUMA

Reporters, photographers and videographers put themselves “at enormous risk on 9/11” and many have enduring health problems as a result, says Bruce Shapiro, executive director of the New York-based Dart Centre for Journalism and Trauma (**Sally Jackson** reports, *Australian*, Media section, 12 September 2011, p.32). He says reporters came away from 9/11 not only in some cases with physical injuries but also with psychological injuries such as post traumatic stress disorder and depression. And the terrorist attack on 11 September 2001, was not a discrete event. Within a month the US and other countries were fighting in Afghanistan. Within 18 months it had opened a second battlefield in Iraq. Journalists, many with no experience of conflict reporting, raced off to these wars in large numbers. “They were going to cover the great story of their time, but one they were not prepared for,” says Shapiro. “For journalists, like everyone else, September 11 was a gateway event for a succession of challenging events: Two wars, human rights violations, torture, secrets, assassinations ... It has been a very challenging decade.”

In 2001, research on the mental health effects on people working in the media who witness trauma was still developing. The Dart Centre had been founded just two years earlier, at about the same time some of the earliest serious research on the subject was being carried out, including in Australia. “(9/11) sped growth in awareness in the news industry amongst journalists and managers that covering large-scale disasters, large-scale violence, large-scale tragedy, can have psychological consequences,” says Shapiro. “(At) Dart we were beginning to wrestle with these issues and 9/11, which was not some distant war but a catastrophe in the middle of America’s greatest city, put the psychological risk journalists can face front and centre.”

While journalists tend to be a pretty resilient tribe, professionally practised at detachment, they are not immune to harm. Indeed, the attributes they often bring to the job, such as the ability to empathise and connect with others, to concentrate and to focus, all can exacerbate stress. In contrast to many reporters’ macho, gung-ho front, research on war correspondents such as that done by Canadian academic Anthony Feinstein starkly demonstrated the group’s vulnerability, documenting PTSD, depression and widespread substance abuse. And a reluctance to admit to any of it.

64.1.22 THE BLOOMBERG WAY

If you have become contented with how you write, you may need to do some rethinking about how precisely you write. It may help you to read Sally Jackson’s “Cult of Bloomberg way underpinned by accuracy”, *Australian*, Media section, 19 September 2011, pp.32, 28. Some extracts from the interview with Matthew Winkler, of Bloomberg:

“We are, dare I say, obsessed with the most precise reporting. I am responsible for making sure that everybody is faithful to what we aspire to be. So there is in [the book] *The Bloomberg Way* chapter-by-chapter ... instruction on every subject that we write about. It’s to ensure everybody at Bloomberg, no matter who they are and where they are, have this shared standard... In one sense, we’re like carpenters or plumbers, in the sense that we have to make things work every day and we have to do it consistently and we have to have the confidence of our readers. It’s all about precision ... and reverence for the reader. You never want to waste the reader’s time. You always want to let the story speak for itself and have the story be as dynamic as it can possibly be. I’m concerned about how well we write. How well we use words. How thorough we are. Complete we are. Detailed we are. And there is never a day when I’m not preoccupied by those concerns.”

2 – CURRENT DEVELOPMENTS: ONLINE

64.2.1 NEWSPAPERS ON iPADS by Victor Isaacs

The current conventional wisdom is that newspapers are not doomed, but that they must adapt to a variety of mediums. Being produced on newsprint is no longer enough. They must expand to electronic media. The content, in most cases, will be the same, but the presentation might be very different. Indeed, we are now very used to having all Australasian newspapers also appearing on the internet. The internet versions look very different from print. They usually encompass most of what is in the print edition.

Now newspapers are starting to also produce versions specifically for iPads and iPhones. It is still very early days in this regard. No doubt, in just a couple of years, we will look back on the iPad versions of 2011 and regard them as particularly clunky and slow. There are two basic versions of newspapers on iPads:

- A complete reformatting to take advantage of the visual possibilities of iPads/iPhones, and
- A version which reproduces the exact physical appearance of newspaper pages. A number of readers of the *ANHG Newsletter* will probably like this version, and feel at home with it. However, these are usually slow to download – the bigger the newspaper, the slower the download.

Here is a listing of what is on the market so far:

News Ltd

Australian/ Weekend Australian: iPad/iPhone special design
Herald Sun / Sunday Herald Sun: iPad/iPhone special design
Daily Telegraph / Sunday Telegraph: newspaper page reproduction
Courier Mail / (Brisbane) Sunday Mail: iPad/iPhone special design
Advertiser / (Adelaide) Sunday Mail: iPad/iPhone special design

Fairfax Media:

Sydney Morning Herald / Sun-Herald: iPad/iPhone special design
Age / Sunday Age: newspaper page reproduction.

APN:

New Zealand Herald/ Herald on Sunday: iPad/iPhone special design. This was the Australasian pioneer, and possibly is the best iPad/iPhone design.

It will be seen that both major Australian publishers are experimenting with both types of design. Curiously, in Sydney Fairfax offers the designed for iPad version, while News has the newspaper page reproduction, whereas in Melbourne it is the opposite way around. At the moment, this is probably the Best of Days, because most of these sites are being offered for free while publishers still experiment, but at the moment this is probably also the Worst of Days, because the sites are still often clunky and slow.

64.2.2 AFR PAYWALL REVIEWED

Fairfax Media has appointed a consulting firm, LEK, to conduct a long-term strategy review of the Financial Review Group. Part of the review will no doubt be the paywall that the *Australian Financial Review* has on its website (*Australian*, Media section, 15 August 2011, p.32).

64.2.3 STAND UP AND BE COUNTED AT MERCURY ONLINE

The editor of the Hobart *Mercury*, Garry Bailey, and the paper's online editor, Philip Young, wrote in the *Mercury* on 26 July 2011: From tomorrow, we are taking the next step in the development of our website as an integral part of our daily discourse with Tasmanians. Website comments have added a great deal to public life in Tasmania – they can be colourful, controversial, intelligent and thought-provoking. Now we want to lift the quality – and the accountability. From tomorrow, all readers who submit comments to the **Mercury Online** should provide their name (first name and surname) and suburb before it will be considered for publication. All comments will also need to be sent from a legitimate email address. This brings the website into line with the newspaper, which has a long and proud tradition of Tasmanians happy to stand up and be counted.

Happily, other fans of our online community, our Facebook site, have been willing to have their name attached to comments. They know that anonymity makes comments valueless. From now on, if you have something to say, you need to be willing to put your name to it. We don't want to stifle debate but simply make everyone more accountable. As always each comment will be published on merit and feedback will be rejected if it does not add to a debate, or is a purely personal attack, or is offensive, repetitious, illegal or meaningless, or contains clear errors of fact. If what you want to say is too sensitive to attach your name to or you feel that by commenting you place your job at risk, you can always contact our paper via the "Your story tips" button on the bottom of each page.

64.2.4 DIGITAL EDITIONS AVAILABLE IN HOBART

Damian Bester writes: Davies Brothers titles have been available as digital editions since 16 July. This includes the *Mercury*, *Sunday Tasmanian*, *Tasmanian Country*, the *Gazette* and major supplements. Digital editions are priced the same as the print version. See http://www.themercury.com.au/article/2011/07/15/245995_tasmania-news.html

64.2.5 SEEK CONTINUES TO MAKE GAINS

Seek chief executive Andrew Bassat is confident the employment and education company will continue to increase its share of the job advertising market at the expense of Fairfax Media and

News Limited. Seek reported a profit of \$97.7 million for 2010-11, up 9 per cent on the previous financial year. Bassat says 50 per cent of the employment ad dollars are still in print despite the fact that “more than 80 per cent of the activity is online” (*Australian*, 24 August 2011, p.33).

64.2.6 TWITTER DRIVES FEW TO SITES

Twitter is proving a poor platform for driving readers to print news websites, despite widespread adoption by news organisations around the globe as a social media marketing tool, reports Simon Canning (*Australian*, Media section, 19 September 2011, p.32). Research has revealed that the social media phenomenon, which passed through the 100 million user barrier [in mid-September], lags far behind rival Facebook when it comes to driving consumers to news media websites. Analysis of figures compiled by Experian Hitwise shows that even though many journalists and their mastheads use Twitter as a forum for their stories, the return on engagement is almost non-existent. And in the case of two of Australia’s biggest newspapers, a football social media site delivers more clicks back to the newspaper websites than Twitter. Facebook has proved the most valuable online marketing tool for media outside their own websites, news aggregators and search.

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

64.3.1 APN (1): LOSS OF \$98m FOR SIX MONTHS

APN News & Media Ltd reported a loss of \$98 million for the six months to 30 June. The company will continue to pursue “modest” investment opportunities. A \$156 million writedown of the value of the *New Zealand Herald* is blamed for pushing APN into the red. The company’s print division was the main drag on earnings with net profit (excluding the writedown) down 46 per cent to \$21.8 million (*Australian*, 19 August 2011, p.21).

64.3.2 APN (2): O’BRIEN BUYS \$6.6m STAKE

Irish telecoms billionaire Denis O’Brien has bought a \$6.6 million (1.4 per cent) interest in APN News & Media Ltd. O’Brien is the biggest shareholder in Independent News & Media, the debt-laden Dublin group which holds a 31 per cent interest in APN. James Chessell discusses the implications of the O’Brien interest in APN in the *Australian*, Media section, 5 September 2011, pp.32, 28.

64.3.3 ST GEORGE (NSW): 50 YEARS

The *St George & Sutherland Shire Leader* issued a glossy 76-page 50-year anniversary book on 4 September 2011. It was available only through district newsagencies with the *Sun-Herald*. The booklet featured significant and interesting news coverage (stories and pictures) of the 50 years, 1960-2010.

64.3.4 KYNETON: GUARDIAN NOW FREE

The weekly *Macedon Ranges Guardian*, Kyneton, became a free paper with the issue of 16 September 2011. The paper began on 6 September 1862 as the *Kyneton Guardian*. It was founded by Mitchell King Armstrong and the Armstrong family owned it for the first 103 years. The paper will be 150 years old next September.

64.3.5 BERNARD JOSEPH LEWIS (1917-2011), PROSERPINE

Rod Kirkpatrick writes: It is strange how different forces can work to deny you significant information that would normally come your way in a timely manner. The Queensland Country Press Association emailed me in April to notify me of the death of Bernie Lewis, proprietor of the *Whitsunday Coast Guardian*, Proserpine, but I did not receive the email because it was sent to an incorrect address. In July, I stumbled on the fact that Lewis had died when I sent him a letter, and his daughter-in-law, Cynthia, rang to tell me. This is to explain why this newsletter is some months behind in recording an acknowledgment of the contribution Lewis made to Australian journalism.

Bernard Joseph Lewis (1917-2011) and his wife Mary bought the *Proserpine Guardian* with Stan and Maureen Busuttin in July 1960 and in February 1972, one of the Lewises’ sons, Peter, and his wife Cynthia bought the Busuttin interest. You can read much more about the Lewis family’s

connection with the *Proserpine Guardian* in my *Purposely Parochial* (2008), pp.116-119. Bernie Lewis became the epitome of the classic country newspaper owner-editor with his encyclopedic knowledge of the district and its affairs and his careful attention to how he put words together. He was still writing editorials up till within days of his death on 6 April, aged 93. His final editorial appeared on the day he died. Son Kieran Lewis wrote a detailed obituary for his father—*Proserpine Guardian*, 13 April 2011, p.11. Bernie's wife Mary died on 26 July last year. Lewis will be long remembered by many Queensland country press identities for his deadpan wit and fabulous anecdotes when acting as master of ceremonies at the Country Press Association annual presentation dinners in the 1980s and 1990s.



Bernie Lewis (right) and son Peter outside the *Guardian* office, Proserpine, October 2007.

64.3.6 ARMIDALE, ETC: COMPANY UNDER VOLUNTARY ADMINISTRATION

Evans Publishing, an Armidale-based independent publishing company, has been placed into voluntary administration. Sydney-based RMG Partners is investigating Evans and assessing the business, which publishes the *Tamworth City News* and *Armidale Independent*, as well as newspapers in Port Macquarie, Tweed Heads and Warwick. A spokesman for the administrators, Geoff Davis, said the company would continue to trade as normal while its future was considered (*Northern Daily Leader*, 4 August 2011, p.7).

64.3.7 MACKAY: PRE-TRIAL COVERAGE REVIEWED

Bruce McKean writes (*Daily Mercury*, Mackay, 9 September 2011, p.4): News reports and SMS texts in the *Daily Mercury* were not enough to allow Clinton Kissier to have a judge-only trial and not face trial by jury, Queensland's highest court ruled yesterday. The *Daily Mercury's* pre-trial coverage of Clinton Kissier's criminal history is now expected to become an Australia-wide authority on media handling of court cases, legal authorities said yesterday. Kissier, now aged 24, was jailed in November 2005. Within 10 days of his release he committed a serious burglary, for which a judge said he should be given "a second chance", and he received a fully suspended sentence. The coverage of the case generated numerous text messages and public comments. Kissier himself came to the *Daily Mercury* and we published an article in which he said he deserved another chance. In January 2008 we published a headline: "He begged for a second chance but guess what?" and we published a story about him re-offending. There was more coverage of Kissier when a judge issued a warrant for his arrest. He was also involved in a public nuisance case involving kicking a man at a hotel, an incident caught on CCTV in September 2009. He faced a District Court trial last year for a home invasion, in which he, with two other

men, went to a South Mackay residence and used a pick and axe handle to assault a man. He was convicted and jailed.

He appealed against the conviction and sentence to the Court of Appeal and in a judgment handed down yesterday Justice Debra Mullins said a District Court judge had not made an error in ruling that Kissier should not have had a no-jury, judge-only trial. Justice Mullins noted that the judge who made the ruling expressed a view that some readers of the pre-trial publicity “may have sympathised with Kissier”. The Court of Appeal devoted three pages to the *Daily Mercury*’s handling of the Kissier saga. Kissier must serve the four-and-a-half year sentence for the home invasion.

64.3.8 CIRCULATION—REGIONAL DAILIES

There were some dramatic falls in circulation among the regional dailies for the Audit Bureau of Circulations figures to 30 June 2011. The *Daily News* at Tweed Heads lost 12.67 per cent (547 sales) to fall to 3770 and the Bundaberg *NewsMail* lost 11.22 per cent (1272 sales) to fall to 10,063. The best performer was the *Gladstone Observer* which gained 4.14 per cent to rise to 7419.

Newspaper	April-June 2011	% Variation	Newspaper	April-June 2011	% Variation
Border Mail, Albury (M-S)	24,126	-2.44	<i>Queensland Times, Ipswich (M-S)</i>	10,529	-2.44
<i>Western Advocate, Bathurst (M-F)*</i>	3600	-3.82	<i>Daily Mercury, Mackay (M-S)</i>	15,069	-1.81
<i>Barrier Daily Truth, Broken Hill (M-S)*</i>	5823	-1.41	<i>Sunshine Coast Daily (M-S)</i>	19,144	-5.50
<i>Daily Liberal, Dubbo (M-F)*</i>	4802	-9.41	<i>Fraser Coast Chronicle (M-S)</i>	9103	-3.16
<i>Daily Examiner, Grafton (M-F)</i>	5270	-7.05	<i>North West Star, Mt Isa (M-F)</i>	2704	-7.90
<i>Northern Star, Lismore (M-S)</i>	13,427	-7.14	<i>Morning Bulletin, Rockhampton</i>	17,184	-2.93
<i>Maitland Mercury (M-F)*</i>	4262	0.76	<i>Chronicle, Toowoomba (M-S)</i>	22,300	-2.76
<i>Herald, Newcastle (M-S)</i>	48,100	-2.43	<i>Townsville Bulletin (M-S)</i>	25,169	-4.64
<i>Central Western Daily, Orange (M-S)*</i>	4748	-4.39	<i>Daily News, Warwick (M-S)</i>	3120	-3.97
<i>Northern Daily Leader, Tamworth (M-S)*</i>	7345	-2.83	Courier, Ballarat (M-S)*	18,729	-0.69
<i>Daily News, Tweed Heads (M-F)</i>	3770	-12.67	<i>Advertiser, Bendigo (M-S)*</i>	13,337	-2.68
<i>Daily Advertiser, Wagga Wagga (M-F)*</i>	11,498	-0.90	<i>Geelong Advertiser (M-F)*</i>	25,092	-3.32
<i>Illawarra Mercury, Wollongong (M-S)</i>	25,671	-5.12	<i>Sunraysia Daily, Mildura (M-S)*</i>	7496	-0.23
NewsMail, Bundaberg (M-F)	10,063	-11.22	<i>News, Shepparton (M-F)*</i>	9764	-6.24
<i>Cairns Post (M-F)</i>	24,222	-5.96	<i>Standard, Warrnambool (M-S)*</i>	12,661	-2.59
<i>Gladstone Observer (M-S)</i>	7419	4.14	Advocate, Burnie (M-S)	22,854	-2.62
<i>Gold Coast Bulletin (M-S)</i>	36,157	-6.64	<i>Examiner, Launceston (M-S)</i>	31,805	-0.44
<i>Gympie Times (T-S)</i>	5297	-4.88	Kalgoorlie Miner (M-S)	5560	-1.85

* Circulation for January-June, Audit Bureau of Circulations.

64.3.9 SUNSHINE COAST: THE DANIEL MORCOMBE STORY

The *Sunshine Coast Daily* won the PANPA Newspaper of the Year Award for the 10,000 to 25,000 circulation category at much the same time as it was following up on the latest developments in what has been its biggest story over the years: the Daniel Morcombe disappearance. A man has been charged with Daniel's abduction and murder, two shoes belonging to Daniel were found in forest near Beerway, and three bones that have been identified as belonging to Daniel have been discovered in the same area. Daniel Morcombe was 13-years-old when he disappeared from a Sunshine Coast bus stop in December 2003. See *Mediaweek*, 29 August 2011, p.10.

4 – NEWSPAPER HISTORY

64.4.1 THE ANGLICAN

The Church of England in Australia published the *Church Standard* from 1 June 1912 until it was incorporated in a new newspaper, the *Anglican*, launched on 8 August 1952. A group of journalists, included Francis James, had taken over the weekly *Church Standard* a month earlier. The *Anglican* incorporated that paper as well as other diocesan and church papers (*West Australian*, 26 July 1952, p.8). The *Anglican* was published until 4 September 1970.

64.4.2 BRISBANE COURIER AND QUEENSLANDER SOLD

The *Brisbane Courier* reported, 5 November 1873, p.2, on its sale: The *Courier* and *Queenslander* newspapers, with the plant book-debts and jobbing office connected with the establishment, the property of the Brisbane Newspaper Company, were sold by auction by Mr S. Fraser today. There was a very large attendance, and after some spirited bidding, the whole property was knocked down in one lot to Mr W. Baynes for the sum of £13,600 cash.

64.4.3 MR SQUIGGLE

The *Barrier Miner*, Broken Hill, 10 November 1953, p.2, reported that Ron Bird, a member of the Commonwealth Reporting Branch, had used the same fountain pen, without change of nib, for 25 years. He had bought it to learn shorthand, and had used it for five years as a country newspaper reporter, eight years as a school teacher, and 10 years reporting courts. In the previous 10 years, he had taken an average of two hours' shorthand a day, a total of 6500 hours, making about 10 million shorthand outlines.

64.4.4 LEARNING TO WRITE FAST AND SPOT THE HUSTLE

Kathleen Noonan writes (*Courier-Mail*, 13-14 August 2011, p.M36): "The prerequisites for a young cadet reporter when I started was (sic) mastering shorthand and the construction of a short, clear sentence, and learning how to drink and play pool. Afternoon shift in the newsroom started at 2pm and halfway through there would be a dinner break when the office emptied. We would go over to the pub to 'have dinner'. If the editor popped his head in, the chief sub was 'having dinner'. If anyone's wife rang, he was 'having dinner'. Over at the pub, having dinner may or may not involve food. It always involved rehydrating (for putting out a paper is thirsty work) and mostly involved playing pool. You returned and finished putting the next day's paper to bed. All sub-editors maintained the headings became better, the sub-editing was cleaner, the stories were written quicker with a little fuel on board and reflexes sharpened by the game. As one old journalist would tell me, beer in hand and smoke hanging off his bottom lip: 'We are not playing pool. We are seeking the higher truth of the green felt.' You learnt to play fast, drink fast, write fast and, whether at the pool table or as a journalist, to spot the hustle."

64.4.5 THE 'NATIONAL DAILY NEWSPAPER OF TASMANIA'

This is how Hobart's *Mercury* reported its new delivery arrangements for northern Tasmania on 15 March 1928, p.9:

The proprietors of the *Mercury* recently announced their intention to inaugurate a special service for the delivery of the *Mercury* in the Northern districts of Tasmania in the early morning. The necessary preliminary arrangements having been completed, the service will begin today (Thursday). The innovation will place the residents of Launceston, Deloraine, and surrounding districts on an equal footing with Hobart and the South in that the *Mercury* will be available to

all at breakfast time. This development is in accord with the policy of the proprietors to bring about the distribution of the *Mercury*, the National Daily Newspaper of Tasmania, throughout the State as speedily as possible. The approximate times at which the *Mercury* will be delivered in the places mentioned, from today, are as follows:

Midlands: 6am. Launceston: 7am. **Conara, Fingal and St Marys:** On arrival of early goods train between 6 and 9.30am. **North-west townships to Deloraine:** 6.30 to 7.30am. **Beyond Deloraine:** On arrival of Morning Train. **North-east towns:** On arrival of Morning Train. Price, 1½d. per copy. Subscription rate: 10s. a quarter, payable in advance. Orders should be given to local newsagents or forwarded to the *Mercury* office, Launceston. If any difficulty is experienced in obtaining copies of the *Mercury*, please communicate with the *Mercury* office, Hobart.

WALTER H. CUMMINS, General Manager, Davies Brothers Limited. Hobart, 15th March, 1928.

64.4.6 MEDIA MUSEUM PLANNED

The Australian Museum of Motion Picture & Television (Inc.) is planning an Australian Media Museum. The organisation's president, Daryl Binning, has recently held talks with its Melbourne and Sydney branches about the project. Read the organisation's newsletter at www.ammpt.asn.au

64.4.7 HOBART NEWS CLOSES AFTER 19 MONTHS

The Hobart *News*, owned by News Ltd (but mentioned in neither Desmond Zwar's nor R.M. Younger's biography of Keith Murdoch), was published for 19 months in 1924-25. Here's an item that reported its closure; it appeared in the *Brisbane Courier*, 28 December 1925, p.9.

HOBART, December 27.—The *Hobart News* announced the cessation of publication altogether in its issue of December 26. It was stated that the working loss for 13 months to June 30 [1925] was £15,000, and since then the loss had continued. Under the circumstances, the directors felt it their duty to close the paper down in the interests of the shareholders, and give the company's mainland papers less of a burden to carry. It was mentioned that the publication of the *News* meant an annual disbursement of £38,000 in the State, and the employment of a staff of 70. It was also mentioned that 63 per cent of the expenditure was in wages.

64.4.8 THE STAR IS WELCOMED

In Melbourne, Wilson and Mackinnon, proprietors of the daily (morning) *Argus* and the weekly *Australasian* launched an evening daily, the *Star*, on Monday, 30 October 1933. The *Star* was published on a sheet 13 inches by 17 inches (33.02cm by 43.18cm), or slightly larger than most Australian tabloids now. "The new paper is thus easy to manage and read in crowded trams and trains," reports said. The *Star* received a large number of letters from well wishers and suggestions, some of which the *Star* planned to adopt. About 250,000 copies of the first issue, of 32 pages, were distributed (*West Australian*, 31 October 1933, and *Star*, 1 November 1933).

64.4.9 BRISBANE DAILY MAIL BEGINS

Rockhampton's *Morning Bulletin* reported (Wednesday, 7 October 1903, p.4): The first issue of a new morning newspaper called the *Daily Mail* was made in Brisbane on Saturday [3 October] and copies came to hand yesterday. Some difficulty had been experienced in the mechanical work owing to a delay in receiving part of the plant, but this is a little matter which will be remedied in a few days at most. Otherwise the issue is an excellent one. It is twelve pages, eight being of nine columns and the other four of eight columns. There is no declaration as to the attitude the paper will take up on general questions such as is usually met in first issues, but one short article shows that the new paper is hostile to the present Queensland Government.

64.4.10 CAROLINE ISAACSON AND 'SUPERB COOKS'

The *Australian Women's Weekly* reported (31 July 1948, p.10): Granddaughter of Raphael Tuck of Christmas card fame, former fashion writer for *Vogue* and Melbourne presswoman, Mrs Caroline Isaacson, has lately become owner-editor-reporter of the Victorian country newspaper, *News of the Dandenong Ranges*. During war, Mrs Isaacson went all over State on behalf of Red Cross. Capable, charming, full of personality, she believes country women are superb cooks.

5 – RECENTLY PUBLISHED

64.5.1 BOOKS

Manne, Robert, *Quarterly Essay 43: Bad News: Murdoch's Australian and the shaping of the nation*, Black Inc., \$19.95. Examines the political agenda of the *Australian* and its editor-in-chief, Chris Mitchell.

Postle, Bruce, *The Image Maker*, self-published. Limited print run of 1000 copies for sale for \$165 each through www.brucepostle.com. Postle, one of the great Australian photojournalists of the 20th century, started his career in Brisbane in 1957 then moved to Melbourne in 1969. He worked for *Queensland Country Life*, the *Brisbane Courier-Mail* and the *Melbourne Age*. His book is a retrospective look at around 50 years of photojournalism. Every picture tells a story and Bruce has captioned every image. With an Introduction by Mike Smith, former editor of *The Age*, there are also articles by authors and print and television journalists and broadcasters including Barrie Cassidy, Gerard Whateley, Hugh Lunn, Richard Shears, Ross Ryan and Jennifer Byrne.

64.5 2 ARTICLES

Acland, Richard, "Paper trail could lose its way", *Age*, Friday 16 September, also in *Sydney Morning Herald*, same date under title of "Inquiry into media ways sure to test Fink tank"

Albrechtsen, Janet, "The friction of freedom comes with open debate", *Australian*, 21 September 2011, p.14. The print media inquiry ordered by the Government smacks of opportunism and revenge.

Armit, Michael, "Journalist and broadcaster had 66-year career", *Canberra Times* 22 September 2011, obituary of Bernard Freeman 1924-2011, former journalist with the *Sydney Daily Telegraph*, 2UW, Melbourne *Argus*, Department of Immigration, *Australian Jewish News*.

Bolt, Andrew, "Inquiry an attempt to browbeat media", *Herald Sun* and *Daily Telegraph*, Wednesday 14 September.

Brennan, Nigel, " 'In 24 hours we will kill you' ", *Good Weekend*, 25 June 2011, pp.12-18. Kidnapped for a king's ransom, Australian photo-journalist Nigel Brennan spent 462 days in a Somali hellhole. This article is an extract from the book he has written about his ordeal.

Day, Mark, "Chance to fix the broken ground rules", *Australian*, Media section, 1 August 2011, p.27. Communications Minister Stephen Conroy's Convergence Review will, the author hopes, harmonise outdated media industry regulations.

Day, Mark, "One company, but with different voices", *Weekend Australian*, 30-31 July 2011, p.11. Far from toeing a corporate line, News Limited editors compete against one another, writes a News Limited media writer.

Elder, John, "Believe it or not", *Sunday Age*, 31 July 2011, Extra, p.15. Trust between the public and the media is eroding and that's bad news for everyone.

Graham, Pam, Farewell the share economy", *Walkley Magazine*, Issue No. 67, August-September 2011, p.16. When NZPA closed in August, it was due to media rivalries, not the balance sheet, says Graham. She presents her view on the demise of a journalistic institution.

Grigg, Angus, "News Agent", *AFR Magazine*, August 2011 (in *Financial Review* of 29 July). A profile of News Limited's Australian CEO, John Hartigan.

Guthrie, Bruce, "Judgment is coming: The media inquiry is a great opportunity to correct the errors made by Paul Keating", *Sunday Age*, 18 September.

Hill, Jess, "Go forth and verify", *Walkley Magazine*, Issue No. 67, August-September 2011, p.13. When official sources say something, a journalist's job is not only to report it but also to

check that it's true. The author explains how she uses social media to track what has really been happening with the Middle East uprisings.

Holmes, Jonathan, "Let no one license truth and understanding", *Australian*, 21 September 2011, p.14. The presenter of *Media Watch* argues that print is different from the new media and should be free from government regulation.

Howe, Alan, "Taking a rude joy in kicking the watchdog", *Daily Telegraph*, 3 August 2011, p.27. A reflection on print media inquiries—six weeks before the Federal Government announced the latest print-media inquiry.

Hull, Crispin, "Different Aussie press on news button keeps us out of UK gutter", *Canberra Times*, 23 July, Forum section page 11. Discusses the difference between UK and Australian newspapers.

Jaspan, Andrew, "Send in the gowns", *Walkley Magazine*, Issue No. 67, August-September 2011, pp.17-18. From the groves of academe straight to your browser, The Conversation is bringing expert knowledge to the mainstream, writes Jaspan, its editor and the former editor-in-chief of the *Age*.

Kenny, Chris, " 'Love media' blind to grand narrative", *Australian*, 19 September 2011, p.14. Some media commentators have failed to grasp obvious political realities, according to this media commentator.

King, Richard, "Written revolutions", *Australian Literary Review*, 3 August 2011, p.17. Online magazines today should look to the *Spectator* 300 years ago.

Kirkpatrick, Rod, "Surviving 150 years", *GXpress*, August 2011, p.38. A reflection on some significant newspaper sesqui-centenaries being celebrated this year in Brisbane, Mount Gambier, Toowoomba, Rockhampton and Orange.

McCraith, Mark, "There's still plenty of life left in print", *Australian*, Media section, 1 August 2011, p.27. Papers are still a powerful platform for advertisers, says the chief operating officer of media buying company Maxus.

Miller, Nick, "Multimedia messenger", *Sunday Age*, 7 August 2011, Extra, p.17. Some call him an oracle of modern media, others a liberal elitist. Jay Rosen explains why the news business has a future.

Mills, Rob, "Once were headliners", *Walkley Magazine*, Issue No. 67, August-September 2011, p.41. A *Sydney Morning Herald* sub-editor remembers the days when cut and paste meant what it said.

Murphy, Katherine, "Gates open for a fresh look into the Fourth estate", *Age*, Saturday 17 September.

Neighbour, Sally, "The United States of Chris Mitchell: The Power of a Murdoch Man", *Monthly*, August 2011, pp.16-28. An in-depth analysis of the power and relationships of Chris Mitchell, the editor-in-chief of the *Australian*.

Pemberton, Greg, "Silence on the face of authority", *Weekend Australian*, 30-31 July 2011, Inquirer section, p.10. The Murdochs have a history of standing by their principles.

Phelan, Seumas, "Grabbing eyeballs (and other skills)", *Walkley Magazine*, Issue No. 67, August-September 2011, p.42. The author, a senior sub-editor with the *Australian* and a double Walkley Award winner, explains how a sub-editor's headline is the start of a darned good read.

Rawlinson, Clare, "Celebrating the C word", *Walkley Magazine*, Issue No. 67, August-September 2011, p.23. The author found scoops for the *Border Watch*, Mount Gambier, were less popular than stories that strengthened the community. Discusses findings of Kathryn Bowd's PhD thesis which explored the role of regional newspapers in their communities.

Romei, Stephen, "...about literary journalism", *Walkley Magazine*, Issue No. 67, August-September 2011, p.46. The *Australian's* literary editor reveals the ungenteel side of book reviews.

Rosner, Josh, "Manne bites Murdoch", *Canberra Times*, 10 September 2011, Panorama section, p. 31. A review of Robert Manne's *Quarterly Essay 43: Bad News: Murdoch's Australian and the shaping of the nation*.

Shanahan, Dennis, "Truth the casualty in media wars", *Weekend Australian*, 23-24 July 2011, p.11. The *Australian's* political editor argues that the Gillard Government's conspiracy theories are without foundation.

Silvester, John, "Two peas in a pod are Mr Press and Mr Plod", *Saturday Age*, 23 July 2011, p.28. A discussion, in the author's "Naked City" column, of the relationship between the police and the news media.

Smith, Heather, "On the same page", *Walkley Magazine*, Issue No. 67, August-September 2011, p.43. The sub-editors at Pagemasters were proud of the job they did, but the authors asks why Fairfax put so many jobs on the pyre.

Toohy, Paul, "Conroy's media inquiry aligns us more to Fiji than true democracy", *Herald Sun*, 29 September 2011, p.36.

Vowles, Gill, "Yesterday's news today", *Hobart Mercury* 27 August 2011. A description of the *Mercury* newspaper museum.

Walkley Magazine, "More faces from the AJA hall of fame", *Walkley Magazine*, Issue No. 67, August-September 2011, p.40. Potted biographies of Graham Perkin, 1929-1975; Marien Dreyer, 1911-1980; and Andrew Olle, 1947-1995.

Waterford, Jack, "A link to the future and the past", *Canberra Times*, Forum section p.16. A tribute to veteran Federal Parliamentary Press Gallery journalist Rob Chalmers who has died at the age of 82.

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