

NEWSLETTER

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Ten issues had appeared by December 2000 and the *Newsletter* has since appeared five times a year.

1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

70.1.1 NEWS AND PAY TV

News Limited has won its battle for control of Consolidated Media Holdings. It will now own 50 per cent of Foxtel and 100 per cent of Fox Sports. Telstra owns the other 50 per cent of Foxtel. The Australian Competition and Consumer Commission opposed a rival bid for ConsMedia by Kerry Stokes's Seven Group, which already owned 25 per cent. Stokes was expected to receive a \$500 million windfall from the News deal. Darren Davidson and Damon Kitney reported (*Australian*, 12 October 2012, p.21) that Stokes was understood to have been "eyeing News's Perth newspaper, the *Sunday Times*, to create a seven-day news operation' in conjunction with Seven's *West Australian*. News had not put the Sunday paper up for sale but might be willing to listen to a potential offer, sources told the *Australian*. On 31 October, 91.91 per cent of ConsMedia shareholders voted in favour of accepting the News Limited offer (*Australian*, 1 November 2012, p.23). This appeared to signal the end of the media career of John Alexander, former editor-in-chief of the *Sydney Morning Herald* (*Australian*, Media section, 5 November 2012). Alexander was CEO of ConsMedia and had earlier been CEO of magazine publisher Australian Consolidated Press, the Nine Network, and Publishing & Broadcasting Limited (for more on Alexander, see Gerald Stone, *Who Killed Channel 9?*).

70.1.2 FAIRFAX, RINEHART AND HYWOOD

Salary and benefits for Fairfax Media chief executive Greg Hywood rose last financial year despite hard times at the publisher. Hywood received \$2.02 million in base salary, cash bonuses and shares in 2011/12 with the potential to earn another \$646,000 in share grants should performance hurdles be met (*Australian Financial Review*, 4 October 2012, p.4).

On the day of the Fairfax AGM, the *Australian* reported (24 October 2012, p.19) that the Fairfax mastheads were valued at \$210 million. The company's market capitalisation of \$890p million included \$680 million from its 51 per cent stake in the New Zealand-based online auction site, TradeMe.

On 24 October, Gina Rinehart renewed her push for boardroom representation at Fairfax as she helped to deliver the company its first "strike" by voting against the remuneration report and chief executive Greg Hywood's performance rights package (*Australian*, 25 October 2012, p.19). Three months after an unsuccessful attempt to sell down her 14.9 per cent stake, Rinehart re-emerged at Fairfax's AGM in Melbourne on 24 October represented by John Klepec, the chief development officer of her private company, Hancock Prospecting. He delivered Hancock's votes in person at the ballot box with Rinehart's blessing after a 3½ hour meeting at which chairman

Roger Corbett was repeatedly criticised by shareholders. Through Klepec, Rinehart supported only two of the seven company-sponsored resolutions put to the AGM.

70.1.3 FAIRFAX SELLS US ARM

Fairfax Media has offloaded its US rural media business for \$US79.9 million (\$76.4m) following pressure from shareholder Gina Rinehart (*Australian*, 15 November 2012). Fairfax Rural Press has been acquired by Penton Media, which is owned by private equity firms MidOcean Partners and Wasserstein & Co. Penton had been courting the Australian media company for a number of years, according to Fairfax sources. The decision to finally embrace Penton and sell came after Mrs Rinehart's Hancock Prospecting, which owns 14.99 per cent of Fairfax, put pressure on the board last month to pay down debt and sell assets. The sale is a clear sign that chairman Roger Corbett and the Fairfax board are listening to Mrs Rinehart and other shareholders after the actions of the board were harshly criticised at last month's annual general meeting. The entire proceeds from the sale of Fairfax Rural Press will be used to pay down the media company's net debt of \$914m. Penton publishes titles including *American Agriculturalist*, *Missouri Ruralist*, *Farm Futures* and *Indiana Prairie Farmer*.

70.1.4 THE AGE AND FOI

The *Age* has lost a freedom of information battle against a state government body that claimed it would take 24 years and cost nearly \$1 million to process two requests. The Victorian Civil and Administrative Tribunal has accepted the evidence of CenITex, the government's centre for information technology excellence, that the *Age*'s FOI requests would divert "a substantial and unreasonable portion" of CenITex's resources away from its other operations. VCAT deputy president Heather Lambrick found CenITex had not exaggerated the estimate of time and resources but she questioned several aspects of its response. CenITex had said it would have to restore all emails within the time frame of the requests, which related to complaints about CenITex contractors, the electronic diaries of key executives, customer feedback results and CenITex's gift and hospitality register. To restore the emails, the agency said it had to buy extra computer equipment. CenITex's position is unusual in the Victorian government - most departments and agencies have easily searchable email archives and do not require an expensive restoration of archives to meet FOI requests. Lambrick said she found it "surprising" that the government's centre for information and technology excellence "would not have the sufficient equipment for this request to be processed". CenITex's estimate of one hour to restore each encrypted email was, she said, "staggering". She said the *Age* had never accepted CenITex's explanations for why it considered the scope of the request too large and had "preferred to adopt a cynical approach expressing disbelief and incredulity" (*Age*, 20 September 2012).

70.1.5 AAP LAUNCHES FREELANCE SERVICE

Australian Associated Press has launched a freelance syndication service with an extensive roster of high calibre writers and columnists. The service, called AAP Newswire Exclusive, will offer a diverse range of content to media publishers each week. AAP editor-in-chief Tony Gillies said: "We believe there is considerable demand among our media clients for quality content from freelance journalists." This service will provide our clients with a single point of contact to access the freelance and contributor market and will offer a broad mix of features and columns." AAP Newswire Exclusive will cover content categories including sport, business, lifestyle, personal finance, entertainment and opinion. Gillies told *Mediaweek* he has brought in former *Sydney Morning Herald* editor-in-chief Peter Fray to consult on the project and to ensure it offers an even mix of former Fairfax and News Limited writers and independent freelancers. Related multimedia packages—image and video—will also be offered to clients (*Mediaweek* online, 5 October 2012).

70.1.6 PEOPLE

Graeme Barrow, a Canberra journalist and author, has published a wide-ranging book on Lake George, a vast lake near Canberra that regularly fills and empties, prompting wild speculation about where the water goes. The book, *'Magnificent' Lake George: The Biography*, sold out in five weeks and has since been reprinted.

Neil Breen, former editor of the *Sunday Telegraph*, has been appointed executive producer of the Nine Network's *Today* program. He replaced Tom Malone who became the executive producer of the current affairs program, *60 Minutes* (*Australian*, 9 October 2012, p.8).

Malcolm Brown, who reported for the *Sydney Morning Herald* for 40 years and accepted a redundancy recently, was featured in ABC-TV's *Australian Story* on 29 October 2012. Senior investigative reporter Kate McClymont featured strongly in the interviews. The program also highlighted the massive changes occurring at the *SMH*.

Mick Carroll, deputy editor of the *Daily Telegraph*, has been appointed editor of the *Sunday Telegraph*. Carroll began his career in 1985 as a cadet journalist at the *Northern Daily Leader*, Tamworth, where he worked for eight years before joining the *Gold Coast Bulletin*. He rose to the position of deputy editor at the Gold Coast before being appointed editor of the *Townsville Bulletin* in 2005 (*Australian*, 26 October 2012; also see "Ten Questions", Media section, 10 December 2012, p.27).

Kate Cox, editor of the *Sun-Herald* since September, was interviewed by Neil McMahon for *Mediaweek* (19 November 2012, p.8).

Graham Downie has retired as a journalist with the *Canberra Times* after writing for it for 39 years. He had two regular columns, "Consumer Voice" and "How I see it", but he also wrote other articles. His final columns appeared on 7 October. He started as a specialist in consumer issues and this continued until his retirement. He also wrote on other issues, especially religion and transport. He forged a successful career despite his blindness. In 1972, as a telephone switchboard operator for the *Canberra Times*, he took many calls about consumer issues. He resolved many of these issues himself and thought he could transfer these skills into the newspaper. He asked the then editor for a position as a journalist, but the editor considered the difficulties would be insuperable and refused. Downie, however, persisted. In response to a further request, the next editor agreed in 1973 that Downie could undertake a three month trial as a writer. He became one of the paper's best known and most respected journalists. His retirement was well commemorated in the following *Canberra Times* articles: Larissa Nicholson, "Blind faith: 'God' reporter a voice of the people", 5 October 2012, p.5; and John-Paul Moloney, "He saw things his way", 6 October 2012. His final columns were a review of his career: "Consumer Voice, addressing concerns", *Canberra Sunday Times*, 7 October 2012, p.17; and "The Way I see it, Canberra is a wonderful place", same date, p. 20.

James Frost is the new editor of *Smart Investor* (*Mediaweek*, 10 December 2012, p.6).

Greg Growden, former *Sydney Morning Herald* sports writer and one of Australia's most respected rugby experts, has joined ESPN as a writer and analyst across ESPN's Rugby coverage on both television and online (espnscrum.com). Growden's writing ranges from news and highlights to insight, comment and opinion. Growden covers rugby union and competitions including RBS 6 Nations Rugby, Super Rugby and the British and Irish Lions Tour.

Amanda Meade, in between covering Ten's redundancies on 12 November, announced on Twitter her own departure from the *Australian*: "After reporting many redundancies, today I am announcing my own - here on Twitter! After 18 years at the Oz I have taken redundancy." (*Mediaweek*, online, 13 November 2012) Meade wrote a farewell article, "Good, bad and ugly of a changing world", in the Media section of the *Australian*, 19 November 2012, p.24. And Nick Leys wrote a couple of paragraphs about her in "The Diary" on the same day. Meade compiled "The Diary" for more than 10 years.

George Megalogenis, an economics writer, wrote a farewell piece in the *Weekend Australian* (10-11 November 2012) after 21 years with the *Australian* and 27 years as a journalist for News Limited. He left to become a full-time author. On 30 November his book, *The Australian Moment*, won the Walkley Book Award.

Nick O'Malley, Fairfax's Washington correspondent, was interviewed about reporting the US presidential campaign by Neil McMahon in *Mediaweek*, 8 October 2012, p.7.

Simon Pristel, former *Herald Sun* editor and now Seven's new Melbourne news director, talked about his switch from print to TV (*Australian*, Media section, 15 October 2012, p.28; and *Mediaweek*, 15 October 2012, p.12).

Hedley Thomas, five times Walkley Award winner, was interviewed by Neil McMahon for *Mediaweek*, 1 October 2012, p.8. Thomas says, "I don't set out to win awards. I set out to break stories." Thomas, leading investigative reporter for the *Australian*, told McMahon: "The story that is the most important story in my career is probably one of the most complex stories. It's the story about the Wivenhoe Dam and the cover-up that was perpetrated and that we discovered and which was then backed up by the findings of the Royal Commission—that's a story that affects tens of thousands of people. It was quite unprecedented in its outcome in causing a Royal Commission, which had finished its work, to go back and have public hearings and re-examine evidence... and then vindicate our findings. Senior judges, lawyers and business people have all been really supportive of me throughout that because they have never seen it done." For a different slant on the impact of the Hedley Thomas reporting of the Wivenhoe issue, see: <http://opiniondominion.blogspot.com.au/2012/03/thomas-australian-and-avoidable-flood.html>

James Thomson, formerly the *BRW Rich 200* editor, will start in January as the new editor of *BRW* magazine (*Mediaweek*, 10 December 2012, p.6).

Kim Williams, chief executive of News Limited, said in A.N. Smith Lecture in Journalism that journalism was under attack from politicians trying to introduce "creeping media censorship" (*Australian*, 5 October 2012, p.7). He criticized the "Luddites" who were placing obstacles in the way of media companies as they tried to adapt and survive in the age of digital revolution.

70.1.7 GERMAN BROADSHEETS POPULAR

Newspapers may be dying out elsewhere, but in Germany broadsheets still enjoy substantial readership. A new publication has decided to invest in keeping it that way, targeting children to cultivate the readers of tomorrow. But it's a difficult market that requires pleasing both kids and their parents: <http://www.spiegel.de/international/zeitgeist/newspaper-for-children-taps-into-german-youth-market-a-858992.html>

70.1.8 AGE JOURNALISTS UNDER SCRUTINY

Commonwealth prosecutors are considering whether to lay criminal charges against three journalists from the *Age* newspaper accused of unlawfully accessing information from an ALP database on the eve of the 2010 Victorian election (*Australian*, 19 October 2012). Victoria Police confirmed on 18 October that it had referred a brief of evidence against the journalists to the Office of the Commonwealth Director of Public Prosecutions following a nine-month investigation during which the newspaper's Melbourne offices were raided by detectives from the E-Crime Squad. A Commonwealth DPP spokesperson said federal prosecutors had received the brief and "the matter is being assessed according to standard prosecution policy". It is understood the Commonwealth DPP has had the brief since July. The Victoria Police investigation was prompted by a complaint lodged last year by the Victorian Electoral Commission. The complaint accused The Age journalists of accessing without permission the Eleczilla database, which holds confidential information of voters. Under the Commonwealth Cybercrime Act 2001, it is illegal for individuals to access data on any computer system if that data has built-in restrictions such as passwords. Breaches carry penalties of up to two years in jail.

70.1.9 RECENTY CHRONOLOGY

70.1.9.1 EVENTS

7 November 2012: Closure of two NSW country weeklies, the *Warren Advocate* and *Cobar Age*.

21 November 2012: Tri-weekly *Armidale Express* becomes a bi-weekly.

70.1.9.2 DEATHS

Allan, John: D. 8 November 2012 at Ballina, NSW, aged 87; served cadetship at *Bendigo Advertiser* and worked in Launceston, Adelaide and Perth before joining the *Canberra Times* in 1964 when Fairfax had taken over the paper from the Shakespeare family because Rupert Murdoch was about to launch the *Australian*; in Perth Allan had effectively been editor of Murdoch's *Sunday Times*; earned a Walkley Award writing for *Walkabout* magazine on an expedition into WA's Great Sandy Desert, where he met Aborigines who had never had contact with white men; became editor of the *Canberra Times* in 1968 after John Pringle and David Bowman were transferred to Sydney to take charge of the *Sydney Morning Herald*; left in

December 1972 to take charge of the Fairfax London bureau; in 1976 became managing editor of the *Newcastle Herald* until 1987 when he retired to Ballina (*Canberra Times*, 9 November 2012, p.10—excellent obituary written by a later editor, Jack Waterford).

Farrell, Thomas Henry: D. 27 November 2012, aged 95; grew up at Tailem Bend, SA, where his father ran a country garage (service station) and first worked as a reporter on the *Murray Valley Standard*, Murray Bridge, at 17, but also was a photographer to the extent that his photo collection of country life in his four years for that paper was recently accepted by the State Library of South Australia; after service in World War II, partly as a journalist in the Army's public relations unit in Papua New Guinea, joined Melbourne's *Argus* and was sent to Canberra to head the paper's political team; joined Sydney's *Daily Telegraph* where he made a name as a creative and dogged investigative reporter and had some of the biggest scoops of his career; in 1952 he uncovered a crucial detail that led to shearer Fred McDermott being released from jail by a royal commission (in 1947 McDermott had been sentenced to death for the 1936 murder of William Lavers; it was only on 28 November 2012 that the murder conviction was quashed, the day after Farrell had died); virtually covered the Melbourne Olympics in 1956 single-handed for the *Telegraph*; joined *Sydney Morning Herald* in 1959 as a reporter; played major investigative role in saving Rupert Max Stuart, an itinerant Aboriginal carnival worker from Ceduna, from the gallows after a dodgy "confession" to the rape and murder of a nine-year-old girl; famous for cracking the mystery of "Eternity", the word written anonymously on Sydney footpaths more than half a million times between 1932 and 1966; in 1960, moved into management, becoming the *Herald's* chief of staff and then London editor; returned to Australia in 1964, becoming assistant to the editorial manager and later chief news executive; was pivotal in moving Fairfax on to computerised typesetting systems, a push he began in 1975 (*Sydney Morning Herald*, 1 December 2012).

McDonald, Keith Henry: D. 30 November 2012 in Brisbane, aged 86; journalist, stockbroker, academic and businessman who played a key role in the building of News Limited in Australia; was raised a dairy farmer's son on the cattle lands of Biggenden, southern Queensland; spent most of his early working life in Queensland, as a financial writer and then finance editor of the *Courier-Mail*; became a protégé of newspaper proprietor Sir Keith Murdoch, father of News Corporation's chairman and chief executive Rupert Murdoch; rose to become a director and chief executive of Queensland Newspapers, the Queensland arm of the Herald and Weekly Times newspaper group that by the mid-1980s controlled 70 per cent of the nation's newspapers; worked closely with Sir Keith on the foundation of Queensland Press Limited, which controlled papers in Brisbane, Cairns and the Gold Coast and Brisbane suburban newspapers; as chairman of Queensland Press, was thrust into the 1987 bidding war for the HWT and Queensland Press between Rupert Murdoch and his rivals Robert Holmes a Court and John Fairfax; Murdoch emerged the victor, with Queensland Press now controlled by his private family company Cruden Investments; served as a director of News Corporation from 1987 to 1998; was appointed Officer of the Order of the British Empire in 1989 for service to the print media. News's \$56 million Queensland media centre, which opened in March, was named Keith McDonald House (*Australian*, Media section, 3 December 2012, p.25).

Ryan, Frank: D. 1 December 2012; former president, executive director and life member of Country Press New South Wales; after 20 years with Australian Consolidated Press as an accountant and confidant of the Packer family, he was appointed general manager in 1974 of S. Richardson (Newspapers) Pty Limited, Campbelltown, jointly owned by ACP and Fairfax; it published four newspapers, headed by the *Macarthur Advertiser*, and printed others; this introduced him to the NSW Country Press organisation which he served for nearly 30 years in various executive positions, leading to life membership in 1988; represented NSW with the Australian Provincial Press Association, forerunner of Country Press Australia Inc., in various areas of responsibility (Country Press NSW Bulletin 13/2012, dated 7 December 2012).

Thomas, Athol Norman: D. 17 November 2012 at Claremont, WA, aged 88; studied at the University of WA, but emerged without a degree (failing history in his final year), though he claimed to be UWA's ping pong captain; assigned by *Western Mail* to write about past Victoria Cross recipients and won the first Walkley Award for feature writing in 1956 with one of these articles; stint in London with Fairfax bureau; joined *West Australian* on return to Perth and was involved in publicity, news, on-air discussion and documentary production for Channel 7, Perth's

first TV station (the *West* was a major shareholder in the licensee); for 25 years from 1962 wrote “Here and Now” column for the *West*, a digest of news curios, enhanced by the invention of Vladimir Smith, whom many readers took to be real; from mid 1960s wrote a fortnightly column on WA politics for the *Canberra Times*; author of a number of generally travel-related books (*West Australian*, 26 November 2012, p.50).

70.1.10 NEWSAGENTS WORRIED

Newsagency blogger Mark Fletcher writes (www.newsagencyblog.com.au): News Limited announced on 26 October some upcoming changes for the printing of newspapers from its Port Melbourne site. Ultimately, they will move from six presses to four. Newsagents will naturally be nervous about this and the potential for impact on distribution times. The first changes will occur on Saturdays, from 12 November.

70.1.11 WEEKEND AUSTRALIAN MAGAZINE WINS TWO AWARDS

The *Weekend Australian Magazine* has won two awards at the 2012 Australian Magazine Awards. (*Australian*, 1 November 2012). It won the award for newspaper inserted magazines and also the U-Turn of the year, an award across all magazines, for its outstanding turnaround in performance since its relaunch last August. Morrison Media’s *Frankie* magazine won 2012 Magazine of the Year.

71.1.12 THE END OF THE WEEK

The 199th issue of the Australian version of the *Week*, dated 12-18 October 2012, was its last. The end of the magazine seems to signal the end of the local weekly news magazine in Australia. The trend began with the *Bulletin* closing in January 2008 after 128 years. The locally produced Australian and New Zealand edition of *Time* was next to go with the editorial office closed at the end of 2008, reports Sally Jackson (*Australian*, Media section, 22 October 2012, p.28).

Overseas magazines have fared little better. *US News & World Report* abandoned print and moved to digital-only publication at the end of 2010. At the end of October 2012, the US title, *Newsweek*, announced it would do the same in 2013, after 80 years of publication.

70.1.13 WHO’S WHO OF BRISBANE’S 7-DAY NEWSROOM

The *Courier-Mail* has published (5 November 2012, pp.10-11) a who’s who of News Queensland’s seven-day newsroom. Head shots of 34 key personnel (23 men and 11 women) were published along with captions which stated what their position classification was. The details are (*C-M* is *Courier-Mail* and *SM* is *Sunday Mail*):

Editors					
<i>State director</i>	David Fagan	<i>Editor, C-M</i>	Michael Crutcher	<i>Editor, SM</i>	Scott Thompson
<i>Deputy editor</i>	Steele Tallon	<i>Managing editor</i>	Sue McVay	<i>Executive editor</i>	Steve Gibbons
Newsdesk					
<i>Head of news</i>	Chris Jones	<i>Deputy H.O.N.</i>	Rosemary Odgers	<i>News editor</i>	Anna Caldwell
<i>News editor</i>	Matthew Connors	<i>News editor</i>	Valerie Baynes	<i>News editor</i>	Selina Steele
<i>News editor</i>	Daniel Knowles				
Section Editors					
<i>Head of lifestyle</i>	Sam Strutt	<i>Life</i>	Gillian Cumming	<i>Qweekend</i>	Kylie Lang
<i>U on Sunday editor</i>	Sandra Killen	<i>Communities</i>	Matthew Oberhardt	<i>Network</i>	Garry Ferris
<i>Digital</i>	Neale Maynard	<i>Business</i>	Louise Brannelly	<i>Boom Magazine</i>	Mitch Gaynor
<i>Insight/Agenda</i>	Margaret Wenham	<i>Head of Sport</i>	Brian Burke	<i>Deputy H.O.S.</i>	Paul Malone
<i>Deputy H.O.S.</i>	Karl Dekroo	<i>Head of Vision</i>	David Hele	<i>Picture Editor</i>	Kevin Bull
<i>Picture Editor</i>	Anthony Weate				
Assistant editors					
<i>Resources</i>	Paul Syvret	<i>Senior writer</i>	Des Houghton	<i>Senior Writer</i>	Bob Macdonald
<i>Senior writer</i>	Mike Colman	<i>Senior writer</i>	Matthew Condon		

The names of the reporters, broken down into their various sections, and the photographers were also listed. Reporters (107): Politics (7); Crime & Courts (9); General News (27); Business (5); Property (8); Senior writers (5); Sport (13); Lifestyle (18); Network rounds (15). Photographers (24). The total editorial staff listed numbered 165.

70.1.14 AT FAIRFAX, PRINT PLUMMETS WHILE DIGITAL SOARS

The main newspaper publishers say digital subscriber sales for the September quarter have increased as print editions continue to decline. It was the first time that both major newspaper groups, Fairfax Media, and News Ltd, reported fully audited mastheads sales, including print and digital, said the industry group the Newspaper Works. Fairfax's metro mastheads, the *Sydney Morning Herald* and the *Age*, reported 56,559 weekday digital subscribers and 31,502, respectively, for the period covering July to September. They continued to dominate the Roy Morgan total masthead readership survey for the quarter ending September 2012. The *Herald* topped the multi-platform measure of readership while the *Age* came in fourth-highest. The *Australian*, reported its audited digital subscriber numbers for the first time, with 31,241 average net paid weekday digital subscribers for the same period. *The Australian* put a paywall on its website in October last year, with the *Herald Sun* following suit in March this year. It did not report its digital subscriber numbers for the September quarter.

Fairfax will start metered access early next year along the lines of the *New York Times* site, with free access to a set number of items before readers are asked to subscribe. Fairfax, which has been stripping out unprofitable newspaper sales, recorded the biggest falls in print. According to the Audit Bureau, weekday circulation of the *Herald* is down 15.1 per cent year on year, while *The Sun-Herald* declined 21.3 per cent. *The Age* weekday is down 16.9 per cent year on year, while *The Sunday Age* is down 15.4 per cent. News Corp reported the weekday sales of *The Australian* down 4.6 per cent, and its weekend edition dropped 5.6 per cent. The *Herald Sun* dropped 4.4 per cent in weekday circulation, and 5.7 per cent on Sunday.

70.1.15 COMMON CONTENT

A Canberra ANHG subscriber writes: "I find what is happening with newspapers quite distressing. I've had the *Sydney Morning Herald* home-delivered on Saturdays for many years, but am thinking about knocking it off because much of what I'm interested in is now being replicated on the same day in the *Canberra Times*, to the detriment of both papers. Book reviews, interviews, political news. The *CT* magazine 'Panorama' has been ruined as a consequence."

70.1.16 PHOTOGRAPHER SUES PAPER

A former *Age* photographer is suing the newspaper for job trauma, claiming it failed to provide a safe working environment, reports AAP. The Walkley-award winning photographer, who cannot be named for legal reasons, said she suffered depression, anxiety and post traumatic stress disorder after covering the first anniversary of the 2002 Bali bombings. She is suing the newspaper for loss of earnings of an estimated hundreds of thousands of dollars for breaching its duty of care and failing to provide a safe workplace. Tim Tobin, SC, for the photographer, told the Victorian Supreme Court that in a period of less than a month, she had been involved in covering 21 interviews with grieving family members of bombing victims. Tobin said the woman was transferred to the *Sunday Age* to reduce the stress of the daily grind but was still given stressful assignments (*Mediaweek* online, 20 November 2012).

70.1.17 RUSSIA BEYOND THE HEADLINES

On 15 November the *Sydney Morning Herald* and the *Age* included an eight-page broadsheet insert entitled "Russia Beyond the Headlines". This was produced by *Rossiyskaya Gazeta* and was also inserted in a number of other newspapers around the world.

70.1.18 PMP TO CLOSE CHULLORA

PMP is to close its Chullora printing plant in suburban Sydney because of falling demand for print-based directories. The facility will close on 30 June 2013, with the cost of redundancies and press relocation estimated at \$11.5 million. The existing schedule of work will be retained and relocated to PMP's Moorebank printing plant, also in Sydney (*Mediaweek* online, 22 November 2012).

70.1.19 DAME ELISABETH MURDOCH

The death of Dame Elisabeth Murdoch, widow of newspaper "baron" Sir Keith Murdoch, on 5 December was comprehensively commemorated in the Melbourne *Herald Sun* of 7 December. It devoted the first eight pages of the newspaper, plus another four pages around the

letters/editorial section, plus a 20-page tabloid supplement to *Dame Elisabeth*. The *Sydney Daily Telegraph* had an eight-page tabloid supplement and the *Courier-Mail*, four pages. The *Australian* devoted a front-page pictorial story plus pages 6 and 7 to Dame Elisabeth's life. This included a detailed time line across the top of the two pages. The *Sydney Morning Herald* published an obituary on 7 December.

70.1.20 MOCKUPS OF TABLOID SMH AND AGE

Fairfax Media executives have been showing media buyers mock-ups of the *Age* and the *Sydney Morning Herald* in their soon-to-launch compact, or tabloid, format. "It looks like the *New Zealand Herald*," said one source. "It looks good." Fairfax chief executive Greg Hywood initially indicated flagged 4 March 2013 would be the date for converting the broadsheet newspapers to the tabloid size. That was followed by speculation it might occur as early as the end of this year, but buyers reported Fairfax as saying the date is likely to be February or March (*Australian*, 27 November 2012).

70.1.21 GOLD WALKLEY GOES WEST

At the 2012 Walkley Awards in Canberra on 30 November, Steve Pennells, of the *West Australian*, won the Gold Walkley, the best-scoop-of-the-year award and the award for social equity journalism. He took the best scoop for his reports on the legal battle over the estate of late mining magnate Lang Hancock; he took the social equity award for his feature article on the drowning victims of an asylum seeker tragedy (he won the same award in 2006 and 2009). The *Border Mail* (Albury) team won the open journalism leadership award and the coverage of community and regional affairs award. Kate McClymont (*Sydney Morning Herald*) submitted the best print news report. For a full awards list, visit <http://www.walkleys.com/walkley-awards>

2 – CURRENT DEVELOPMENTS: ONLINE

70.2.1 TWITTER INDEX RANKS NEWS SITES

A newspaper editor's career used to hinge on circulation figures. Then website hits became a key measure of success. Now social media are crucial. Having a story widely shared on Twitter (or posted and "liked" on Facebook) can drive thousands, if not millions, of people to a website. And that, as the media industry struggles to make money from the internet, is very valuable. Queensland University of Technology's Professor Axel Brun is thought to be the first person in the world to conduct in-depth, broad research into the popularity of news stories on Twitter. His Australian Twitter News Index (ATNIX) tracks which stories from 29 of the nation's news and opinion websites are shared, and ranks those sites by popularity. ATNIX works by recording when somebody tweets a story from a website and when those links are retweeted. Since the index began, in June, Fairfax's *Smh.com.au* and the ABC's *Abc.net.au* have consistently generated the most tweets.

Fairfax's *Theage.com.au* and News Limited's *News.com.au* have also performed well. Editors at major news outlets are showing interest in monitoring the index, not least because it demonstrates exactly which stories people are interested in, engage with and talk about. "The circulation figures tell us really something very simple - they just tell us how many papers are in circulation," Prof Brun said. "With this we can tell how many people actively engage with stories." Prof Brun said ATNIX may be of extra interest to editors because Twitter users are often aged between 25 and 45, are reasonably affluent and well educated. (AAP, 26 November 2012)

70.2.2 MACKAY CLAIMS WORLD FIRST

Queensland Media Holdings, publisher of the *Mackay Telegraph*, announced on 13 October (*Telegraph*, p.5) that it would soon release "The world's first media browser". It was initially developed more than a decade ago for Singapore's SingONE broadband network to play internet radio and video on demand. QMH said it had spent the past 12 months developing the browser to enable "customisable radio, video on demand as well as instant access to Facebook and Twitter all from the one application".

70.2.3 NEWSWEEK TO BE DIGITAL ONLY FROM 2013

From the start, it was an unwieldy melding of two newsrooms: a legacy print magazine, *Newsweek*, combined with an irreverent digital news site, *The Daily Beast*. It had high-profile ownership, first in Sidney Harman and then in Barry Diller, and it was held together by experienced magazine editor Tina Brown, looking for one more big hit on her resume. But on 18 October, *Newsweek* buckled under the pressure afflicting the magazine industry in general and news weeklies in particular, with their outdated print cycles that have been overtaken by the internet.

In a message posted on *The Daily Beast*, Brown announced that *Newsweek* would cease print publication at the end of the year and move to an all-digital format. The transition, she wrote, would include layoffs, and at a staff meeting, she grew teary-eyed when she told employees that she didn't know how many people would be let go. The staff remaining will publish a digital magazine called *Newsweek Global*. Readers will continue to pay for *Newsweek*, Brown said, and some *Newsweek* articles will appear on *The Daily Beast*, which will continue as a free website. The end of the print edition will help stem *Newsweek's* estimated \$40 million in annual losses. The magazine was launched in 1933 (*Age*, 19 October 2012).

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

70.3.1 TWO NEWSPAPERS CLOSE, ONE REDUCES PUBLICATION

Two NSW country weeklies, the *Warren Advocate* and the *Cobar Age*, ceased publication on Wednesday, 7 November. The tri-weekly *Armidale Express* became a bi-weekly on 21 November, dropping its Monday issue. Fairfax Media was the proprietor in each case.

In a farewell message in the *Warren Advocate*, editor Julie Lincoln wrote: "I have the poignant honour of being at the editorial helm of the *Warren Advocate* for its final edition, although I haven't actually been on deck since October 3 after breaking my leg in a cycling accident... I was employed in the editorial role from 2002 until present, although I did do a stint in 1974-75 when the *Warren Advocate* was combined with the *Nyngan Observer* under the banner of the *Western Mail*."

In the *Cobar Age*, editor Reid Jermyn said: "Local newspapers are not mouthpieces or spin doctors for local government or state and federal politicians and they do not buckle to big industries wielding multi-million dollar accounts. They exist only to serve our community... I'd like to end with a quote from one Che Guevara, which under the circumstances I find rather fitting. While the great revolutionary himself might have had other ideas in mind, I'd like to dedicate his words to all the people who've made the last 125 years at the *Age* possible, without you we could have never existed. "Whenever death may surprise us, let it be welcome if our battle cry has reached even one receptive ear and another hand reaches out to take up our arms." Thank you for allowing us into your lives and taking up your arms."

At Armidale, the *Express* (estab. 1856)—a Monday, Wednesday and Friday publication until Friday, 16 November this year. From Wednesday, 21 November, it became a Wednesday and Friday publication. The paper says it has combined the features of the Monday and Wednesday publications into a Wednesday paper and they have "plans to embrace new technology and make our website deliver news around the clock" (*Armidale Express*, 22 October 2012, p.2).

All this is happening even as the *Express* welcomes a new editor, Lydia Roberts, a former public relations manager for the University of New England, Armidale. Roberts spent the past four and a half years as a senior sub-editor at the *Canberra Times* (*Armidale Express*, 5 September 2012, p.2).

70.3.2 MORE ON ARMIDALE

Newspapers owned by Armidale businessman Brad Evans, whose company Evans Publishing went into liquidation at the beginning of November reportedly owing about \$2 million, have been sold to a company with which he is closely associated. The buyer of the papers, which include the *Armidale Independent*, is Independent Publishing Australia. That company had Evans as its director and secretary until a fortnight before the acquisition, and Evans Family Investments is

listed as a major shareholder (*Armidale Express*, 14 November 2012). The information emerged during a search of the Australian Securities and Investment Commission (ASIC) database. ASIC records show Independent Publishing Australia was registered last year and is based in Armidale. On November 1, a week before Evans Publishing went into liquidation, Evans ceased being a director of Independent Publishing Australia and Scott Malcolm Williams took his place. Williams, who now lives in Brisbane, financed Evans Publishing to bring it out of voluntary administration in August last year and also became a director of Evans Publishing. Until recently, Mr Williams was the deputy chancellor of the University of New England, Armidale. On 26 October, Independent Publishing Australia registered a business name, The Weekly Observer. Its principal place of business is 211 Mann Street Armidale; the same address as *The Armidale Independent* office.

70.3.3 APN SELLING SOUTH ISLAND NEWSPAPERS IN NZ

APN News & Media was selling its South Island newspapers and its Wellington-based community papers as the strategic review of the wider New Zealand business neared its end, the *Australian* (20 November 2012) reported. The publications being offered for sale were the *Star*, Canterbury, the *Oamaru Mail* and the Capital Community Newspaper group in Wellington. APN New Zealand Media chief executive Martin Simons said the company had decided to “consolidate its publishing business in the North Island” where it has most of its New Zealand media businesses. Simons said the company intended to sell all businesses as going concerns with staff transferring with the businesses into new ownership. He said it was “too early” to say when they might be sold. The overall APN New Zealand review kicked off in April and is unlikely to result in a sale.

APN said it remained “strongly committed to New Zealand” and will continue to sell its national magazines and online properties across the country. The company will also continue a major association with Christchurch and the South Island through its 50 per cent ownership of both The Radio Network and APN Outdoor. APN has a strategic relationship with the privately held Allied Press, publisher of the *Otago Daily Times*. Almost all other South Island newspapers are owned by APN’s main competitor, Fairfax Media.

70.3.4 GAWLER AND PLAYFORD: MESSENGER LAUNCHES TITLE

News Limited’s Messenger Newspaper Group launched in mid-October a free newspaper that competes with the paid-circulation Gawler *Bunyip*, established in September 1863. The *Northern Messenger* has been hived off the *News Review Messenger*, whose main circulation was centred on Salisbury, north of Adelaide. The new title focuses on the cities of Playford and Gawler (*Mediaweek*, 29 October 2012, p.12).

70.3.5 SHEPPARTON: McPHERSON FAMILY SINCE 1888

In an interview with Neil McMahon in *Mediaweek* (5 November 2012, p.10), Ross McPherson, executive chairman of the McPherson Media Group, based in Shepparton, Victoria, talked about his perceptions of how the newspaper industry is grappling with the digital age. “One of the fascinating things in the last two or three years,” said McPherson, “is that because of the multiplatform migration we’re seeing a lot of really bright, talented, innovative young people coming into the industry. Now, they weren’t present for a while because the industry was seen as a bit of a legacy industry, tired and old fashioned, and that newspapers reflected grey old men.” He said that online activities and mobile apps were “allowing us to increase our audience in younger age groups, in quite a dramatic fashion”. He added: “Now they may not be as sticky as the print audience, but it certainly gives you the opportunity to collect data and to develop relationships in a different way, and once you’ve got that audience you’ve got the ability to transact business with them. So that’s the way we see the future and it’s going pretty well from our point of view.”

McPherson spoke about the credibility given to the company’s mastheads because the family had been involved with newspapers since 1888, but said: “You’ve still got to compete and I think it’s dangerous to rest on your laurels in any respect.”

70.3.6 HOWARD APPOINTED APN CFO

APN News & Media has appointed acting chief financial officer Jeff Howard to the role on a permanent basis. Howard had been filling the role since the departure of Peter Myers on 21 September 21. Earlier he was chief financial controller for two years (*Australian*, Media section, 12 November 2012).

70.3.7 MACKAY: TELEGRAPH SHIFTS TO FRIDAY DISTRIBUTION

The *Mackay Telegraph*, a free weekly launched on Saturday 10 March, shifted to Friday publication on 19 October. The shift puts the *Telegraph* head to head with the *Daily Mercury's* Domain real estate insert. The *Telegraph* absorbed *Mackay Real Estate Plus* from the issue of 21 July. The paper is now delivered to lawns in Marian, Proserpine and Airlie Beach as well as Mackay. Some homes received the first "Friday" issue on a Saturday, and it was dated 20 October rather than 19 October.

70.3.8 TOOWOOMBA GETS A TELEGRAPH

Queensland Media Holdings launched the *Toowoomba Telegraph* on 13 October with an 80-page edition. The Toowoomba paper joins similar free weekly *Telegraphs* in Mackay and Rockhampton. The second Toowoomba issue carried 104 pages (*Mackay Telegraph*, 20 October 2012, p.4).

70.3.9 SA COUNTRY PAPERS AND EDITORIAL HOURS

The Media Entertainment and Arts Alliance (MEAA) asserts that four of the Fairfax Media South Australian country newspapers have reduced editorial working hours in the past year. MEAA says the *Port Lincoln Times* has cut 19.1 hours, and the *Whyalla News*, *Port Pirie Recorder* and *Victor Harbor Times* have each cut 7.6 hours (reports Liam Mannix in *Indaily*, online, 26 November 2012).

70.3.10 BRIAN MCCARTHY TURNS UP AT APN

Two years after stepping down as Fairfax Media chief executive, Brian McCarthy has joined APN News & Media's regional media business as an adviser. McCarthy resigned from Fairfax in December 2010 after presenting a strategic direction that failed to win over board members such as chairman Roger Corbett. He was replaced by current chief Greg Hywood. McCarthy became chief executive of Fairfax 18 months after its merger with Rural Press, where he had been for more than 20 years. He was four weeks into his APN role by late November. McCarthy was initially taken on by Warren Bright, the boss of APN's Australian Regional Media, for a month, but is staying on indefinitely (*Australian*, 26 November 2012).

70.3.11 GOLD COAST BULLETIN HOLDS OWN

Gold Coast Bulletin editor Peter Gleeson talked, in an interview with *Mediaweek's* Neil McMahon (26 November 2012, p.10), of how "breaking news and campaign journalism still sell". He believes he has a good story to tell about hard-copy circulation and digital success. Monday to Saturday circulation of the *Gold Coast Bulletin* slipped by 3.11 per cent in the quarter ending 30 September. Its Monday to Friday sales rose by six newspapers.

70.3.12 PRINT 'THRIVES' IN REGIONAL AUSTRALIA

Kieran Iles, editor of the *Sunraysia Daily*, Mildura (famed as the last regional daily at change from broadsheet to tabloid), was interviewed by Neil McMahon for *Mediaweek* (10 December 2012, p.10). The general message was that print is surviving much more strongly in regional centres than in the capital cities. Iles is a former editor of the *Border Watch*, Mount Gambier, SA.

70.3.13 MACKAY JOURNALIST KILLED

Recently retired *Daily Mercury* journalist James Bruce McKean, 58, was killed when struck by a truck on Nebo Road (the Bruce Highway), Mackay, on 22 November. He had worked for the *Mercury* for 22 years, mainly as a court reporter. He entered journalism as a cadet at the *Queensland Times*, Ipswich, in 1973 and later joined the *Courier-Mail* as a crime reporter. He became chief crime reporter before joining the *Daily Mercury*, Mackay (*Daily Mercury*, 29 November 2012, p.3; *Mackay Telegraph*, 30 November 2012, p.10).

70.3.14 NEWS LIMITED SHEDS REGIONAL JOBS

News Limited will cut another 60 production jobs as it further restructures its newsrooms ahead of the July introduction of a new multi-platform publishing system known as Eidos Merthode. The bulk of the job losses would be from regional mastheads, the company said on 6 December. Starting in December sub-editing and layout for the papers is being outsourced from the in-house News Central hubs to Australian Associated Press division, Pagemasters, with the move to be completed by the end of February. Some other positions will be shed from metropolitan and community titles, but not from the *Australian*. The \$60 million Eidos Methode publishing system will create some new editorial roles, combining the strengths of print sub-editing and digital content production.

4 – NEWSPAPER HISTORY

70.4.1 JEPARIT: THE *LEADER* AND THE PRIME MINISTER

Euroa Advertiser, 1 December 1893, p.2: The first issue of the *Jeparit Leader* has reached us. Jeparit is a town in the Mallee, near Lake Hindmarsh, and has sprung into existence owing to the extension of the railway line from Dimboola. From the local sheet before us we learn that the town is going ahead by leaps and bounds, in the same manner as did Dimboola, Warracknabeal, Nhill, and other centres in the north-west. Many buildings are in course of erection, and it is expected that in a few years the town will be second to none in the Wimmera. The proprietors of the *Leader* are Messrs Whalley Bros., who are well and favorably known in this district, as well as at Northcote, Creswick, and other places.

Having had a long personal knowledge of the proprietors, we can confidently congratulate the Jeparit citizens on their good fortune in securing the brothers Whalley, than whom no more competent tradesmen could be found. To a thorough mastery of all departments of the business they add the all-important personal element—strength and uprightness of character—a combination that cannot fail in bestowing permanent benefits on the town and district. The sheet before us is a most creditable specimen of newspaper enterprise, and should be fully appreciated by its readers. By “fully appreciated” we do not mean alone “careful reading, with approving nods,” but the translation of that approval into solid dollars in the shape of payment of subscriptions in advance, which is the best encouragement that can be offered any newspaper. Among the latest arrivals in Jeparit is a hairdresser and tobacconist, who, the local paper states, was besieged from early morning till night, “although only a crude temporary contrivance was substituted for the usual comfortable chair.” They have evidently empty gin cases there as elsewhere.

Mercury, Hobart, 30 October 1954: The Prime Minister (Mr Menzies) was greeted by a band when he returned to his home town of Jeparit, 231 miles north-west of Melbourne yesterday afternoon. It was “Back to Jeparit Week” and Mr Menzies was the small town’s greatest citizen. His car was escorted to the hotel, where he will spend the night, by the band and a crowd. At a civic reception in the Memorial Hall, Mr Menzies recalled that he had once been employed as a printer’s devil on the *Jeparit Leader*.

70.4.2 COMPETITION IN COUNTRY TOWNS (1): MANSFIELD VIEWPOINT

Yea Chronicle, Victoria, 25 April 1912, p.3: Full of vigor and enthusiasm, a second paper was launched in Mansfield about three years ago [August 1909]. The proprietor has, however, now realised that the vigor and enthusiasm was [sic] so much wasted energy as no field existed from which adequate reward for energy expended could be reaped. The late proprietor [Harold Hermon Parnaby] in a farewell to Mansfield is very candid in his remarks about the ability of the average country towns to support in decency two papers. He very aptly remarks, “Few people can realise the great and multitudinous expenses in running a newspaper.” This is the opinion of one who knows and therefore carries weight. [H.H. Parnaby had already launched newspapers in Corryong, Victoria, in January 1894, Lockhart, NSW, in June 1899 and Gippsland, Victoria.]

The following is from the *Mansfield Leader*’s issue of 20th instant: “The announcement that the *Mansfield Leader* will cease issuing after the 27th inst will come as a surprise, and perhaps as a disappointment, to our readers. The determination has been arrived at after careful consideration of our own welfare. We came here nearly three years ago full of hope and in the

confident belief that the town and district were important and extensive enough to support two news papers. We regarded it as certain that the district would share in the progress movement that was everywhere manifest in this State. In this we must acknowledge disappointment, and in preferring to cease the struggle and refraining from spending the best years of our life in it, we feel sure we will have the sympathy, and not the censure, of those who have shown us kindness. We have nothing to complain about concerning the support that has been accorded to us. It has been generous—we have had our fair share of everything—but are forced to the recognition that we were too optimistic. It is no use prolonging a battle in a field where there is room for one newspaper; and hardly an existence for two. [After leaving Mansfield, Parnaby founded the *Rochester Irrigator*, Victoria, in July 1912. He was still its proprietor when he and his wife, Maud Mary (née Richmond) celebrated their 50th wedding anniversary on 26 June 1944.—*Argus*, 26 June 1944, p.6.]

Our removal, of course, will mean gain to the *Courier*, but it is a gain we leave without envious feeling. It is after all, but a *quid pro quo* for the losses sustained by our stepping into a field where there was but a legitimate living for one. Mansfield—and we think we can say it without egotism—is none the worse for having had for a time the *Leader* in its midst, and though the financial strain—few people can realise the great and multitudinous expenses in running a newspaper—has been too great to continue it in a field where there is not room for the enterprise, our regret is more for the town and the district than it is for ourselves. We are to blame for our optimism, not the town and district.



William Pettit and Ken McPhan, of the *Gippsland Independent and Express*, Drouin, Victoria. – Courtesy of the National Library of Australia.

70.4.3 COMPETITION IN COUNTRY TOWNS (2): EUROA VIEWPOINT

Yea Chronicle, Victoria, 2 May 1912, p.3: The *Euroa Advertiser* published the following leading article concerning country newspapers, in its last issue: When another newspaper enterprise was mooted some years ago for Mansfield, prior to its launching we gave its optimistic projector unsolicited wisdom in the shape of Punch's advice to those about to marry: "Don't". But the

newcomer was duly brought to light under the title of the *Mansfield Leader*. Mr Parnaby, the editor and proprietor, made a sterling attempt to provide a gallon newspaper for a two-quart [half-gallon] town, but history repeated itself in this, as in other instances, and two surely “Ichabod” was plainly written over its pages.

The two papers did not quarrel with each other, in which respect their duel was almost unique—and the *Leader* received at the hands of the sympathetic public a fair share of the trade of the district, but the adage that “where one lawyer may make a living two may make a fortune” does not apply to the printing trade, and after several years of worry and responsibility its editor has decided to “pull out” rather than waste his time in profitless exertion. Of him it may be said that “Nothing in his life became him more than the manner of leaving it” for his farewell utterance has scarcely a tinge of bitterness: (This farewell message appeared in our last issue. See ANHG 70.4.2 above.)

The town of Mansfield is only one of the many examples in Victoria where two newspapers strive ineffectually to do what could be better done at very much less cost to the district by one. At Yea till recently the same state of affairs existed till the newcomer attained the customary grave. As a matter of fact, taking the North-East as an example, there are probably but two centres where a double newspaper service is justifiable; viz. Wangaratta and Shepparton, both having large populations and important local industries. In the smaller towns, where the passions and prejudices of the community often call a second newspaper into existence and maintain it at starvation point, the district receives less profitable services from its literature while at the same time the public pays an increased tax and has no hope of obtaining anything more representative than two “indifferent” papers, one or both of which gradually sink to the position of “rags”.

Criticism of public men and affairs is too often emasculated under these conditions, because then to print a word that might be construed into an adverse comment on a local magnate’s actions, is too often followed by the hint to the printer, “Don’t be a fool, to fight against your own bread and butter.” And he is made to realise the meaning of this in a hundred little ways if he be of such an independent turn of mind as to place his duty to the public before sordid thoughts of his children’s bread-and dripping. There is no incentive to him to go out of his way to try and make crooked paths straight as long as the public does not clamor for a particular reform, and it is much easier, and pleasanter, and more profitable to calmly shut one eye, and steer according to the general drift of local affairs.

Such a community gradually stagnates, public men, losing the tonic of press criticism, insensibly fall into lax methods of procedure; and the two newspapers that are fondly believed by some to be indicative of progress, become in reality a serious handicap rather than points of leading. We congratulate Mansfield on again having its newspaper talent “under one roof”, for the *Courier* has always been a sheet that the local people might be proud of, and with its concentration of power will no doubt follow an extension of its usefulness to town and district

70.4.4 BACCHUS MARSH EXPRESS OFFICE AND PRINTING WORKS

The *Bacchus Marsh Express* (current office pictured at right) was founded by George Lane, a book binder, and the first issue was published on 7 July 1866. The second edition was published by the Bacchus Marsh Express Printing Co., which consisted of Dr. Rae (editor), Rev James Scott, John Saunders, James E Crook, James Young, William Watson and George Lane (printer). This syndicate failed after three months and the ownership was then taken up by Lane and Christopher Crisp, an Englishman who had been employed as a compositor by the company. Crisp was the editor of the *Express*



from 1866 till his death in 1915 when he was succeeded by his son, Christopher, till 1932 and his grandson, F.C.M. Crisp, thereafter. George Lane remained as the printer until his death in November 1899. Under Crisp's direction, the *Express* widened its readership and was subscribed to by public men and civil servants in Melbourne. In the 1870s Crisp argued for the extension of government responsibilities as a basis for social and political progress. In the 1880s Alfred Deakin and James Service acknowledged the influence of the *Express* on their legislative thinking and its proposals for federation were debated during the drafting of the Federal Constitution in 1895-98. Crisp's comments during the drafting stages of the Federal Constitution in 1895-98 were valued by several convention delegates.

George Lane established his printing works sometime between 1860 and 1866. The original shop, constructed of hand-made bricks with a gabled shingle roof with a pair of skylights, remains at the rear of the existing property. Between 1868 and 1876 this building was added to at the front of a two-storey brick shop front with a rendered facade and a gabled corrugated iron roof. The building had two sash windows above and a large shop window and double glazed doors below. It is believed that the doors were taken from Leahy's Farmers Arms Hotel at Hopetoun. It is highly probable that William Watson was also the constructor of these two buildings as he was Lane's brother-in-law. The verandah was added between 1876 and 1883. The concave corrugated iron verandah was supported on timber posts with decorative brackets and drop-pendants (now missing). The ends of the verandah were filled with a simple panel. A later extension was made to the building between 1883-1900 to extend the width of the two-storey front and verandah and to return the two levels along the north face of the original building. The building still retains the majority of its original printing equipment and has an almost complete set of the editions of the newspaper. This makes the building a unique record of the development of a country newspaper from the middle of the 19th century through to the present day.

The outbuilding seems to have had three stages of development. The northern half has the oldest form of weatherboard and probably had a shingled skillion roof. The remainder was added before 1900, it appearing in a photograph of that date held by Mrs Nancy Simmons of Bacchus Marsh. The building is clad with three types of weatherboard and has a gabled corrugated iron roof. The older parts of the building have multi-paned windows with slender mullions and, of particular interest is the partition wall between the bathroom and the laundry which is clad with rough 10 inch boards. This house is one of three buildings adjacent to each other along Gisborne Road all connected with the *Bacchus Marsh Express*. They are the office and on each side the homes of the original printer and editor. This building is of great importance as the home of George Lane and is an integral part of the *Express* complex.

70.4.5 HARDING'S NEWSPAPER CREED: ABOVE ALL, BE CLEAN



The 29th President of the United States was Warren G. Harding (pictured left) who died in mysterious circumstances on 2 August 1923. He had been the owner-editor of the *Marion Star*, Ohio. Harding's newspaper creed, pasted on the wall of the editorial room of his newspaper provided a code of ethics for his reporters and editors. The following is the text of the creed:

"Remember there are two sides to every question. Get both. Be truthful. Get the facts. Mistakes are inevitable, but strive for accuracy. I would rather have one story exactly right than a hundred half wrong. Be decent. Be fair. Be generous. Boost; don't knock. There's good in everybody. Bring out the good in everybody, and never needlessly hurt the feelings of anybody.

"In reporting a political gathering, get the facts. Tell the story as it is not as you would like to have it. Treat all religious matters reverently. If it can possibly be avoided, never bring ignominy to an innocent woman or child in telling of the misdeeds or misfortune of a relative. Don't wait to be asked, but do it without the asking. And, above all, be clean. Never let a dirty word or suggestive story get into type. I want this paper so conducted that it can go into any home without destroying the innocence of any child." (*Morning Bulletin*, Rockhampton, 22 December 1923, p.9).

<p>Be truthful. Be decent. Be fair. Be generous. Be clean.</p>

70.4.6 KANGAROO ISLAND'S NEWSPAPER

Rod Kirkpatrick writes: During a two-day tour of Kangaroo Island (pop. approx 4500) in October, I visited Kingscote, home of the island's newspaper, the *Islander*. I photographed the exterior of the *Islander* building (at left), but it was a Sunday and I did not have the opportunity to meet the editor, Shauna Black. The island is 155km long and our tour group did not return to Kingscote on the Monday. Black emailed me some details about the paper's history:



The *Islander* began publication in 1967. Founder Neville Cordes wrote in his memoirs of the struggle to start the paper: "In 1966 while on honeymoon in Lorne I noticed a little newspaper called the *Lorne News* in the shops there. It was only 12 to 16 pages of folded foolscap but a light bulb popped. I could do that on Kangaroo Island," he writes.

"For three or four months I operated out of a small section of the coffee lounge. The news copy was sent to a printer in Adelaide." The *Islander* cost 5c and sold 185 copies of its first edition of 19 January 1967. Its competition was the *Kangaroo Island Courier*, which had been sold to Glenelg interests in 1957 and was printed in Glenelg. Cordes soon realised he needed to be printing on the island and stopped printing while he secured the equipment. The *Islander* was re-born in April 1967 and printed on a Rotaprint Duplicator. The business grew to be also a commercial printer and stationer and had several premises around Kingscote. In 1996 the paper was being edited by Ian Turner when it was sold to Rural Press and journalist Rob Ellson was named managing editor. Ellson began work at the age of 17 straight out of school. He recalls the rapid expansion of the paper in the late 1990s under the guidance of Rural Press which invested money in the paper. When he resigned in October 2005, Shauna Black became the paper's fourth managing editor and remains there today. Black moved to the island with her family after 20-plus years' experience in newspapers around Australia including a 15-year stint in Adelaide at the *Advertiser* in a variety of roles.

[N.B. The first Kangaroo Island paper, the *Kangaroo Island Courier*, began publication on 2 November 1907 and was absorbed by the *Glenelg Guardian* in 1951. The *KI Courier* became a separate title from 18 July 1957 and continued until 14 March 1968. It was printed at Glenelg, a coastal suburb of Adelaide. *ANHG Newsletter* No 62, p.1, published a photograph of the office of the *Kangaroo Island Courier*, taken in 1936.]

70.4.7 HOW THE CUP USED TO BE COVERED

John Hamilton writes: I was just going through some old papers and came upon a copy of a story from a long ago Herald and Weekly Times *House News* of how the Melbourne Cup was covered by the *Herald* in 1919 when the following instructions were pasted in the Chief of Staff's duty book. (All general reporters were assigned to cover the Cup in 1919 apparently, most of them out at Flemington, but a few younger ones remained in the office). Then: "...full results will appear in the Sporting edition going to press at 6.10pm... Mr Waters will take result of Cup, writing clearly and in big letters. Mr Burbury will run down to Mr Nicholson in Machine Room with slip containing result. At 2pm Mr Burbury will go down with Mr Nicholson to the Machine Room and understand exactly where he must go later with Cup result. Mr Bergin, while Mr Waters is writing down result, will copy same and take it out immediately to Mr May in Composing Room. Mr Bergin will return to telephone room immediately and will take betting, time and how won to Composing Room. The position of horses on the course at different stages of the race will be marked on Diagram of Course by Mr Waters. If any point in above instructions is not clear, Mr Maddison will explain but inquiry must be made immediately."

The *House News* story says that the 6.10pm edition came out on time with a long and detailed coverage of the race which was won by Artilleryman. Beats Twitter any day!

Rod Kirkpatrick writes: John Hamilton's contribution above reminds me of how the *Maitland Mercury*, then an afternoon daily that hit the streets at 3 o'clock, made sure it had same-day coverage of the Cup in an era when the big race was run at 2.40pm and there was no daylight saving. Normally the press would be running by 2.40pm, but on Cup day, printing was delayed by 10 minutes or so. When I was working at the *Mercury* in the mid 1960s, on Cup day I would type a few background pars about different horses and the crowd (based on early AAP reports) on copy slips ready for use if needed. I would listen to the race on the radio and make notes. With the race over, I would type out my intro and the story in a few pars and these copy slips would be taken away and set by Linotype operators progressively as I finished the report. It wasn't eyewitness reporting, but the *Mercury* would be on the streets by 3.15pm with the Cup outcome.

70.4.8 PATH NOT STREWN WITH ROSES

When the first union-owned Labor daily in Australia, the *Barrier Daily Truth*, began publication at Broken Hill on 2 November 1908 (after having been a non-daily for 10 years), the *Adelaide Register* (3 November 1908, p.5) reported (dated 2 Nov.): The *Barrier Daily Truth*, a Labor paper, issued its first number today. The editor, in his prologue, says: — "Our path, will not be strewn with roses, for our mission is war, not peace. There can be no peace while industrial injustice rules. Unflinchingly will we preach the divine gospel of discontent. Boldly will we encourage the spirit of the working class revolt, but discontent is not sufficient, revolt is not sufficient. They are but the first steps to better things."

The *Dubbo Liberal*, 19 June 1909, p.3, reported: The first balance sheet of the first union-owned Labor daily paper in Australasia (the *Barrier Daily Truth*) shows that the six months' working produced a gross profit of £460 (\$920), which is reduced by writing off depreciation, etc., to £260 2s 9d (\$520.28). The report mentions that the profits were all made in the first two months' operations, the last four having barely covered expenses.

70.4.9 NOEL BUTLIN WEBSITE UPGRADED

The website of the Noel Butlin Archives Centre (es-cms.anu.edu.au/nbac), which holds several major media collections, has been upgraded. The Noel Butlin Archives Centre (NBAC) collects business and labour records from Australian companies, trade unions, industry bodies and professional organisations to support research by the University community and the general public. The NBAC holds the records of large companies such as the Australian Agricultural Company, Burns Philip, CSR Ltd, Dalgety's, Tooth and Company and Adelaide Steamship as well as those of smaller businesses such as pastoral stations. It holds records of federal trade unions and their predecessors, and of peak councils such as the Australian Council of Trade Unions (ACTU) and the National Farmers Federation. The records date from the 1820s to the late 20th century and include files, photographs, minutes of meetings, some staff and membership records, maps and plans, and publications such as trade journals and union newsletters. The collection supports research on topics such as industrial relations, immigration, working women, indigenous employment, architecture, economic history, family history, social history in Australia and the Pacific, and on particular industries such as agriculture, timber, shipping, mining, brewing, advertising and finance. In addition, the Archives contain the National AIDS Archive Collection, which documents the history of HIV/AIDS education and prevention throughout Australia.

70.4.10 DAILY (ALMOST) EDITION OF NORTHERN TERRITORY TIMES

Northern Territory Times & Gazette, 29 December 1917, p.19: To Country Residents.—Subscribers are wanted in the country to the Daily Edition of the *Times*. Subscription for all issues £200 (\$400) per annum. For certain issues only, terms will be supplied by application. During the cattle season the service will provide practically a daily newspaper from Darwin to Katherine.

70.4.11 MULTI-SKILLING, AIF STYLE, IN 1915

Northern Territory Times & Gazette, 6 May 1915, p.13: A private in the Army Service Corps writes: My duties are as varied as they are interesting. I am a shorthand typist, an interpreter, a

translator of foreign languages, and I sub-edit and print a weekly newspaper. My spare time is utilised for the purpose of topography. In fact, I do anything but shoot, and that may come later. It was decided to issue a summary of information, periodically to the troops composing our unit, and it was thought that my previous acquaintance with such, work might be of some slight use in this connection. So the work was handed over to me. At first it was called (by the major) the *Daily Mail*, then, as it did not come out with the promptitude of that journal, it was renamed the *Weekly Dispatch*, and I am afraid we shall have to call it the *Fortnightly Review* next time, or even the *Quarterly Review* if things come to the worst.

70.4.12 SATURDAY 5 MARCH 1803: FIRST AND LAST

Did you know that on the day that the first Australian newspaper, the *Sydney Gazette & New South Wales Advertiser*, was launched—5 March 1803—Matthews Flinders completed his last day of surveying of the coastline of Australia/Terra Australis/New Holland. David Hill (*The Great Race*, p.252) writes: “On the remote north-west coast of Australia—more than 6000 kilometres from the only European settlement, in Sydney—[Flinders] decided to cease his survey because of the deteriorating condition of the *Investigator* and the declining health of the crew.”

In his journal, later that year, Flinders noted how much the fifteen-year-old convict colony of New South Wales had advanced in the eight years since he had first arrived there with Captain John Hunter (*The Great Race*, p.279). “In 1803, it was progressively advancing towards a state of independence of the mother country for food and clothing; both the wild and tame cattle had augmented in a proportion to make it probable that they would, before many years, be very abundant; and manufactures of woollen, linen, cordage, and leather, with breweries and a pottery, were commenced. The number of inhabitants was increasing rapidly; and that energetic spirit of enterprise which characterises Britain’s children seemed to be throwing out vigorous shoots in this new world... All this, with the commerce carried on from Sydney to Parramatta and the villages at the head of the port... made the fine harbour of Port Jackson a lively scene of business, highly interesting to the contemplator of the rise of nations.” So, why not launch a newspaper?

5 – RECENTLY PUBLISHED

70.5.1 BOOKS

Beahm, George (editor), *The Sun King: Rupert Murdoch in his own words*, Hardie Grant Books, Melbourne/London, 190pp., paperback, \$17.95, available from Dymocks / SBS Books. Includes a chronology.

Sharkey, Michael, *Apollo in George Street: The Life of David McKee Wright*, Puncher & Wattmann, \$34.95. ISBN 978-1921450-34-1.

A century ago David McKee Wright was one of the brightest stars in the Australasian literary firmament. A lyrical poet of international standing, he also wrote hundreds of humorous and topical verses. As journalist extraordinaire and later editor of the *Bulletin’s* Red Page, he was a literary critic of great power and influence. He came to Australia from New Zealand with a reputation as a radical journalist and as his country’s leading ballad poet, leaving behind a family whom he never met again. At the *Bulletin*, he was the first significant arbiter of taste since J.F. Archibald, publishing Slessor’s earliest poetry. At his death he also left two additional families, one of them wholly unknown to his first. This story introduces artists and writers such as Mick Paul, Dulcie Deamer, Ray Lindsay and brings to life aspects of the literary culture of New Zealand in the years before its independence, and of Australia in the early years of Federation.

Simons, Margaret, *Journalism at the Crossroads: Crisis and opportunity for the press*, Scribe, Melbourne 2012, paperback, 134pp. Foreword by Michael Gawenda.

70.5.2. ARTICLES

Ahmed, Tanveer, “Rueful confessions of an outed plagiarist”, *Australian*, Media section, 15 October 2012, p.24. A psychiatrist who was a regular contributor to the *Sydney Morning Herald* until September when the paper ended his tenure. He says he knew plagiarism was wrong but he did it anyway.

Baker, Mark, “Honouring the newsbreakers of a nation. Journalists “They were witnesses to testing of the nation through two wars”, *Age*, Saturday 8 December 2012, p. 17. The article commemorates the 20 inaugural members of the Victorian Media Hall of Fame.

Day, Mark, “Fairfax board just doesn’t have a clue”, *Australian*, Media section, 29 October 2012, p.27. Discusses the problems Fairfax and News, but particularly the former, face as they try to confront the dramatically changing trends in readership of newspapers—print and digital. Also, see below.

Day, Mark, “Read all about it”, *Weekend Australian Magazine*, 27-28 October 2012, pp.20-23. Can newspapers survive in the internet age?

Doherty, Ben, “Australia denies asylum to Sri Lankan editor facing government death threats”, *Saturday Age*, 6 October 2012, p.9. A female Sri Lankan newspaper editor, threatened by a senior government official and brother of the President that she would be killed, has had an asylum claim to settle in Australia rejected.

Kerr, Christian, “Lazy gallery fed misogyny beat-up”, *Weekend Australian*, 20-21 October 2012, p.16. It took freelance business journalist Derek Parker to check the facts and dispel the absurdity. Parker did what journalists are supposed to do: check the facts. And he proved the charge of misogyny levelled against Tony Abbott was absurd.

Murfett, Andrew, “The travails of transparency”, *Age*, Green Guide liftout, 20 September 2012, p.13. Discusses how *Media Watch* treated the report it presented on the redundancy of the *Age*’s weekday editor Mike Van Niekerk. Various insights into the program and the views of presenter Jonathan Holmes.

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