



The staff and paper boys of the *Bendigo Advertiser* were photographed outside the *Bendigo Independent* building in 1918. The *Independent*, which began publication on 1 January 1862 and was issued daily throughout its life, ceased publication on 30 November 1918, a few weeks after the end of the Great War, announcing: "The Bendigo Independent Proprietary Limited, having purchased the property and publishing rights of the *Bendigo Advertiser*, the *Independent* will after today cease to be published as a separate newspaper." Because the *Advertiser* was "its senior by half a score of years" (eight years three weeks, in fact), the *Advertiser* title was retained for the amalgamated daily journals. The *Independent's* offices and "valuable printing plant" were from 4 February 1919 used to produce the *Advertiser*.

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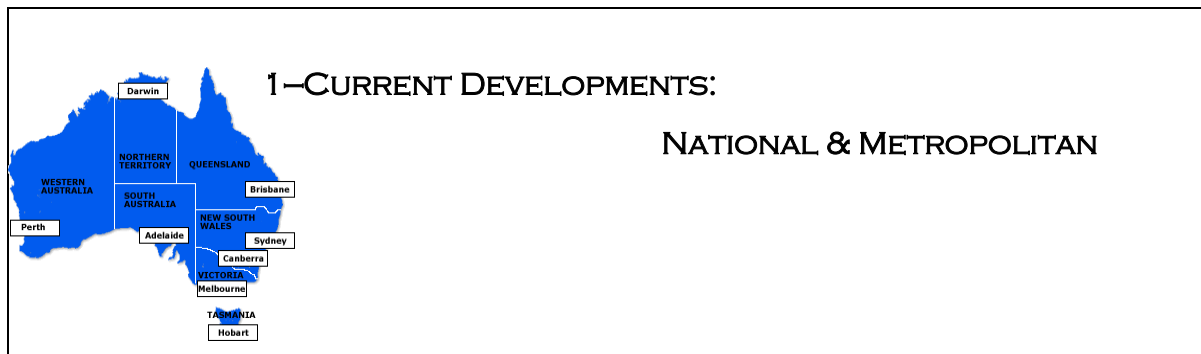
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Ten issues had appeared by December 2000 and the *Newsletter* has since appeared five times a year.



79.1.1 The *Australian* and the Australian Press Council

If you read the national daily, you will have noticed that the newspaper has placed the Australian Press Council (APC) under a critical spotlight in recent months. This led the APC board, on 1 September, to rebuke the *Australian* through a resolution. A statement released by the APC on 1 September said the board supported chairman Julian Disney and rejected “misrepresentations” by the *Australian*, adding: “It also deplores the breach by the *Australian* of obligations of confidentiality during the Council’s complaint processes.” Mumbrella wrote (1/9/14): “In recent weeks the APC and Disney in particular have been at the centre of a campaign by the *Australian* which alleged the chairman had conflicts of interest in certain cases under adjudication and that he was attempting to make the organisation into a press censor. As part of those cases the paper published details of complaints currently under investigation, breaching undertakings of confidentiality.” The APC resolution was passed by 19 votes to nil, with one abstention (believed to be News Corp editorial director Campbell Reid).

The *Australian*’s legal affairs editor, **Chris Merritt**, wrote (*Weekend Australian*, 23-24 August 2014):

“For an organisation charged with standing guard against attacks on freedom of speech, the Australian Press Council, under Julian Disney’s chairmanship, has not just fallen asleep on the watch — it has joined the other side. The Press Council’s constitution requires it to promote freedom of speech and challenge political, legislative and other developments that might adversely affect the dissemination of information of public interest. The right to know and freedom of speech appear in three of the six clauses of the constitution that lists its objects. Yet when the chips were down, the press council became deeply involved in a plan that seems difficult to reconcile with these constitutional responsibilities. In the post-World War II era, freedom of speech in Australia has never faced a more determined challenge than during the years of the government led by Julia Gillard. This should have been the press council’s finest hour. Instead, it has been left on the wrong side of history.

“Under Disney’s chairmanship, the council developed a plan for a new way of regulating the news media that would have used the same core mechanism that underpinned Stephen Conroy’s failed scheme, which would have created a Public Interest Media Advocate (PIMA) to oversee the regulation of newspaper content. Conroy, as Gillard’s communications minister, dumped the PIMA proposal after community outrage over its requirement for newspapers to sign up with government-approved content regulators. But, in some ways, Conroy’s PIMA would have been better than the scheme favoured by the council. And within the media industry, the PIMA was widely viewed as the work of the devil.

“So have things changed? On 22 August, the council announced that Disney would stand aside from hearing complaints about articles in News Corp Australia publications until he leaves the council in January. On 1 August, the council put into effect new general principles by which it would judge future complaints about media conduct. This newspaper has raised concerns about the operation of these new principles, including the capacity of third-party complainants to restrict press freedom. However, the first draft of these principles was even worse. That draft was the work of the council, not Disney alone, and it has given newspaper publishers a clear idea of the organisation’s current thinking.

“The draft principles triggered fears the rules were about to change so that restaurant reviewers or drama critics, for example, would no longer be free to give an honest opinion of the material they were reviewing. There were concerns the draft rules would have required reviewers to take reasonable steps to ensure their reviews included a right of reply — preferably in the review itself. The same sort of thinking can be discerned in the decision by the council in February to open its complaint-handling process to a pro-kangaroo lobby that used this forum to chastise *The Australian*’s food writer John Lethlean. Lethlean, an authority on restaurants and food, had written an opinion piece about the advantages of eating kangaroos. The council allowed the kangaroo lobby to use its processes to argue that Lethlean was wrong because his opinion did not include the perspective of those who do not like eating kangaroos.

“The best insight into the council can be gained by examining what would have happened had its plan for press regulation been implemented. The council’s scheme is outlined in great detail in its submission to Ray Finkelstein’s 2011 inquiry into the regulation of the media. It would have given the council the power to fine newspapers \$30,000. That power would have been exercised by a new division headed by a retired judge. Publishers that might have been tempted to follow the example of Kerry Stokes and abandon the APC would have found it impossible to maintain viable newspapers. Unless they remained part of the council, they would have been stripped of their exemptions under the Privacy Act. This is the same core mechanism that Conroy unveiled in March last year to near-universal condemnation. The only differences are that Conroy’s plan would have created a PIMA that would have been empowered to authorise multiple press councils. It also made no mention of fining newspapers \$30,000.

“Under the press council’s plan, it would have stood alone as the only option open to the news media. The multiple regulators that would have been possible under Conroy were not part of the press council plan. The schemes backed by the press council and Conroy are based on an idea that should be alien to our society: that the content of newspapers should be subjected to a special level of coercion. Normal law, exercised in normal courts, was viewed as insufficient.

The fact that the press council proposed such a system shows where it stands. Any publication that lost its protection under the Privacy Act would find it impossible to report anything but pap. It would be unable to publish articles containing what the act refers to as “personal and sensitive” information without the consent of the people concerned. In practical terms, articles about wrongdoing would be impossible. The Privacy Act would require newspapers to give wrongdoers access to any personal information they might have assembled about them.

“To ensure Finkelstein got the point, Disney wrote to him on 27 October 2011, pointing to the part of the submission that would have made ‘some statutory rights and privileges of journalists or media organisations conditional on being subject to the council’s jurisdiction’. Both documents are on the press council’s website.”

79.1.2 Carlton’s column ceases

Columnist Mike Carlton ceased supplying columns to the *Sydney Morning Herald* after complaints about abusive emails he had sent to readers. His colleagues sealed his fate, according to the *Australian* (7 August 2014). They complained to Fairfax Media’s news and business publisher, Sean Aylmer. Carlton’s abusive correspondence with readers was well-known, and for all to see on Twitter, but Aylmer became aware of the extent of the problem only on Tuesday afternoon, 5 August. Several employees expressed concern to Aylmer that this was not appropriate behaviour for a senior columnist. It would not be acceptable for any other Fairfax journalist and Carlton’s behaviour was damaging *The Sydney Morning Herald*’s brand.

Also see: Michael Gawenda, “Barry’s muddled Media Watch a waste of time”, *Australian*, 13 August 2014, p.12.

79.1.3 Fairfax back in profit

Fairfax Media Limited has reported a net profit after tax of \$224.4 million despite a 3 per cent decline in total revenue for the 2014 financial year (The Newspaper Works, 14 August 2014). The company’s net profit was a significant turnaround from last year’s loss of \$16.4 million, and its net cash flow of \$68 million was an improvement from a net debt of \$154 million from 2013. The sale

of accommodation website Stayz in December last year for \$220 million significantly contributed to the positive profit results for 2014. However, it was offset by restructuring and redundancy costs of \$16.9 million and impairments costs of \$16.8 million. Fairfax's metropolitan media division had a revenue decline of 6.3 per cent, although digital subscriptions for the *Sydney Morning Herald*, the *Age*, and the *Australian Financial Review* generated \$19.2 million more than last year. "In early August, the *Sydney Morning Herald* and the *Age* had more than 140,000 paid digital subscribers, and an additional 111,000 eligible print subscribers who have signed up for digital access," CEO Greg Hywood said.

79.1.4 Counting the readers

The hard copy of almost every major newspaper and magazine in Australia is being passed between more readers now than at this time last year, according to the first year-on-year readership data from newspaper industry funded Enhanced Media Metrics Australia (EMMA).

An analysis of 46 titles in the August EMMA data by Mumbrella shows that the number of readers per copy (RPC) has risen for all but four of the titles, whereas 24 have actually increased their readership in the past 12 months. Meanwhile circulation was down for all but three of the newspaper and magazine titles analysed, based on the Audit Bureau of Circulation numbers, for the year to March 2014.

Some of the most notable changes include:

- **Age** rising from 5.22 RPC to 6.23 RPC, despite the circulation having fallen 17.92 per cent;
- **Northern Territory News** readership climbing from 64,000 to 70,000 Monday to Friday despite a circulation decline of 11.65 per cent;
- **Daily Telegraph** gaining 18,000 readers for the Monday to Friday editions, despite losing 9.49 per cent in circulation.

Adam Hodgson, research and operations director, Ipsos MediaCT, which conducts the research for the survey, said in a statement to Mumbrella: "Countless studies conducted globally and in this market demonstrate conclusively there is no direct correlation between circulation sales figures and readership. "Why? Because we have to take into account promotions, discounted copies, plus higher readership and pass-on-copies for big news stories." The surge in readers per copy has contributed to rises in the print readerships of a number of high profile metropolitan newspapers such as Melbourne's *Herald Sun*, Brisbane's *Courier-Mail*, the *Northern Territory News* and the *Canberra Times*, which EMMA shows all saw print readership rises despite all facing significant collapses in print sales.

The weekday RPC are now at 4.49 readers per copy for the *Canberra Times* and 4.79 for the *NT News*. The *Canberra Times* now claims 109,000 weekday print readers in a territory of 384,000 people, while The *NT News* is showing 70,000 print readers in a territory with 242,000 people.

79.1.5 Recent chronology

79.1.5.1 Events

3 September 2014: Final Lewis family edition of the *Whitsunday Guardian*, Proserpine, after 54 years (see 79.3.8 below).

79.1.5.2 Deaths

Hitchings, Bill: D. 12 August 2014 at Rosebud, Vic., aged 75; born in Wales; reporter extraordinaire; during the Azaria Chamberlain saga he covered three inquests, the trial of Lindy and Michael Chamberlain, three appeals and the Royal Commission; covered Aberfan and the Abertillery disasters in Wales and many other major stories, including the Keeler-Profumo saga in the UK, Ethiopia famine, West Gate Bridge disaster, South African Springboks apartheid rugby tour of New Zealand, many royal commissions, boards of inquiry and other important court cases; wrote "A Place in the Sun" column for the *Sun News-Pictorial* for many years and the "In Black and White" column for the *Herald*, plus the inaugural "Watch This Space" column for the *Herald*

Sun; wrote books on the history of the Manchester Unity Building, the so-called “Mr X Police Informer”, the 50th anniversary of the Rosebud Country Club and the Dennis Family Corporation as well as contributing to a book on Australia’s greatest disasters (*Herald Sun*, 12 August 2014).

Hilferty, Kevin Joseph: D. 12 September in Sydney, aged 83; began as a 14-year-old messenger with the *Sydney Sun* in 1946; became a cadet two years later; accepted an offer from the *Daily Mirror* in 1955; returned to the Fairfax group two years later in London and then New York; returned to Australia and the *Sun* in 1960 as a senior reporter and occasional acting chief of staff; editor of the *Sydney Catholic Weekly* from 1965-73; moved into public relations with the Nielsen McCarthy consultancy (later Rowland Company) for 27 years (supplied by Robert Murray).

Rae, Ian G.: D. 10 September in West Palm Beach, Florida, aged 78; became one of Rupert Murdoch’s closest associates in the US; began at the *Sydney Sun* in 1953 but moved to the News group for most of his career; editor-in-chief of Southdown Press, Melbourne, before moving to New York; edited the *Star*, supermarket tabloid, from 1977-83 and went on to become the founding executive editor of the Fox syndicated TV current affairs program, *A Current Affair*; after retiring from News Corp in 2002 he began his own media consulting company and developed TV specials (supplied by Robert Murray).

79.1.6 Good Weekend turns 30

Fairfax Media ran a month-long integrated print, digital, radio, direct mail, event and PR campaign to celebrate the 30th anniversary of its weekend magazine, *Good Weekend*. A special issue appeared inside the Melbourne *Age* and the *Sydney Morning Herald* on 27 September. At the centre of the campaign, created by agency True Sydney, were the journalism and photography that have carried the magazine’s “human stories” over the last three decades – from the Dalai Lama to Lana Del Rey, Greg Hunt to Gail Kelly. A trade campaign was also run with an interactive direct mail piece, a cardboard book with a built-in media player featuring a series of video tributes to the magazine (The Newspaper Works, 3 September 2014).

79.1.7 Fairfax journalists accept 2pc pay increase

Fairfax Media journalists have voted to suspend industrial action and accept a two per cent pay rise offered by the company for the next two years. The move is part of a new enterprise bargaining agreement for editorial staff at the company’s metropolitan daily mastheads across Australia. At stop-work meetings in Sydney, Melbourne, Canberra, Newcastle and Wollongong, members of the journalists’ union, the Media, Entertainment and Arts Alliance, voted to suspend the strike while negotiations continue on other areas of the enterprise agreement. The vote makes obsolete a previous offer by Fairfax management which would have seen pay increases awarded by managers based on merit and some entitlements reduced. MEAA delivered a strong condemnation of pay increases to Fairfax management in a statement after the meetings (The Newspaper Works, 4 September 2014).

79.1.8 Fairfax sells Tullamarine site

Fairfax Media has agreed to sell its Tullamarine printing site in Melbourne for \$20 million, about \$5 million less than it had hoped to obtain (*Australian*, 27 August 2014). Sources in the property industry said the site would be turned into a hi-tech data centre following the completion of a deal estimated to be worth \$20 million with ADX Management, which has entered into a deal to list a trust on the ASX via a shell company called IM Medical. Colliers International handled the deal. Tullamarine was opened in 2003 to print metropolitan daily newspaper the *Age* and other Fairfax papers. Since shutting down production at the site Fairfax has moved some of the printing presses to another site in Ballarat. Fairfax continues to look for a buyer for its print plant in Sydney’s Chullora, which is taking longer due to the company’s occupation of the land.

79.1.9 Print circulation

Total sales of the *Australian* (print and digital) rose 3.3 per cent to a record 169,929 on weekdays in the three months to June compared with the same quarter last year. The increase was driven

by a 25.6 per cent increase in weekday sales of digital subscriptions to 60,027. This offset a 6.8 per cent decline in sales of the printed newspaper to 109,902 copies.

Print circulation*			
	April-June 2014	April-June 2013	% variation
National			
<i>Australian</i>	109,902	116,655	— 5.8
<i>Weekend Australian</i>	232,243	254,891	—8.9
<i>Aust Financial Review</i>	61,261	66,220	—7.6
<i>AF Review</i> (Sat)	62,042	64,478	—3.8
New South Wales			
<i>Daily Telegraph</i>	280,731	310,724	—9.7
<i>Daily Telegraph</i> (Sat)	265,711	290,222	—8.7
<i>Sunday Telegraph</i>	488,432	541,749	—9.8
<i>Sydney Morning Herald</i>	121,876	141,699	—14.0
<i>Sydney M. Herald</i> (Sat)	220,227	233,335	—5.6
<i>Sun-Herald</i>	246,635	276,172	—10.7
Victoria			
<i>Herald Sun</i>	376,342	416,027	—9.5
<i>Herald Sun</i> (Sat)	376,643	416,662	—9.6
<i>Sunday Herald Sun</i>	438,290	485,943	—9.8
<i>Age</i>	113,289	142,050	—8.8
<i>Age</i> (Sat)	185,909	203,753	—10.4
<i>Sunday Age</i>	153,515	171,255	—2.4
Queensland			
<i>Courier-Mail</i>	168,986	173,095	—2.4
<i>Courier-Mail</i> (Sat)	207,343	223,443	—7.2
<i>Sunday Mail</i>	381,111	415,808	—8.3
South Australia			
<i>Advertiser</i>	141,035	155,635	—9.4
<i>Advertiser</i> (Sat)	190,779	208,624	—8.6
<i>Sunday Mail</i>	225,513	246,007	—8.3
Western Australia			
<i>West Australian</i>	164,107	178,385	—8.0
<i>West Australian</i> (Sat)	270,541	290,536	—6.9
<i>Sunday Times</i>	218,001	250,290	—12.9
Tasmania			
<i>Mercury</i>	34,637	37,419	—7.4
<i>Mercury</i> (Sat)	47,311	51,302	—7.8
<i>Sunday Tasmanian</i>	44,562	48,605	—8.3
<i>Sunday Examiner</i>	30,117	33,193	—9.3
Northern Territory			
<i>NT News</i>	14,803	16,508	—10.3
<i>NT News</i> (Sat)	21,962	25,375	—13.5
<i>Sunday Territorian</i>	16,122	18,087	—10.9
ACT			
<i>Canberra Times</i>	24,040	26,153	—8.1
<i>Canberra Times</i> (Sat)	34,104	40,475	—15.7
<i>Canberra Times</i> (Sun)	22,567	26,138	—13.7

* Audited Media Association of Australia circulation figures

79.1.10 Crikey looks at News Corp

News Corp Australia has been severely affected by the impact of the internet, says Crikey (21 August 2014). Fairfax has lost its domination of the “rivers of gold” classifieds — they now seem to exist in suburban and community papers, while their presence in the bigger metros has all but gone. But there are still hundreds of millions of dollars of “gold” in the News Corp Australia papers, making the Murdoch clan’s Australian papers the “new Fairfax”, says Crikey. And these rivers of

gold flowed out the door of News Corp Australia papers around the country, on every level, at a rate of \$1.8 million a week in 2012-13.

And even if the pick-up in the real estate market in 2013-14 managed to staunch some of the outflow in property and real estate ads, public notices, amusements, travel and personal ads will still fall, along with employment ads, given the softness in the jobs market and the slide that has been showing up each month in the ANZ's job ads report, reports Crikey. "One of the figures that stood out in the awful operational report for News Corp Australia for 2012-13 was the \$337.7 million in classified ads income for the year," Crikey said. "That figure is down 21 per cent, from \$426.6 million in 2011-12, but it is still an awful lot of money. Classifieds made up a significant part of News' total advertising income in that year.

In addition to the drop in adult personals to \$19.1 million from \$21.5 million, other personal ads fell to \$31.8 million from \$33.5 million, reported Crikey. That drop of 4.9 per cent was the best performance of all the categories of classifieds. Public notices, a classified staple, recorded a fall of 15.1 per cent to 26.4 million from \$31 million. Travel lost 14.6 per cent to just \$1.6 million, while ad revenues from amusements fell 19 per cent to \$21 million.

Among the larger areas of classified ads, real estate dropped 26 per cent to \$64.54 million (remember the property boom was just starting towards the end of the year, so was there a rise in 2013-14?). Employment classies fell 35 per cent to \$57.8 million. Motor vehicle classies fell nearly 19 per cent to \$61 million (another staple damaged by the internet, and despite three years of near record or record new car sales). The market place segment fell 21 per cent to \$10.3 million, and trades and services (plumbers, etc., another classifieds staple) fell 11 per cent to \$56.9 million. Most of these ads are in suburban free papers or in regionals.

79.1.11 News Corp looks at News Corp

The Media section of the *Australian*, owned by News Corp, published an article on 15 September that indulged in at least a little self-promotion. It began: "A little more than a year ago, when Julian Clarke was installed as chief executive of News Corp Australia (publisher of *The Australian*), he was charged with repairing a company that had, in Rupert Murdoch's words, been damaged by "ignorant consultants". Revenue was collapsing under a new sales model and senior editors, dismayed at the direction of the company, felt disempowered by management. Disharmony and bad decisions had wounded the company financially and in terms of morale in the relatively short period since former chief executive John Hartigan's retirement in November 2011." What was needed, Murdoch said, was an "infusion of experienced managers". On 6 August 2013, Clarke, who had retired as managing director of the Herald and Weekly Times but was still its chairman, received a phone call from Murdoch asking if he would replace chief executive Kim Williams to lead and repair News Corp Australia.

In an interview marking the completion of his first year as chief executive, Clarke told a Media section journalist, the fog obscuring News Corp Australia's future direction had cleared. In the midst of that challenging period a year ago, he had formulated a three-point strategy to help News regain its position of strength. No. 1 was to rebuild the company's foundations, No. 2 was investing in content and No. 3 was to move to profitability. "Investing in content sent a signal right through the whole place," Clarke said, "that this is not about cutting the guts out of the company editorially or content-wise, because that's a road to nowhere."

79.1.12 Newspaper and TV newsrooms to be merged at the West

The newsrooms of television station Seven Perth and the West Australian newspaper are to be merged this year to create the first fully-integrated television and print newsroom in Australia (*Australian*, 27 August 2014). The move comes as Seven faces an improved performance from Nine News in Perth and aims to take advantage of recent job cuts at Network Ten's Perth bureau. "For us it's providing better outcomes for our readers and viewers," said the *West Australian's* editor Brett McCarthy. All Seven employees now based at its Dianella site will move to the *West Australian's* office at Osborne Park. The sales team will be the first to move, with editorial and production staff moving in mid-December. New studios for Perth's *Seven News* and *Today Tonight* are currently being constructed with edit suites and operations areas for broadcast. Seven hopes to begin broadcasting from the new site on 15 December.

McCarthy said the radical move stemmed from Seven's decision to move its operations to the newspaper's site. Last year, WAN CEO Chris Wharton sent McCarthy and Seven News chief Howard Gretton on a study trip to investigate the possibility of fully integrating the two newsrooms. "The more we saw and the more we thought about it, we realised working together day-in, day-out was going to be a powerful thing," McCarthy said. Nevertheless, there are still relatively few examples of integrated TV and print newsrooms internationally, at least of Seven West Media's size.

"There was no direct match anywhere we went," McCarthy said. "They all did things slightly differently but the one thing that came through in all the places we went to, including the massive BBC newsroom, which is pumping out to a huge number of platforms, was you must put all your senior staff from all the different platforms into the one area." The expanded Perth newsroom will feature a 24-person super-desk holding senior production and editorial staff from the newspaper, online and television properties, including respective chiefs of staffs for the paper and TV programs.

About 100 staff from Seven will move to The West's building, half of them based with The West Australian's editorial staff in the refurbished newsroom. The integration will not result in redundancies or changes to staffing. The newsroom will ultimately house between 180 and 190 people.

79.1.13 Newsprint supplies

If you want to understand something about the future of newspapers in Australia and New Zealand, you need to go to the source: the paper itself, writes Rachel Buchanan, at <http://rachelbuchanan100.com/2014/09/12/reading-the-paper/>, on 12 September. "In April 2014, the Federal Government's Anti-Dumping Commission announced it would investigate the alleged dumping of newsprint exported to Australia from Korea and France. Norwegian multi-national Norske Skog, which owns the three remaining newsprint mills in Australia and New Zealand, complained that "dumped" newsprint had caused "material injury" to Australian industry. Prices, sales and profits had fallen. Buchanan suggests that those of us who still read printed newspapers will be aware that cheap imports may be one of many reasons that the newsprint manufacturer is feeling the pinch. You can touch Norske Skog's problem. You can see it. The pile of newspapers sold in newsagents is shrinking and individual papers are shrinking, too.

"Yet when I interviewed Norske Skog executives in early 2013, they denied that Fairfax's plans to turn its broadsheets into compacts would have much of an impact on business. There was still a future for newsprint and for newspapers. The public record for the commission's inquiry tells a different story, one that affirms but also challenges what the executives told me 18 months ago. In its submission, rival global newsprint giant Bowater Korea states the obvious: 'The single most important factor impacting Norske Skog's viability is the global decline in demand for newsprint, which is beyond Norske Skog (and the Commission's) control.' " For more, go to the website mentioned at the close of the first sentence of this item.

79.1.14 Passion, vision and viability: Who should own the news?

Jim Chisholm, an independent media consultant based in France, has examined, "Who should own the news?" (TheNewspaperWorks, 20 August 2013). He believes it boils down to three factors: passion, vision and viability. And there is a trichotomy between them, he says. "In the USA, the Graham family demonstrated a great passion for their ownership of the *Washington Post*. They commendably built a wider business to protect their core asset, but they have decided that their other properties will drive a better financial future for them. The UK's Guardian Media Group Trust exists to protect their core newspaper values, and they very successfully built a significant media empire that is empowered to fund their newspapers' activities. The *Guardian* punches way above its weight in terms of influence, and has built an enormous online audience. But while the company has sought cost efficiencies, it still employs a generous resource.

“Sweden’s Bonnier looks and acts like a quoted corporation, but it is family business. From a bookshop in Copenhagen in 1804, it is now a €3 billion corporation, operating around 175 companies in 18 countries, with 10,000 employees. Twenty per cent of their revenues are from newspapers. I was privileged enough to work for them, and I learned more in two years from their culture and operation, than I had in the previous 20 years in the industry.

“Norway’s Schibsted was originally a family business from 1839. In 1989 their inspirational CEO, Kjell Aamot persuaded the family to list the company on the Oslo stock market, but their articles of association guarantee that their newspapers enjoy distinct freedoms of expression. Today, they are perhaps the most highly regarded newspaper company in the world, but they too now derive their revenues from their diversity. In Austria, Eugen Russ took over his family newspaper company in 1983 at the age of 22. Today his company operates in six countries, and he is also regarded as a pioneer in the news industry.

“Of course there are countless examples of other tiny to enormous family or privately owned newspaper companies. Many are quietly achieving great results, small annual profits, sufficient to feed the family, but a focus on reinvestment for the future. The challenge is for the massive conglomerates – Gannett, Trinity Mirror, Fairfax, et al – who are caught in a battle between shareholder demand for short-term profits, and the need to face up to the realities of a general society disinterest in news and the challenges of the digital age.

“In the last couple of months I must have spoken to more than 20 different large publishing groups in Europe, and the difference in their attention to the three priorities – passion, vision and viability – is astonishingly palpable. The best will evolve because it is in their Darwinian DNA. Some will collapse further than they already have. Others will be forced to rethink, and divest. Which comes back to the issue of who should own the news.

Let’s get one thing out of the way. There should be no need for state subsidy or intervention. There have been many discussions, and reports (e.g. the European Commission High Level Review), suggesting that society requires the state to provide subsidies. One only needs to consider the issue of financial dependence with the interference of the likes of Leveson in the UK to know that such a route would be unacceptable.

“Bezos’ acquisition of the *Washington Post* is not a first. Sam Zell acquired the *Tribune* Group with good intentions and got his fingers well burned. As did Brian Tierney, who brought true inspiration to the US industry when he acquired papers in Philadelphia, only to fall victim to the 2008 economic collapse. At the time he told me his objective was to bring Philadelphia back to life, and if he made money along the way that would be useful.

“Within the current strategic mindset, newspapers, in the Western World at least, currently have a half-life of seven years. In that period we are going to see massive rethinks in terms of ownership. Some like the Grahams are going to bail out to the likes of Bezos. At the other extreme the vanilla shareholders behind the conglomerates are going to have to think about how to divest to protect their investment. Companies like those I described above are well set. Their strategies will lead to a point where their new initiatives will outpace their declines in traditional activities.

“For many, the newspaper companies will have to be divested to people with the passion, vision and focus on long-term viability. This may be in the form of straight sale, or it may be in the form of partnership. The conglomerates have rightly sought to achieve efficiencies in operations; editorial, production, advertising sales, administration. ... there are gross differences between efficiency, economy and effectiveness. So publishers may move from being owners and controllers to franchisers and service providers. Here local entrepreneurs may take on the role of owner/publisher, and absorb it into their other business activities, providing the inspiration and local connectivity that is required. What is key is that news has a pivotal role in our society, and it is essential that in the years to come it is owned by people who care about its future.”

79.1.15 New London HQ for News Corp

News Corp has officially opened its new London headquarters, creating a media hub to house all of its UK operations in one location for the first time, the *Australian* reported on 17 September. The move ends the company’s association with the Wapping site in East London, where Rupert

Murdoch's newspapers were based for 28 years. News has taken a 30-year lease on The News Building, a state-of-the-art glass and steel construction next to the landmark Shard skyscraper near London Bridge. The 17-storey building will house 3,400 employees from the *Wall Street Journal*, Dow Jones, the *Times* of London, the *Sunday Times*, the *Sun*, and HarperCollins Publishers. The News Building was officially opened by the Mayor of London, Boris Johnson, News Corp executive chairman Rupert Murdoch, and News Corp chief executive Robert Thomson. They were joined by News non-executive co-chairman Lachlan Murdoch, and News UK CEO Mike Darcey. Some 2,400 News UK employees had already relocated to The News Building, with other News Corp businesses to move in during the coming months.

79.1.16 Fairfax dailies increase cover price

From 29 September 2014 the prices of Fairfax metropolitan dailies rose.

Title	Days	Old price	New price
<i>Sydney Morning Herald</i>	Monday-Friday	\$2.30	\$2.50
<i>Sydney Morning Herald</i>	Saturday	\$3.30	\$3.50
<i>Age</i>	Monday-Friday	\$2.30	\$2.50
<i>Age</i>	Saturday	\$3.30	\$3.50
<i>Sunday Age</i>	Sunday	\$2.80	\$3.00

The weekday *SMH* and *Age* now costs the same as the *Australian*. The Saturday *SMH* and *Age* are 20c more expensive than the *Weekend Australian*. Apparently the price of the *Sun-Herald* is not being changed from \$2.80 at this stage. The *Sun-Herald* is already 30c more expensive than the *Sunday Telegraph*, but the *Sunday Age* will now be 50c more expensive than the *Sunday Herald Sun*.

The Fairfax mandated prices provide that the *Age* on Mondays to Friday and the *Sunday Age* now cost less in the ACT than in NSW (\$3.40 cf \$3.50, and \$3.60 cf \$4.40). However, the *Saturday Age* now costs more in the ACT than in NSW (\$5.10 cf \$4.90).

79.1.17 NY Times to eliminate 100 newsroom jobs

The *New York Times* plans to eliminate about 100 newsroom jobs, as well as a smaller number of positions from its editorial and business operations, offering buyouts and resorting to layoffs if enough people do not leave voluntarily, the newspaper announced on Wednesday (*New York Times*, 1 October 2014). Arthur Sulzberger Jr., the newspaper's publisher, and Mark Thompson, its chief executive, said that in addition to the job cuts, *NYT Opinion*, a mobile app dedicated to opinion content, was shutting down because it was not attracting enough subscribers. The reductions, they said, were intended to safeguard the newspaper's long-term profitability. "The job losses are necessary to control our costs and to allow us to continue to invest in the digital future of the *New York Times*, but we know that they will be painful both for the individuals affected and for their colleagues," the announcement said. The *Times*' executive editor, Dean Baquet, sent a separate note to the newsroom staff. "I will use this as an opportunity to seriously reconsider some of what we do — from the number of sections we produce to the amount we spend on freelance content," he said.

The *Times* is not alone in eliminating newsroom jobs. Newspapers across the country have slashed positions this year. The *Wall Street Journal* cut dozens of jobs this summer, USA Today eliminated 70 positions in September, and Freedom Communications carried out layoffs in January at two smaller local newspapers in California, The *Orange County Register* and the *Press-Enterprise* of Riverside. Sulzberger and Thompson said that even with the cutbacks — 100 positions represent about 7.5 percent of the newsroom staff — the *Times* would continue to expand and invest heavily in initiatives that supported its growth strategy, like digital technology, audience development and mobile offerings.



79.2.1 Extra, extra: new suite of apps

News Corp Australia has opened up a new avenue for marketers to reach audiences for the *Herald Sun*, *Daily Telegraph*, *Courier-Mail* and *Advertiser*, with revamped tablet apps enabling advertisers to buy audiences across print and digital (*Australian*, Media section, 15 September 2014).

The company announced the launch of a new suite of apps would be backed by a multi-million-dollar marketing campaign called “extra extra”, marking the company’s biggest investment in advertising activity for years.

The enhanced apps include a new advertising product called AccessOne, which gives advertisers the ability buy print and digital campaigns in one single transaction at no extra cost.

The technology automatically lifts over large display print advertisements and gives advertisers the option of augmenting the campaign with digital extras such as video content and coupons.

The technology has already been successfully deployed at the *Times* of London and the *Australian*, increasing demand for print advertisements.



79.3.1 Fairfax regional media network

Fairfax Media is making big changes to its rural and regional network of newspapers and other media—changes that will save about \$40 million a year by 2016 and no doubt mean job losses. It has unveiled a plan which it says will “transform its regional and rural publications into a powerful network that will deliver an even better news and advertising service to Australian communities” (*Land*, 14 August 2014). The plans, outlined on 14 August to hundreds of staff in its Australian Community Media Division, will affect more than 150 newspapers (including 16 dailies) and websites across every state and territory over the next 18 months.

Staff were told that the transformation would result in a flatter, more regionally based management. Division director John Angillely said, “New technology is changing the way we all consume information and media companies are making major changes in their businesses in response.” He said the focus of the plan was not on closing newspapers or leaving markets. “It’s more likely that we will see some limited consolidation of papers—as we have already successfully done in a number of markets—where there is significant overlap of readership or where it makes business sense.”

The plan will bring together a number of previously separate arms of Fairfax, including Fairfax Regional Media, Agricultural Media, Fairfax Community Media, Canberra, Newcastle and Illawarra. The Australian Community Media division will be structured into six areas: ACT and

NSW South; NSW Central; Newcastle and Hunter; North Coast NSW, Queensland and Northern Territory; Victoria and Tasmania; and South Australia and Western Australia. The new structure will allow greater sharing of services such as technology, human resources and finance and working together across the group.

79.3.2 Launceston: Leersen sets sail for new career

The general manager of Fairfax operations in Tasmania, Phil Leersen, 42, will leave the company in October to become general manager of the Australian Maritime College in Launceston (*Examiner*, 19 August 2014). Leersen developed a passion for education while completing an MBA. ““It reinforced to me the significance and importance of the University of Tasmania in Northern Tasmania.” Leersen has been with Fairfax for 24 years, including 15 years at a senior management level. The Fairfax dailies in Tasmania are the Launceston *Examiner* and the Burnie *Advocate*.

79.3.3 APN (1): Open to merger and acquisitions opps

APN News & Media plans to pursue merger and acquisition opportunities in the media sector after strengthening its balance sheet. It is confident revenues would continue to grow despite soft conditions in the advertising market. (*Australian*, 21 August 2014). Chief executive Michael Miller has disclosed that the publishing, radio and outdoor advertising firm had the flexibility to buy companies after it pushed back significant debt maturities until January 2018. The company also refinanced debt facilities due to mature next year and 2016 with a new facility of \$630 million.

APN lifted its half-year profit 77 per cent to \$22.6 million, with the performance boosted by strong revenue from radio acquisitions. The company bought full control of its Australian Radio Network and New Zealand’s The Radio Network in February. The ARN business achieved strong second quarter revenue growth after it improved audience share following investments in KIIS 1065 and the Classic Hits Pure Gold network. APN’s revenue from continued operations for the six months to 30 June was up 3 per cent to \$405.9m.

Revenues in regional publishing declined 8 per cent to \$99m, but Miller said the operational performance was stabilising. He added that the local advertising market response had recovered, with national advertising demand the only missing piece in the puzzle.

79.3.4 APN (2): Rating downgraded

Ratings agency Standard and Poor’s has downgraded APN News & Media’s debt credit rating after the media company canned a proposed offering of senior unsecured notes in the US bond market (*Australian*, 18 September 2014). S&P has lowered the publishing, outdoor advertising and radio company’s debt to BB from BB+. APN was expected to use the proceeds from the \$US250 million (\$270m) issue to repay its outstanding debt and to cancel commitments under a bank facility of \$630m.

A BB rating is assigned when a company’s creditworthiness and ability to meet financial commitments is deemed to face “major ongoing uncertainties or exposure to adverse business, financial, or economic conditions”. APN abandoned the offering citing unsatisfactory “terms and conditions”, and said the decision would not impact debt level or maturities. The company recently entered into a new facility with a syndicate of domestic and international banks, and was carrying net debt of \$482.6m as of June 2014. The debt downgrade comes as APN considers strategic options for APN New Zealand, which operates publishing assets including the *New Zealand Herald* as well as The Radio Network and the digital business GrabOne. APN has retained Grant Samuel to assist in the process.

79.3.5 Lockwood family

Kim Lockwood writes (26 August 2014): Your item 78.3.6 about the retirement of my cousin Keith, marking the last of the Lockwood family in Wimmera journalism, prompts me to let you know there is still one left, though not in the Wimmera. Sydney-based David Lockwood is the grandson of Raymond, who was a brother in the “first family” (Alfred married twice, the first wife having died). Raymond left the Wimmera for NSW when in his 20s and eventually settled in

Sydney. David writes a fishing column and a boating column for the monthly magazine *Afloat*. So we're not done yet!

79.3.6 Kempsey: Neil Morgan retires

Neil Morgan finished on 31 March as manager of the *Macleay Argus*, Kempsey, after 14 years with the paper, including four and a half years as manager. He entered the newspaper industry in 1963 as a copy boy on the *Sydney Morning Herald*. He later worked for Cumberland Newspapers, the News Ltd suburban group centred on Parramatta. He joined the Kempsey paper in 1999 as a compositor (*Macleay Argus*, 28 March 2014).

79.3.7 Lewis family's tenure of Proserpine *Guardian* ends

Rod Kirkpatrick writes: After 54 years of publishing the Proserpine *Guardian*—now the *Whitsunday Guardian*—the Lewis family has sold the newspaper business to APN News & Media Ltd, which publishes the *Whitsunday Times*, Airlie Beach (as well as 10 regional dailies in Queensland, including Mackay's *Daily Mercury*). For the first 12 years of that 54-year period, Stanley and Maureen Busuttin were part-owners with the Lewis couple, Bernie and Mary Lewis. On 29 February 1972, Peter Lewis, son of Bernie and Mary, bought the Busuttin interest with his wife, Cynthia. Peter had worked there since January 1961 when he began a printing apprenticeship. He had returned home from Nudgee College for the Christmas holidays two months earlier and did some holiday work. The casual work led to the offer of an apprenticeship and he did not return to Nudgee, where he had been a boarder.



PETER LEWIS

Bernie Lewis died on 6 April 2011 (see ANHG 64.3.5). You can read much more about the Lewis family's connection with the Proserpine *Guardian* in my *Purposely Parochial* (2008), pp.116-119. The final Lewis-family edition of the *Guardian* appeared on 3 September 2014. It was printed in Townsville by the North Queensland Newspaper Co. (a subsidiary of News Corp Australia). APN's nearest printery is North Rockhampton.

Why did the Lewises sell? Peter Anthony Lewis, who turns 69 this month, talked about the grind of constantly replacing journalistic staff. "We're at the bottom of the food chain," he said. When he obtained talented staff members, they would leave within a year or two. It became more difficult about the end of last year. Nat Bromhead, formerly of the *Daily Mercury*, Mackay, had been the editor for about 18 months, but resigned to move to Sydney to help care his elderly father.

The Lewises were unable to obtain a satisfactory replacement and decided to allow Bromhead to edit the paper online from Sydney. This remote editing continued until the sale of the paper and included periods when Bromhead, a keen photographer, edited the paper from Bali, France (where he followed the Tour de France cycling race) and London.

Peter and Cynthia Lewis are still running their commercial printing business, but it is on the market (Peter Lewis, telephone interview with Rod Kirkpatrick, 16 September 2014).

79.3.8 Newcastle: Joanne McCarthy featured on *Australian Story*

Joanne McCarthy, the *Newcastle Herald* journalist who won the Gold Walkley in 2013 and whose reporting of the sexual abuse of children by Catholic priests is seen as a major reason for the establishing of the Royal Commission into child sexual abuse, was featured in ABC-TV's *Australian Story* on 25 August. McCarthy has been reporting on the child sexual abuse issue since 2006. She joined the *Newcastle Herald* in 2002.

79.3.9 Canberra: *Chronicles* now simply a *Chronicle*

Around July, the *Chronicle*, the Canberra weekly freebie published by the *Canberra Times*, changed from having five editions (Belconnen, North, South, Tuggeranong and Queanbeyan) to having just one edition.

79.3.10 Printed at Tamworth

The following newspapers are printed at the Fairfax Regional Media printing centre at Tamworth. All are NSW papers, except the *Goondiwindi Argus* (Queensland).

<i>Armidale Express</i>	<i>Glen Innes Examiner</i>	<i>Goondiwindi Argus</i>
<i>Guyra Argus</i>	<i>Inverell Times</i>	<i>Moree Champion</i>
<i>Muswellbrook Chronicle</i>	<i>Namoi Valley Independent</i>	<i>Northern Daily Leader</i>
<i>Scone Advocate</i>	<i>Singleton Argus</i>	<i>Tenterfield Star</i>
<i>Walcha News</i>		



4—NEWSPAPER HISTORY

79.4.1 Wartime reporting the focus of TV dramas

TV drama is turning its eyes to newspaper reporting during World War I. One mini-series under production is *Deadline Gallipoli*, which dramatises the war campaign of 1915, as seen through the eyes and actions of journalists Charles Bean, Ellis Ashmead Bartlett, Phillip Schuler and Keith Murdoch. It is being produced by Penny Chapman's production company, Matchbox Pictures, and Sam Worthington's FullCip Productions. And Matchbox will also produce a TV series adapting Chris Uhlmann and Steve Lewis's book about a Canberra journalist, *The Mandarin Files*. In *Deadline Gallipoli*, Worthington plays the Australian war correspondent Bean and Ewen Leslie takes on the role of Murdoch.

The Foxtel miniseries will screen next year during 100th anniversary commemorations of the storied campaign. Chapman said Worthington and John Schwarz's pitch about journalists in Gallipoli gained momentum when she read Philip Knightley's *The First Casualty*, where he writes about the war correspondent as "hero, propagandist and myth-maker". The Nine Network is to screen an eight-part drama, *Gallipoli*, based on Les Carlyon's book, early next year (*Australian*, 18 August 2014).

See also Kirkpatrick article in ANHG 79.5.2 below.

79.4.2 *A Companion to the Australian Media* launched this month

A major new media history book will be launched in Sydney on 7 October. It is *A Companion to the Australian Media*. At this time of rapid and revolutionary change in modes of communication, *A Companion to the Australian Media* provides the first comprehensive, up-to-date historical account of Australia's press, broadcasting and new-media sectors. Arranged in an accessible A–Z format are nearly 500 articles focussing on both the history and contemporary practice of media corporations, individuals, industries, audiences, policy and regulation since the launch of Australia's first newspaper in 1803.

Under the editorship of leading media historian, Bridget Griffen-Foley, and guided by a distinguished Editorial Advisory Board, 300 media scholars, journalists and other industry players have written entries in their areas of specialty. Articles include coverage of geographical regions, reporting and reviewing genres, key individuals and dynasties as well as flagship newspapers and broadcasting icons.

The book will sell for \$79.95. Publisher is Australian Scholarly Publishing, PO Box 299, Kew, Vic., 3101.

79.4.3 Catherine Helen Spence: a bibliography

The gems you discover on the internet. On the State Library of South Australia website, the ANHG discovered “A guide to Catherine Helen Spence featuring writings about her and a chronological bibliography of her works” by Dr Barbara Wall. She writes: “An interest in the children’s stories of Catherine Spence, and in her writings about children’s literature, led me to compile this bibliography of her work and of writings about her. An earlier *Bibliography of Catherine Helen Spence* (Adelaide, Libraries Board of South Australia, 1967) compiled by Elizabeth Gunton as part



CATHERINE HELEN SPENCE. — STATE
LIBRARY OF SA PHOTO.

of the *Bibliographies of Australian writers* series, although useful, is limited in scope. When I found that it contained no entries relating to the topics in which I was interested, I set out to discover what I could for myself. I found the search engrossing and began to record everything I could find. I soon felt it wasteful not to make the material available for other researchers and students interested in Spence.

“The project has taken me well over four years and has entailed visits to the National Library of Australia in Canberra and the state libraries of New South Wales and Victoria. It also involved page-by-page scrutiny of over 50 years of the South Australian newspapers the *Register* and the *Observer*, to say nothing of lesser searches of many other newspapers.

“There are surely more writings by Spence in newspapers and periodicals than I have been able to trace. I have tried very hard to eliminate errors, but I am not confident that I have succeeded. If

new material is discovered and if errors are detected I would be very glad to know so that adjustments might be made. I may be contacted via email or at 99 Summit Road, Crafrers SA 5152.”

Read more at <http://guides.slsa.sa.gov.au/content.php?pid=124603&sid=1070482/>

79.4.4 Call for papers: Journalism and the Great War after 1918

A special issue of *Journalism Studies*—‘Peace and Future Cannon Fodder’? Journalism and the Great War after 1918—will explore how journalists portrayed, investigated, commemorated and critiqued the Great War after the armistice of November 1918. Submissions are invited that examine the journalistic representation and mediation of the Great War after 1918, in any relevant country or countries, addressing such themes as:

- the impact of political, social, economic and cultural change on journalistic understandings of the war;
- the ways in which journalistic interpretations of the war shaped political, social and cultural thought;
- the journalistic portrayal of war participants, including the mentally and physically traumatised, after 1918;
- journalists’ descriptions and explanations of the ‘reality’ of the war, including the serialisation or publication of memoirs, fictional accounts, historical surveys, etc.;
- the role of journalism in publicising, supporting, or critiquing the anti-war voices that became increasingly prominent from the late 1920s (for example, Remarque, Zweig, Graves and Sassoon, etc.);
- the journalistic coverage of the treaties, organisations and institutions that emerged in the aftermath of the war (including reparations agreements, the League of Nations, etc.);
- the ways in which later international developments (e.g. Second World War, Cold War, advent of nuclear weaponry) changed the understanding of the First World War.

These themes are indicative, and authors are encouraged to contact the guest editor to discuss potential papers.

Timeline: The closing date for Abstracts (200-250 words) outlining proposed contributions for this special issue is 31 October 2014; full papers will be required by the end of April 2015. Abstracts should be submitted to: Adrian Bingham (University of Sheffield), adrian.bingham@sheffield.ac.uk/

For the full Call for Papers and further instructions about the journal, visit: <http://www.tandfonline.com/loi/rjos20#.VA3OjZV0yM8>

79.4.5 Visiting the *Ketchikan Daily News*

Rod Kirkpatrick writes: On Monday, 21 July, my wife, Maureen, and I disembarked from the Holland America line's m.s. *Volendam* at Ketchikan, Alaska, and strolled through the town, along with about 7000 other tourists from four ships. But we were the only ones (so far as I know) who visited the offices of the *Ketchikan Daily News*. After taking an external photo, we entered the building and found one woman at the front counter. She was Kathy Williams (b. 1956), a part-owner of the newspaper with her sister, Tena Williams (b. 1955) and brother Lew Williams



PART-OWNER KATHY WILLIAMS AT THE FRONT DESK OF THE *KETCHIKAN DAILY NEWS*. —PHOTO BY ROD KIRKPATRICK

(b.1957). Kathy chatted easily about the newspaper and its history, something you would expect the daughter of one of the authors of a 725-page history Alaska's newspapers to do (Evangeline Atwood and Lew Williams Jr, *Bent Pins to Chains: Alaska and its Newspapers*, 2006).

The Williams trio's parents, Lew Williams Jr and Dorothy, owned the *Petersburg Press*, Alaska, before buying the Ketchikan daily. The daily began as the *Alaskan Fishing News* in 1935 and did not become the *Ketchikan Daily News* until 1945 when Sidney Dean Charles, in the latter stages of a 55-year career in Alaskan journalism, took over and moved the newspaper into its current building.

The newspaper's duplex press, too old to sell and too large to move, was broken up and buried under the floor when Alaska's first web offset press was installed at the daily in 1966.

79.4.6 Stawell's first newspaper: earlier sighting

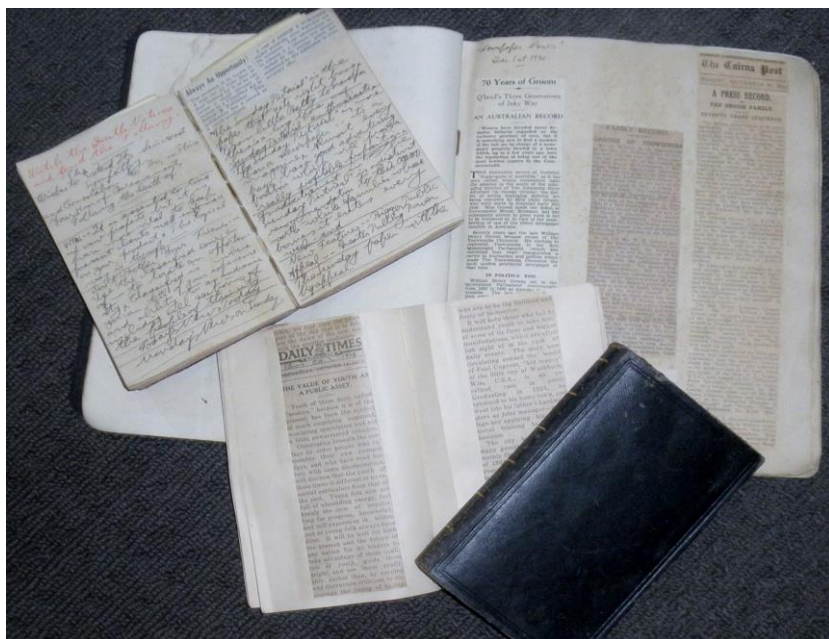
The first newspaper published in the Victorian town of Stawell (initially famous for gold—and known as Pleasant Creek—but best known in recent years for the professional footrace, the Stawell Gift) was the *Pleasant Creek Times*.

Rod Kirkpatrick says his earliest evidence of the existence of this newspaper related to late July 1858, but now, thanks to Trove, he has found that the paper existed by early May 1858. An extract appeared in the *Ovens & Murray Advertiser*, Beechworth, on 8 May 1858, p.2.

79.4.7 Time flies (7)

ANHG editor **Rod Kirkpatrick** continues his career reminiscences: At the conclusion of my previous reminiscence (ANHG 78.4.6) I mentioned that Max Tomlinson, at one stage the general manager of the North Queensland News-paper Co., passed on to me for archival preservation various scrapbooks and notebooks that George Groom had compiled and kept during his career. I believe it is worth recording some of the details of these scrapbooks.

The largest of the four books (23cm wide by 28cm deep—or slightly shorter and wider than an A4 page) contained newspaper clippings from publications including the *Bulletin*, *Newspaper News*, *Smith's Weekly*, *Melbourne Herald*, *Adelaide Register*, *Adelaide Advertiser*, *Hobart Mercury*, *Brisbane Courier*, *Toowoomba Chronicle* and the *Primary Producer*. They related to: the Groom newspaper family (mainly of Toowoomba), including obituaries of his newspaper-manager father and his mother (she helped him buy the Innisfail paper); his own farewell from the *Brisbane Daily Mail* in May 1923 when he left to work for the *Melbourne Herald*; the various newspaper companies where George Groom worked, especially the *Bundaberg Daily Times*; newspaper advertising; and typography. One clipping, from the *Journalist* of 18 July 1927, listed the journalism-related books that Groom had in his library ("Swotting Cadet" [New Zealand] had asked in the June 1927 issue of the *Journalist* whether any reader could name recent books published on practical journalism.)



THE FOUR GEORGE GROOM SCRAPBOOKS AND NOTEBOOKS

Another clipping told how the *Melbourne Herald* obtained "The Story of My Flight by Bert Hinkler", which was syndicated throughout Australia and New Zealand. Murdoch entrusted Arthur Watkin Wynne, manager of the *Herald* feature service, with obtaining the story and distributing it, and Frank Russell, *Herald* special writer, "who has 'ghosted' more great and near-great people than anyone else in Australia", with writing it.

This large scrapbook also includes two letters from British newspapers—the

Times and *Sunday Graphic*— and one from the *Sydney Sun* addressed to Keith Murdoch, Esq., thanking him for sending a copy of the *Melbourne Herald's* advertising-related type book. The letters were dated in May and June 1928. Groom was executive secretary to Murdoch at the time.

There were also three small notebooks (each 11cm wide by 18cm deep), two with clippings and one with both hand-written notes and advertising clippings. Two of the notebooks contained editorials that Groom had written while founding managing editor of the *Bundaberg Daily Times*, which began publication on 16 August 1926, a year after the two dailies, the *Bundaberg Mail* (estab. 1876) and the *Daily News* (1907), had been amalgamated under the Barton family interests. Groom was editor for only six months, departing for health reasons. In his first editorial he began:

While the publication of any journal is, in the first instance, a private business, it is one which, unlike all others, takes on its essential character and consequence from moral considerations. These constantly control and determine its activities respecting their relation to and effect upon the public well-being. To borrow a phrase of the law courts, it is a business "impressed with a public interest". Therefore, its conduct, in the larger view, must be adjudged a success or a failure by public rather than private standards. The *Times* commences its career with the realisation that prosperity will follow as incidental to being a newspaper with a programme and a conscience, built on a policy of honesty and cleanliness and the most precious possession that any human being or journal can have—integrity. We believe that the newspaper that hopes to survive must have before it a high aim—worthy ideals, public spirit and progress endeavours.

This first small notebook includes various editorials between 16 August and 23 September 1926. The second of the two small notebooks carries various editorials between 24 September and 23 October 1926.

The third small notebook contains a balance of about 50/50 handwritten notes and clippings related to, mainly, advertising. The first note says: “Where the people meet and barter—the Classified Department.” Other notes include: “The more you tell, the more you sell.” “A classified advertisement is always working.” “The classified pages are looked for every day with an intensity of interest unequalled by any other department of the paper.” “An advertisement in the *Sunday Pictorial* is a distinct recommendation to the 2,000,000 worth-while families whose homes it enters every week-end.” Nearly three pages are devoted to a diagram (one page) of a sensible composing room layout, and notes explaining the wisdom of such a layout. One clipping is a review Groom wrote of *The New Era of Advertising* by Arthur O. Richardson.

[The George Groom scrapbooks and notebooks were dispatched to the Retrospective Collecting Coordinator Original Content, Queensland Memory, State Library of Queensland, on 26 September 2014. RK]

79.4.8 Ranald Macdonald interviewed

Michelle Pini, a Melbourne freelance writer, interviewed Ranald Macdonald, former managing director of David Syme & Co, publishers of the *Age*, for her Master of Communication studies. She wrote an article from the interview for the *Weekly Review* (see link below). Macdonald will be inducted into the Melbourne Press Club’s Hall of Fame this month (see 79.4.9 below).

<http://www.theweeklyreview.com.au/well-read/interviews/10017-the-macdonald-age/#.VBgKJ-tAr0xbmb=1>

79.4.9 Hall of fame and book of legends

Twenty-one “living legends” will be inducted on 10 October into the Victorian Media Hall of Fame—a Melbourne Press Club initiative to honour journalists who have made a great contribution to the history of the media in Victoria. The Press Club will host a special dinner at Melbourne’s Grand Hyatt Hotel with the induction ceremony as the centrepiece.

The 21 inductees will join 60 other members inducted over the past two years. A limited edition book, *Media Legends: Journalists Who Helped Shape Australia*, which tells the stories of all 81 Hall of Fame foundation members, will also be launched on the night. To order copies, contact the Melbourne Press Club.

79.4.10 Elephind

Elephind.com is a new site for searching historical newspapers. It does not digitize newspaper collections but instead acts as a comprehensive search engine currently linking to 20 other websites that have digital indexed newspaper collections. Its two largest links are to the Trove collection of the National Library of Australia and to Chronicling America of the U.S. Library of Congress. It claims to link to 2,677 newspaper titles containing 2.6 million editions with 141 million articles. A list of newspapers can be found at <http://tinyurl.com/ElephindList>.

79.4.11 *Mirror* and *Telegraph* offices, 1950

The ANHG received an inquiry about the location of the offices and printeries of the Sydney *Daily Mirror* and the *Daily Telegraph* around 1949-50. Ken Sanz supplied the following answer: The *Daily* and *Sunday Telegraphs* were at 168-174 Castlereagh Street in the city. The garage was opposite in Castlereagh Street. They were printed at the same address but delivered out the back of this building in Elizabeth Street. This building had been purpose built for the “Evening News” complete with rotary colour presses. The head office of Truth and Sportsman Ltd [publishers of the *Daily Mirror*] was at Hosking House, Hosking Place in the city. This remained Ezra Norton’s office. As Norton ordered a new printing plant in 1937, with the launch of a daily newspapers in mind, as R.B. Walker says, it would have been at the Kippax and Holt Street corner as the 1930 *Press*

Directory states, It was there that they produced the *Daily Mirror* as it was not as cramped as the Hosking Place site in a narrow street. The Mirror was on this site when I was an apprentice from 1958.

79.4.12 Index to first 75 issues available online

The index to the first 75 issues of the *Australian Newspaper History Group Newsletter* is available online now at: <http://www.amhd.info/anhg/index.php/> and then click on the red line that states: [Index to Newsletter Issues 01 to 75](#).



5-RECENTLY PUBLISHED

79.5.1 Books

Ellis, Gavin, *Trust Ownership and the Future of News: Media Moguls and White Knights*, Palgrave Macmillan, \$90. ISBN 9781137369437.

The author makes the case for an alternative structure that can sustain the forms of journalism necessary in a free, functioning democracy and which engender public confidence in the news media. This study examines the past and present use of trustee governance by newspapers, public service broadcasters and news agencies in the United Kingdom, Ireland, the United States, Canada, South Africa, India, Australia and New Zealand. Its case studies of the *Guardian*, *Irish Times* and *Tampa Bay Times* – plus examination of the family trusts behind the *Daily Mail*, *New York Times*, *Wall Street Journal* and *Washington Post* – detail the principles, practices and lessons of trustee ownership that can be applied by the digital ‘new media’ generation entrusted with the future of news.

Morrison, Elizabeth, *David Syme: Man of the Age*. Monash University Publishing in association with the State Library of Victoria. 433pp. pbk. RRP \$39.95. ISBN 9781922235350

<http://www.publishing.monash.edu/books/ds-9781922235350.html>

Interweaving the many threads in the life of this newspaper proprietor who was also a successful capitalist, a passionate agriculturalist, an urban developer, an author and a family man, *David Syme* is set against a background of Melbourne and Victoria during the goldrush and its aftermath.

Of particular interest to media historians, journalists and journalism educators, the biography traces Syme’s 48-year management of the Melbourne *Age* newspaper business (1860–1908). In so doing, it provides a detailed history of the *Age* and its companion publications (*Weekly Age*; *Leader*; *Farmers’ Journal*; *Illustrated Australian News*; *Age Annual*; *Every Saturday*). It also highlights developments in the world of newspapers over this period – technological, journalistic, ideological – in the context of press networks developing in Victoria, Australia and internationally.

79.5.2 Recent articles

Clarke, Patricia, “The Australian National Review: A Brave Cultural Venture in an Embryonic City”, *National Library of Australia Magazine*, September 2014, pages 14-17. The publication of *The Australian National Review* in Canberra from January 1937 to August 1939.

Coleman, Peter, “...thought we could”, *GXpress*, August 2014, pp.22-25. The author, who is the editor and publisher of the magazine, talks to Fairfax Media’s chief executive for print and distribution, Bob Lockley, now that the group’s presses at Chullora and Tullamarine have closed.

Day, Mark, “Read and weep at Fairfax’s downward spiral of incompetence”, *Australian*, 18 August 2014. Review of Ben Hills’ book, *Stop the Presses! How greed, incompetence (and the internet) wrecked Fairfax*.

Fairfax Media, “We apologise: publishing cartoon in original form was wrong” (editorial), *Sydney Morning Herald*, Monday 4 August 2014, p. 16. The *SMH* “apologise[d] unreservedly” for a “serious error of judgement” in publishing an anti-Semitic cartoon.

Kirkpatrick, Rod, “War headlines turned inside”, *GXpress*, August 2014, p.38. A look at news presentation styles as the Great War breaks out 100 years ago—and newspaper staffs become depleted because so many employees volunteer for service in the AIF.

Morrison, Elizabeth, “The living legacy of David Syme”, *Sunday Age*, 3 August 2014, pp.24-25.

Van Heekeren, Margaret, “The press proprietor as philosopher: Warwick Oswald Fairfax (1901-1987)”, *History Australia*, <http://journals.publishing.monash.edu/ojs/index.php/ha>

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