



Few country newspapers have equalled the *Border Watch*, Mount Gambier, South Australia, for the excellence of its newspapers file room. When your editor visited, on 3 February 2003, the file room was not only spotless but well organised and comprehensive. Alan Hill, general manager at the time, is in the picture.

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NEWSLETTER

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Compiled for the Australian Newspaper History Group by Rod Kirkpatrick, PO Box 8294 Mount Pleasant Qld 4740.

Ph. +61-7-400 031 614. Email: rkhistory3@bigpond.com/

Contributing editor and founder: Victor Isaacs, of Canberra, is at abvi@iinet.net.au/

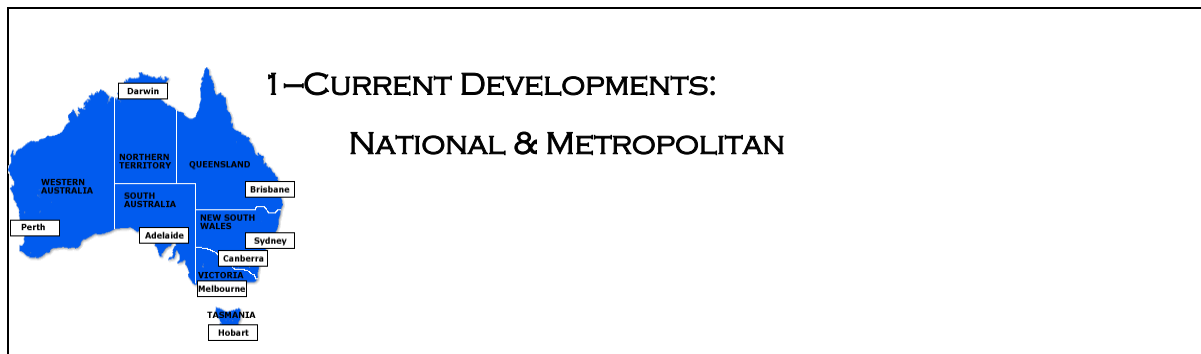
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<http://www.amhd.info/anhg/index.php>

Deadline for the next *Newsletter*: 15 July 2016.

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

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



Housekeeping: ANHG editor Rod Kirkpatrick is moving from Mackay to Brisbane on 23 April. Initially he will not have a fixed residential address. Mail will be forwarded from his Mount Pleasant (Mackay) PO Box to the appropriate postal address. His email address and Mobile phone number (see Page 1) will remain unchanged.

87.1.1 Fairfax Media slashes 120 editorial jobs in Sydney, Melbourne

Fairfax Media journalists voted on 17 March to strike until 21 March, after the company told staff it was planning to slash 120 editorial jobs—about one-fifth of the 700 to 750 staff—across its Sydney and Melbourne newsrooms. The company is aiming to cut the equivalent of 120 fulltime employees across its Sydney and Melbourne newsrooms (covering the *Sydney Morning Herald*, the *Age* and the *Australian Financial Review*). As many as 500 journalists and other editorial staff at the *SMH*, *Age*, *Financial Review*, *Canberra Times* and *brisbanetimes.com.au* participated in the walkout. Fairfax editorial director Sean Aylmer announced the job cuts in an email to staff on 17 March. He said later that strike was unlawful. *Herald* chief executive Greg Hywood said the job cuts were necessary to sustain “high-quality journalism” (*Australian*, 18 March 2016, p.3, and 21 March 2016, p.23).

On 21 March, the *Australian’s* Media section reported: Former Fairfax Media senior executive Glenn Burge has launched an attack on the publisher’s strategic direction and chief executive Greg Hywood, saying Hywood has “no plan” for the future of journalism at the company. Speaking publicly about Fairfax for the first time since leaving the company in 2014, the one-time editor-in-chief of the *Australian Financial Review* attacked recent comments made by Mr Hywood who said a fresh wave of job cuts was necessary to maintain “high quality journalism”. Burge said he believed Fairfax had “no plan” for sustaining high quality journalism, relied too heavily on management consultants and desperately needed renewal at the senior executive and board level.

The *Australian* reported (28 March): Fairfax Media is planning to ramp up its dependency on contributors to plug holes left by another round of deep job cuts at its major newspapers. It’s understood CEO Greg Hywood is moving the publisher to a model where it will employ a core set of fulltime journalists, supplemented by more contributed articles, to reduce costs. After several waves of redundancies under Hywood, kicked off by the announcement of 1900 job losses in June 2012, there is no shortage of former journalists seeking work. Boosting contributor copy would allow Fairfax to pay for stories only when they are needed and reduce the number of journalists it pays on a fulltime basis. Sources said the proportion of contributors to fulltime employees would be determined by the editors of Fairfax’s mastheads. The editors will decide how they spend their budgets, but a significant uptick in the amount of contributed content is inevitable. The news comes after Hywood penned an article, published by Fairfax mastheads online on 25 March, asserting that quality journalism was not necessarily correlated to the number of journalists employed by an organisation.

87.1.2 Fairfax and print

Fairfax Media chief executive Greg Hywood has told investors the company is prepared to cut print editions of its major metropolitan mastheads, *The Sydney Morning Herald* and *The Age*, should the publishing division become unprofitable (*Australian*, 29 February 2016). During an investor

roadshow in late February following the company's half-year profit result Mr Hywood said Fairfax would be unemotional about cutting print editions if it was necessary, the *Australian* reported. He said the company now had the option of making such decisions after cutting the publishing division's cost base by 34 per cent over the last four years, which included shutting its large printing sites in Sydney and Melbourne. Hywood highlighted that many weekday print editions had never been consistently profitable, even in the pre-internet boom times, and most of the earnings were derived on Saturdays. Investors believed the implication was that a likely route to a digital-only future would be to shut unprofitable weekday editions of the *SMH* and Melbourne's *Age*, while retaining the more profitable Saturday editions.

87.1.3 New editors for four dailies

New editors have been appointed for the *Australian*, the *Sydney Morning Herald*, the *Australian Financial Review* and the *Age*. John Lehmann, formerly deputy editor of the *Australian*, is its new editor, replacing the departed Clive Mathieson. Judith Whelan is the new editor of the *Sydney Morning Herald* and Paul Bailey is the new editor of the *Australian Financial Review*. Mark Forbes is the new editor of the Melbourne *Age* and *Sunday Age*.

Lehmann is a former editor-at-large of the *Daily Telegraph* and *Sunday Telegraph* and a former editor-in-chief of the now defunct *Bulletin*. Petra Rees, the former national chief of staff of the *Australian*, is its new deputy editor.

The changes at the *Herald* and *Financial Review* came as Fairfax Media undertakes a restructure of its metro editorial staff. Darren Goodsir continues as *Herald* editor-in-chief and Michael Stutchbury in a similar role at the *Financial Review* (TheNewspaperWorks, 10 March 2016).

Forbes's appointment as editor of the *Age* and *Sunday Age* was announced at the end of March (*Australian*, 1 April 2016).

87.1.4 News Corp CEO switches to Foxtel

News Corp chief executive Peter Tonagh has been appointed chief executive of pay-TV company Foxtel. Tonagh has been replaced at News Corp by Michael Miller, who is executive chairman. Foxtel is 50 per cent owned by News Corp. Tonagh replaces Richard Freudenstein at Foxtel (TheNewspaperWorks, 18 March 2016). Also see "Foxtel to unleash pay-TV giant", *Australian*, Media section, 21 March 2016, p.23.

87.1.5 Print editions close

The *Telegraph*, the weekly summary edition of the British *Daily Telegraph* and *Sunday Telegraph* published its final edition dated 17-23 February. In Australia, the *Telegraph* was printed by Fairfax at North Richmond, and in NZ by APN at Auckland.

In Britain the *Independent on Sunday* will be published for the last time on 20 March, and the daily *Independent* for the last time on 26 March. These titles have struggled for a long time in a very crowded market. Their low-cost spin-off called *i* has been sold.

87.1.6 Ricketson to represent MEAA on Press Council

The journalists union faced a backlash after one of the architects of the Finkelstein report agreed to represent it on the Australian Press Council. Professor Matthew Ricketson, of the University of Canberra, helped former judge Ray Finkelstein draw up a report in 2012 that called for a statutory regulator of all news media that would have been empowered to enforce its decisions through court orders. This would have exposed journalists to the possibility of fines or prison sentences. The Media Entertainment and Arts Alliance (MEAA) invited Prof Ricketson to represent it on the Press Council despite its consistent opposition to the proposed News Media Council. It did so after Prof Ricketson agreed in writing to be bound by the union's policies (*Australian*, 14 March 2016, and 21 March 2016, p.23).

The *Australian* reported (12 April 2016): The editor of the *Geelong Advertiser*, Liam Houlihan, has resigned from MEAA in protest at the appointment of Ricketson as its representative on the

Australian Press Council. Hedley Thomas, a senior award-winning at the *Australian*, has threatened to resign from MEAA if the union persists with its appointment of Ricketson.

87.1.7 Reading a weekend paper

Katherine Beard, a lawyer and writer, wrote recently of the “pure pleasure of reading a newspaper” (*Age*, 15 March 2016, p.27). Here’s an extract:

During the weekend, I did something I haven’t done in years. I read the paper. A real newspaper, in hard copy, in ink, from front to back; I trawled every section, even the commercial real estate and obituaries. When finished, I sighed. It was an exhalation of pure pleasure. I was content, pleased – relaxed, even.

It was the weekend paper and I felt across most of the issues of the day. I was full, satisfied. Satiated in a way I never feel after reading the online news each morning over breakfast on my iPad where the click-bait headlines shriek sex, drugs and politics in short bursts of bite-sized snippets downed before the commute beckons me relentlessly out the door.

And I realised that I missed this pleasure. To spend time and read the weekend paper is now a rare thing for me. In days past, however, it formed the anchor for my entire weekend, without which those 48 hours were cast adrift. Without fail, the very first task on a Saturday was to get the local paper for the adverts – jobs, houses, the gig list – and the major state newspaper before it sold out for everything else. My arms ached from the weight as I walked home from the corner store.

The *Age*, the *Sydney Morning Herald* and the *Canberra Times* were all dear friends who travelled with me over the years. They filled my magpie brain with notions larger than the rural lands that surrounded me. Every weekend, they opened me to the arts, to travel, cultural mores and mires, politics, social issues and personal stories; to writers I’d never heard of and places I didn’t know existed.

I would spread the papers out over the kitchen table, elbow family and friends out of the way, and sink in. Settle, as my mind wandered at will over the latest restaurant craze, the issues distracting the Canberra press gallery and where the cheapest airfares would take you, if only you had a spare couple of grand. If only you weren’t a country girl with five siblings and a HECS debt akin to a home-loan deposit.

The weekend paper pulled back the curtain on a window into other worlds and I always came away drunk from the view. The letters to the editor, the (hopefully strong) editorial opinion, the long-form journalism, the social pages, the Leunig cartoon, the tenders list, the “Two of Us” and the weekend quiz in the magazine; the only pages skipped were the sports – no matter the headline, I couldn’t pretend interest.

87.1.8 Guardian Media cuts 250 jobs

Guardian Media Group will restructure the less profitable parts of its business and cut 250 jobs, including 100 from editorial, in a plan to ensure the company breaks even within three years. The publisher of the *Guardian* and the *Observer* is expected to cut its UK workforce by 18 per cent as part of its plans to reduce operating losses of £58.6m in the year to the end of March. The publisher hopes to fill the 250 job cuts through voluntary redundancies and will leave an additional 60 editorial and commercial positions unfilled, with its total workforce to be reduced by 310. An email sent to staff by editor-in-chief Katherine Viner and chief executive David Pemsel said the volatility of the media environment had led to an “urgent need for radical action” (TheNewspaperWorks, 18 March 2016).

87.1.9 Adele Ferguson wins Perkin award

Senior *Age* and *Australian Financial Review* journalist Adele Ferguson has won Australia’s richest journalism prize for her outstanding coverage of a series of corporate scandals including wage fraud in the 7-Eleven retail chain. Ferguson was named the Graham Perkin Australian Journalist of the Year for 2015 at the Melbourne Press Club’s Quill Awards dinner in Melbourne on 18 March. She also won the Melbourne Press Club’s Gold Quill Award – the first journalist to win that award in consecutive years. The award judges praised Ferguson’s work of the 7-Eleven story, in print and

with the ABC Four Corners program, her coverage of misconduct in the National Bank's financial planning arm and insider trading at IOOF. "Adele Ferguson holds the torch to the belly of the big end of town," the judges said. "Her fearless accounting of financial malpractice delivers us journalism equal to the power of the regulators she often leads to the scene of the crime."

The inaugural Harry Gordon Australian Sports Journalist of the Year Award went to Gerard Whateley, of the ABC, for his formidable interviews and in-depth reporting of AFL's biggest scandals. The award recognises excellence in sports reporting across all media platforms and all sporting codes in Australia. Harry Gordon, one of the greatest war correspondents, sports writers and newspaper editors of his generation, died in early 2015 at the age of 89. The judges praised Whateley's work across radio, television and print as having "a non-nonsense directness about it that treats the audience with respect."

87.1.10 Recent events

87.1.10.1 Deaths

Condon, Veronica (née Syme): D. 19 October 2015 in Melbourne, aged 88; youngest grandchild of David Syme, Melbourne *Age* proprietor 1856–1908, born two decades after his death, and youngest daughter of Sir Geoffrey Syme, *Age*, managing editor 1908–1942; an art historian with an MA and PhD in medieval religious history from the University of Melbourne, who also applied her scholarly aptitude to the collecting and preserving of Syme family papers and memorabilia and drew on them to provide extensive, in-depth family and newspaper history information on the website www.sirgeoffreysyme.com.au, created primarily because she considered that historians had not done justice to her father's achievements, last updated by her in 2012; a family member advises that her Syme archive has been gifted to the State Library of Victoria – there it will complement and greatly enhance the collection of Syme Family Papers already held by that Library (Elizabeth Morrison, 2 April 2016).

87.1.11 *Canberra Times* to become a tabloid

The *Canberra Times* will change from broadsheet to tabloid format in the second half of this year and will reduce its editorial staff by 12 (or one-sixth) That's the news in blunt language. Now for the officialese:

The *Canberra Times* will adopt a fresh new design as it makes the historic switch to a compact print format seven days a week as part of plans to modernise Fairfax Media's ACT publishing operations. The redesigned compact weekday, Saturday and Sunday *Canberra Times* editions will be introduced in the second half of 2016, with pages to be the same size as Fairfax stablemates the *Australian Financial Review*, *Sydney Morning Herald* and *Age*. Under the plan presented to Canberra staff on 31 March, the *Canberra Times* newsroom will be restructured, involving a proposal to call for voluntary redundancies of about 12 full-time equivalent positions, mostly from editorial. Fairfax's federal Parliamentary bureau in Canberra is not affected. Director of ACM John Angillely said consultation with employees was now under way (*Canberra Times*, 31 March 2016).

See 87.3.5 below.

87.1.12 *Sydney Morning Herald* celebrates 185 years

Australia's oldest newspaper, the *Sydney Morning Herald*, celebrated its 185th anniversary with a series of events and editorial coverage. The celebrations kicked off on Monday, 18 April (the actual anniversary), with a 16-page wrap in the *SMH* that featured articles by some of Fairfax's celebrated journalists, photo essays, and some history of Sydney, Australia and the paper itself. The editorial coverage continued throughout the week in print and online. A 185th Anniversary landing webpage was launched as a hub for all relevant content which included multimedia features and a video featuring *Herald* subscribers talking about what they enjoy about the paper.

Each evening of the "birthday" week special subscriber-only events also were planned at Fairfax's office in Pyrmont. The events took the form of Q&A sessions with the *Herald's* senior writers and columnists: sports journalist Peter FitzSimons, investigative journalists Adele Ferguson and Kate McClymont, economics columnist Ross Gittins and the paper's editor-in-chief Darren Goodsir.

87.1.13 Peter FitzSimons and the SMH

On its 185th birthday (18 April), the *Sydney Morning Herald* published an article by Peter FitzSimons who first had an article published in that paper in May 1986. He reminisced about the greatest characters among his colleagues over that time, and some of the lessons of journalism they taught him. Here are some extracts from his article:

My great stroke of good fortune, was to be seated beside the great man himself, **Evan Whitton**, at a rugby dinner at the Hilton Hotel, circa 1984.

With his big name, dry wit, wide knowledge and piercing intellect – not to mention showy braces, which he hooked his thumbs in – Mr Whitton somehow embodied everything I imagined a great journalist to look like, and be. Most importantly, when I mentioned a half-formed ambition I had to write for the mighty *Herald*, which I had been reading since I *could* read, he encouraged me to pursue it, even following up with a letter saying the same!

One thing led to another and also thanks to the help of rugby writer **Greg Growden**, I first crossed the portals of the paper, at 235 Jones St Ultimo, a couple of years later.

Gawd, how I loved that place. The printing presses were on the ground floor, and at about ten o'clock at night, they'd whirl into action as the delivery trucks backed up to take the papers all over the city and regional areas, and – just like in the movies – you could reach in and pull out tomorrow's paper tonight and scrabble earnestly through to find your article, to see where it was placed, what the subs had done to it. (One lesson I learned early: a good subeditor was far more important than I was to the paper. Time and again, the subs saved you, and always managed to make your stuff appear better than it actually was. The best in the business, **Ron Nicolle**, could spot inconsistencies, tangled sentences and factual errors, from twenty paces off on a dark night.) Win, lose or draw, standing there by the trucks – and once a year fighting off HSC students who'd come to get their published results early – I'd read my article several times over, scarcely believing it could be true ...

I was being published in the mighty *Herald*. And next day, I'd get to do it again!

Sure enough, next morning, others parked sensibly in the Fairfax car park about half a kilometre away, but I could never wait that long, and would cop the ticket for parking outside, just so I could get to my desk quickly, and not miss a minute. Often, I'd be there at 7am, but still never once beat John Huxley.

Upstairs, of course, on the fifth floor, you had the greatest collection of journalists in the country, scattered among a sprawling vista of copy kids running hither and thither, plumes of cigarette smoke, the whiff of printer's ink from downstairs, and the cry of anguish as the newfangled computers completely devoured someone's whole article!

And you couldn't spit over your shoulder without hitting an extraordinarily colourful character of the journalistic world in the eye.

Look there, for example, right in the middle of that thickest forest of smoke. It is the *Herald* legend, **Padraic P McGuinness**, an enormous man with a beard who wrote op-ed pieces – which were probably brilliant, but a little too dense for me to get through – every single day.

When I dared to ask him once, why he did so many of them, he said, "Son ... so many subjects to write about, so little time." I didn't get it back then. I get it now.

Meantime, **Bill Leak** is the wonderful artist with the ready grin in the corner studio. I was fascinated how he could work such long hours, without a break. Of course, it was all about his overwhelming passion for his craft. Sometimes, he'd tell me, he'd have to *make* himself stop, or he'd end up working through the night, he was so into what he was doing.

I didn't get it then. I get it now.

Michelle Grattan was one of the most formidable political writers in the country, and was so committed to getting every detail of every story right, for checking and rechecking every damn thing over the phone with as many sources as possible – down to the tiniest detail – that she *never* made an error!

I didn't get that then. I still don't get that now. ...

Wanda Jamrozik was a rising force at our paper, a wonderfully evocative and insightful writer from whom I learnt much. Her piece I remember most was on the front page, and was all about a couple of Polish brothers who'd emigrated to Australia after the Second World War to start a business that had ended up employing a thousand people. It was a heart-warming piece right up to the end, when she quoted one of the brothers saying, something like "I only came to Australia, because I heard there were no black people here." Bloody hell!

"Why on *earth*," I asked Wanda in my naivety, did you put such a horrible, jarring quote as that in?" "Because," Wanda said, and it has always stayed with me, "it was interesting and, *that's what he said*." Bingo. A small light went on in my head.

Tony Stephens took a similar approach. When Bob Carr became Premier for the first time in 1995, Stephens quoted Premier Carr on the front page of the *Herald*, on the Monday morning, saying, "Tony, I hate the *Herald*. I'm sorry to be rude, but they supported a chump. I'm superior to Fahey and you know it. I hate the *Herald*." Lest there be any misunderstanding, Carr went on to say he "loathed" and "despised" the *Herald*.

See? That's what he *said*. It was interesting. Stephens published it, and no-one inside the paper blinked. End of story.

87.1.14 Boosterism and Queensland

An action plan to reinvigorate Queensland will be developed as part of an editorial campaign launched by the *Courier-Mail* and the *Sunday Mail*. The GO QLD campaign was launched on 13 April with an eight-page feature that included the results from commissioned research called "Envisioning a Better Queensland". The research compares life in the state today with the period leading up to the 2008 global financial crisis. The campaign will examine both the challenges and opportunities that may contribute to the development of a plan for Queensland's future, as well ignite debate. GO QLD follows the launch of a number of other editorial campaigns across News Corp Australia's mastheads.

In mid-April the *Daily Telegraph* re-launched its successful Western Sydney campaign for its third year and earlier the Fair Go for Regional Australia campaign was launched across News' regional and Sunday newspapers. The *Courier-Mail* editor Lachlan Heywood said GO QLD would take a forensic look at Queensland's key pillars of infrastructure and construction, tourism, mining and resources, education, agriculture and innovation.

87.1.15 Col Allan steps down at *New York Post*

Col Allan has announced he will step down after 15 years as editor-in-chief of the *New York Post*, a News Corp newspaper. Allan grew up at Dubbo and worked on the *Daily Liberal* before joining the Sydney *Daily Mirror* after reporter John Hartigan had recommended him. Hartigan, later the editor-in-chief of the Sydney *Daily Telegraph* and eventually the chief executive of News Limited, met Allan when covering a medical malpractice court case in Cobar in 1974. Allan served as editor-in-chief of the *Daily Telegraph* before his New York posting. Mark Day, who was the editor of the *Daily Mirror* when Allan joined it, wrote (*Australian*, 18 April 2016): "Col's forte became his eye-catching, punchy, witty, gritty and sometimes rude headlines. Not all were spur-of-the moment inspirations. Some were planned well in advance.

The first mention of Col Allan in the *ANHG Newsletter* was as follows in July 2002:

18.60.3 PILLORY TO POST by Mark Day, *Australian*, Media liftout, 18 April 2002, pp.4-5. A profile of *New York Post* editor Col Allan, the Australian who started his career in Dubbo, New South Wales. He has boosted the *Post's* circulation by 75,000 in his first year as editor.

The second mention came in December 2006:

40.17 COL ALLAN AND NEW YORK GLORY: In the six months to September, the *New York Post* recorded a 5.1 per cent increase in circulation to 704,011 daily, while 22 of the top 25 papers in the US lost circulation – as did most of the 770 audited publications. In the editorial chair at the *Post* is Col

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Allan, a former long-serving editor of Sydney's *Daily Telegraph*. Overall, daily circulation of US newspapers slumped 2.8 per cent during the six months, and Sunday circulation fell 3.4 per cent. Rupert Murdoch bought the *Post* in 1976, was forced to sell in 1988 to comply with US cross-media ownership regulations and then obtained an exemption to repurchase in 1993 when its owners looked like shutting it. Allan attacks editors who feel that they have been "chosen", that their view of the news and their opinions are what the readers should have. "My approach is completely different. I try to listen to the readers and hear what they want from us. Then I work hard to give it to them." (*Australian*, Media section, 2 November 2006, p.17.)

Other ANHG mentions of Allan were 74.1.1.4 and 74.1.5 (October 2013).



87.2.1 Reach and effectiveness of social media

British marketing and branding specialist Mark Ritson will give a series of lectures to the Australian Association of National Advertisers that will challenge some thinking about the reach and effectiveness of social media over established media platforms, such as print. Professor Ritson, who is head of Marketing at Melbourne Business School, will conduct four talks over six dates in Sydney and Melbourne, from 24 May. His first lecture is titled "Marketing Deconstructed: Communications – the death of the digital/traditional divide". Prof Ritson believes the likes of Twitter, Facebook and Instagram are over-rated by some marketers, who choose to ignore the proven engagement of traditional media. Prof Ritson says the belief in social media as an advertising platform has become fashionable among some marketing executives who blindly denigrate television and print. To back his position on the strength of traditional platforms, Prof Ritson cited data from Nielsen's global trust in advertising survey published last September. The report showed 63 per cent of people trusted TV advertising, and 60 per cent trusted print ads, but only 46 per cent trusted ads served on social networks (TheNewspaperWorks, 18 March 2016).

87.2.2 Online advertising nears \$6bn

Australian online advertising spending climbed to \$5.9 billion in 2015, a 24 per cent increase from calendar year 2014, according to the latest Interactive Advertising Bureau/Pricewaterhouse Coopers Online Advertising Expenditure Report. The fourth quarter report is a significant result for the online advertising industry which has achieved double-digit growth of at least 20 per cent since 2010. The report examines advertising expenditure across five advertising categories, each of which experienced significant year on year growth:

- Mobile grew 81 per cent this year to \$1.5 billion
- Video grew 75 per cent to \$500 million
- General display grew 46 per cent to \$2.1 billion
- Classifieds grew 22 per cent to \$1.1 billion
- Search and directories grew 14 per cent to \$2.8 billion.

Outgoing chief executive of the IAB Alice Manners said, "When the IAB first started recording online ad expenditure in 2003 it was at \$1.3 billion and today we are poised to break the \$6 billion barrier," she said.

87.2.3 New digital audience measure

A new digital audience measurement system that captures the total, unduplicated digital audience across PC, smartphones and tablet for both web browsers and apps has been launched by the Interactive Advertising Bureau Australia and Nielsen (TheNewspaperWorks, 31 March 2016). Digital Ratings (Monthly) is intended to provide an independent, cross-device view of total digital audience and enable advertisers and agencies to make more accurate decisions and gauge the reach of their digital investment. It combines Nielsen's existing PC panel for home and work with nationally representative panels of Australian smartphone and tablet internet users and census-tagged data for PCs and the mobile web. The launch of Digital Ratings (Monthly) is Stage 2 of a three-stage plan to transition to a daily, cross-device audience measurement system expected to be launched in mid-2016. Stage 1 delivered the Mobile Ratings Report and Stage 3 will be the launch of Digital Content Ratings (Daily) that will include third party data and be able to measure new content delivery platforms like Facebook Instant Articles.

Digital Ratings (Monthly) succeeds the Nielsen Online Ratings for "static" content, with measurement of streamed content still available via the Nielsen Online Ratings Hybrid Streaming interface until the industry moves to Digital Content Ratings. Publishers have seen an increase in their recorded audience under the Digital Ratings (Monthly) which captures more data. The top three ranked news sites from the January Online Ratings – news.com.au, smh.com.au and ABC News Websites – have all retained their rank under Digital Ratings (Monthly) and have recorded a larger unique audience but lower time spent per person. All of the top 10 entities listed in the Current Events and Global News category have seen a total recorded audience increase of between 40 and 75 per cent.

87.2.4 NZ papers stick with free membership model

Digital subscriptions may be an attractive proposition for Australian and many overseas publishers, but New Zealand's two major players are sticking with their free membership model for now (TheNewspaperWorks, 31 March 2016). Newspaper publishers the world over have been deploying and experimenting with metered and digital subscription models since it was pioneered by the *Wall Street Journal* in 1995. Australian publishers have implemented various forms of paid digital subscriptions across their major mastheads. The model, however, is markedly absent from New Zealand's major players: Fairfax Media NZ and NZME. Both publishers have instead adopted a free membership model online.

"The market dynamics are a little different in NZ," explains Campbell Mitchell, Fairfax NZ's chief marketing officer. "We are a smaller market so it's harder to go for scale, and scale is an important part of successful (online) paid content model." Content on Fairfax NZ's flagship news site stuff.co.nz, which acts as a portal for its newspapers, can be accessed for free without membership. Those who become members, however, receive a more tailored news experience in exchange for their data, which is highly valuable from both an editorial and advertising perspective.

Fairfax NZ expects to have more than a million New Zealand members via stuff.co.nz by the end of the financial year and Mitchell says the relationships with consumers built by the membership model may extend beyond the content experience in the future.

NZME's flagship newspaper the *New Zealand Herald* also utilises a free membership model which has attracted 390,000 digital registrants since it was announced in August last year. "We have digital registration now," explains group revenue director Laura Maxwell "And we are looking to roll that out in a much more extensive way. We're not going to switch a generic paywall onto the *New Zealand Herald*. We don't believe that's the most effective way of engaging audiences."

87.2.5 Readership figures shown to be higher than thought

New digital measurement figures have revealed that newspaper readership figures are significantly higher than previous records had shown (*Australian*, 14 April 2016). Nielsen and the Interactive Advertising Bureau Australia launched in March the digital monthly ratings system, which captures audiences across desktops, smartphones and tablets. Previously, information for tablets and smartphones was collected via reader surveys.

The *Australian* recorded a monthly audience of close to 3.1 million in February, according to Enhanced Media Metrics Australia, compared to 2.66 million in January under the old system. *The Australian*'s audience was nearly twice the size of the *Australian Financial Review*, which had 1.6 million readers in February, after recording 1.39 million the previous month under the old system.

News Corp reaches just under 16 million Australians above the age of 14 each month, compared to Facebook, which reaches 14.9 million.

"It's official — our cross-platform audience is now bigger than Facebook's," a News Corp spokesman said. "Today's emma data, in combination with Nielsen's new DRM confirms that no one comes close to the reach and engagement that we have with Australians."

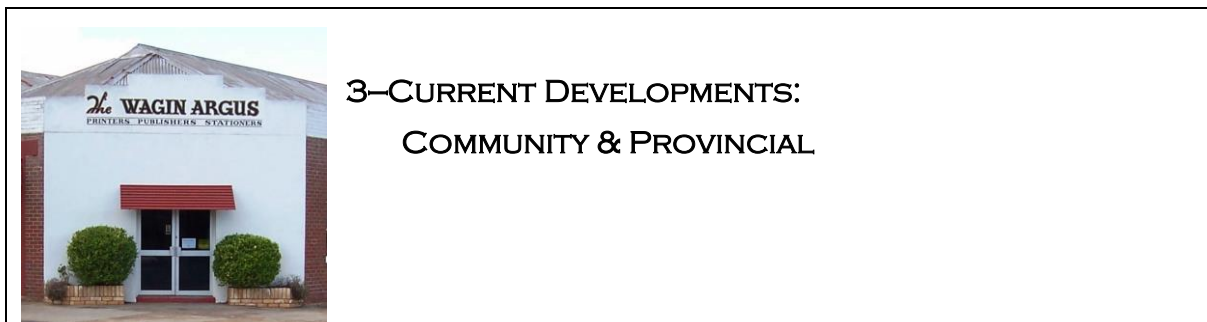
The Australian and the *AFR* achieved their readership figures with far more comprehensive paywalls than the country's major metropolitan mastheads.

Among those publications with more moderate paywalls, the *Sydney Morning Herald*, published by Fairfax, attracted 5.87 million readers in February after recording 4.8 million under the old system in January.

Its News Corp rival, *The Daily Telegraph*, recorded a total monthly audience of 4.5 million, compared to 3.85 million in January. News Corp's the *Herald Sun* led the way in Victoria, with 4.37 million monthly readers, up from 3.6 million. Fairfax's *The Age* had a monthly readership of 3.55 million compared to 2.8 million in January.

DRM showed the total Australian digital audience was close to 19.6 million across computers, smartphones and tablets in February.

There were 18 million active computer users, 13 million people browsing websites and apps on smartphones and 7.5 million actively online on tablets.



87.3.1 NewsLocal overhauls 20 newspapers

NewsLocal has undertaken the first major overhaul of its 20 community newspapers since 2011 with a new logo, redesign and a revamp of its sections (TheNewspaperWorks, 1 March 2016). The NSW local newspaper arm of News Corp Australia launched its redesigned mastheads in the first week of March with the aim of delivering more of its content in a "clean and easy to read" format. NewsLocal editor-in-chief Kathy Lipari said the redesign made it easier for audiences to consume content in print, online and through social media and reflects the division's commitment to local. "We wanted to have a look at our sections, modernise the content in our sections and make it a little more dynamic and respond to reader feedback and market research about the types of things people want to see in their local papers," Lipari said.

As part of the redesign, more features will be included in page layouts surrounded by smaller articles and editorial devices such as "Can you beat this?" or 'Have you seen?' – little tidbits to help keep readers entertained throughout our pages". The division's new logo conveys the theme of "starting a local conversation" and includes a speech bubble, change of colour from red to blue and change from upper-case to lower-case type.

A marketing campaign to support the redesign will feature 20 videos shot in the local areas of each NewsLocal masthead. The videos will feature residents discussing what they love about their local

area and what they value about their local newspaper. The redesign was significantly guided by extensive market research conducted between the end of 2014 and early 2015 under the title, “Project Sunshine”. NewsLocal was rebranded from Cumberland Courier Newspapers in 2011 and publishes 20 newspapers including *Inner West Courier*, *Manly Daily*, *Parramatta Advertiser*, *Central Sydney* and *North Shore Times*.

87.3.2 Burnie and Launceston: Digital first

In Tasmania, the two Fairfax-owned regional dailies, the *Advocate* (Burnie and Devonport) and *Examiner* (Launceston) had major redesigns in mid-March as digital and print production were brought into the same newsroom process. This allows the journalists at the two papers to publish breaking news immediately online and prepare exclusive local content for the next day’s printed edition. The newspaper redesign includes a new font and size and more spacing between the type, allowing for easier reading and a better flow between stories. It is part of Fairfax Media’s digital-first strategy to provide its audience with the best news experience across all platforms (the *Advocate*, 16 March 2016, and *Examiner*, 17 March 2016, say). The NewsNow technology is being rolled out at mastheads in Fairfax’s regional, rural and suburban publishing division, Australian Community Media.

87.3.3 Mackay: Newspaper seeks feedback

Mackay’s *Daily Mercury*, which celebrated its 150th birthday on 4 April, has given readers the chance to participate in an online survey to say what they think about the newspaper. The paper asked: “What do you love about the newspaper? What do you think could be improved? What could be added to make it better for you?”

87.3.4 Change in Queensland Country Press secretariat arrangements

The president of Queensland Country Press Association, Ted Rogers, has announced that its executive committee decided at a recent meeting to accept a proposal from life member Greg Watson to handle the secretariat services for QCPA. The decision followed proposals by the long term service provider, Printing Industries Association of Australia (PIAA), firstly to significantly increase the annual fee, and secondly, and more recently, announcing a restructure which has already resulted in a significant staff reduction and pending office relocation. Given the upheaval with PIAA, the QCPA executive felt it had no option than to seek an alternative.

Watson’s last contract with Fairfax Media finished in December, bringing to a close his 55 years of active involvement in newspaper operations. It commenced with an apprenticeship at the *Queanbeyan Age* in January, 1960, and through 25 years in the Watson family newspapers at Tumut; almost 20 years with Rural Press/Fairfax; a year consulting at *New Straits Times* group in Malaysia and a few years at Mark Hodgson’s *Beauresort* and *Jimboomba Times* before rejoining Fairfax Media when it acquired those two papers.

Since officially taking over the QCPA role on 1 March, Watson has been updating the records and organising the annual meeting and mid-year conference at Stanthorpe, 20-22 May, and annual awards dinner and conference at Redcliffe on 8 October. QCPA currently has 26 member papers including associate members, and he is looking to build membership. Watson says: “I have been involved in Country Press for just over 50 years, with terms as president of Country Press Australia, Country Press NSW and QCPA, and honoured with life membership of both the state associations. It’s interesting that two other former Rural Press/Fairfax managers are involved in similar roles, with Trevor McAuliffe managing South Australia Country Press and Bruce Morgan overseeing the Victorian Association and Country Press Australia activities.”

87.3.5 Cooma and Jindabyne: Newspapers to close

Newspapers serving Cooma and Jindabyne will close as part Fairfax Media’s continued transformation of its Australian Community Media division (TheNewspaperWorks, 31 March 2016). The papers to close are the *Cooma-Monaro Express*, a bi-weekly newspaper (estab. 1 March 1879) and the *Summit Sun*, Jindabyne. The papers’ websites also will close. [Cooma still has the *Monaro Post*, which began publication on 13 September 2006. Visit its website for more information.]

Staff from ACM's publishing operations in Goulburn, Bowral, Queanbeyan, Yass, Crookwell and Braidwood were told of a proposal to restructure their respective newspapers and websites. It will involve adopting Fairfax Media's new digital-first publishing system NewsNow, which has been rolled out across ACM since 2014. The *Queanbeyan Age* will also merge with the Queanbeyan edition of the *Chronicle* and will be re-launched as a free weekly newspaper. Its shopfront office will be closed and the paper will be produced out of the *Canberra Times*.

87.3.6 Armidale: *Express* celebrates 160 years

The *Armidale Express* celebrated its 160th birthday on 5 April. Unfortunately, it asserted that it was the third oldest newspaper in Australia. The paper started in 1856. There are 11 papers that are older. They are: *Sydney Morning Herald* (1831), *Herald Sun* (descended from *Port Phillip Herald*, 1840), *Geelong Advertiser* (1840), *Launceston Examiner* (1842), *Maitland Mercury* (1843), *Bendigo Advertiser* (1853), *Castlemaine Mail* (1854), *Melbourne Age* (1854), *Ovens & Murray Advertiser* (1855), *Maryborough District Advertiser*, Victoria (1855), and *Illawarra Mercury* (1855).



4—NEWSPAPER HISTORY

87.4.1 James Drew and a country town and country paper

Chris Earl (a great-grandson of James Drew and a former award-winning country newspaper editor) writes:

When a 43-year-old railway clerk stepped from the steam train at majestic Maryborough railway station in January 1916, his future that Sunday was as uncertain as the town itself. Failing health had pointed James Drew, a doyen of Melbourne cricket administrators and grandson of a prominent 19th century Melbourne building and railway construction contractor, towards the warmer central Victorian climes. Maryborough was at the crossroads for economic survival. Its population had dipped 12 per cent to 5000 between 1911 and 1916 as better job prospects siphoned people out of country towns and for the first time, more Victorians were living in Melbourne than the bush. Big mining had come to a standstill and young men were answering the call of King and Country on the battlefields of World War I.

Widower James Drew was later joined by his five children. The decision to make Maryborough home, despite a significant reduction in wage, began a 28-year journey to better health for both town and servant. His reputation as secretary for eight years of the Victorian Sub-District Cricket Association preceded arrival in Maryborough and James was soon president of the local railways club—a position that exempted him from union membership—and vice-president of the Maryborough club.

Attendance at community meetings grew involvement in town affairs, often acting as an honorary journalist as he had during football and cricket administration days at Williamstown and as a delegate to the Victorian Football Association and senior cricket bodies.

He was on the Maryborough committee supporting the 1916 conscription referendum opposed by the union movement. It was the first of dozens of committees that would occupy him in decades ahead, walking from meeting to meeting each night chomping on a cigar.

The most important of these would be the progress association formed in 1917 with a vision of new prosperity in the “hub of Victoria” through industry and civic pride.

James Drew was minute secretary but with the death of J. N. Cleary months after formation, he became secretary and held the position for 15 years when the foundations for a 20th century Maryborough were laid.

He was part of the team that secured Patience and Nicholson and Maryborough Knitting Mills, championed establishment of the butter factory and other local industry, all the time putting Maryborough at the forefront of the decentralisation movement.

In negotiations with George Cuttle to bring the knitting mills to the town, James Drew saw employment opportunities for young women and explored wages for female staff. His interest in education and training of young people extended to being a member of the then Maryborough Technical School council for more than a decade. He engaged former residents, organising and promoting the first two Back-To Maryborough events to celebrate community achievements in lifting dark clouds that had hung over the town only a decade before.

In 1921, James Drew enthusiastically accepted employment as a journalist with the tri-weekly *Maryborough Advertiser*. Highly regarded among senior journalists in Victoria including Maryborough native Alec Chisholm and leading sporting writers of the day, the son of Scottish immigrants assumed the night editor's chair. The *Advertiser* became a daily following the demise of the *Maryborough Standard*. He held the position for all seven years the *Addy* came out Monday to Saturday.

The 1920s and 1930s were James Drew at his best in the service to Maryborough –a cricket administrator using his Melbourne networks to bring visiting teams to town and pushing for state selection of local high school teacher Bill Woodfull who would captain Australian in the infamous Bodyline series, assisting the newly-formed RSL and soldiers back from war, working to save the bowls club in Philips Gardens through an eventual merger with highland society and restructure of football when Maryborough was forced out of the Ballarat league in 1932.

James Drew had been Maryborough Football Association secretary when the Ballarat fracas boiled over and became president of a new Maryborough United in the Bendigo league with players including youngest son Reg who had lined up in three games for St Kilda.

Like contemporaries in the community, James Drew had vision that was matched by hard work and commitment.

On retirement from the *Maryborough Advertiser* in 1942, he recalled “Maryborough has been good to me in many ways—especially in health. I came here on January 16, 1916 . . . I have made many associations and friends in this town, which I prize so much.

“(I) ... have enjoyed every minute with plenty to keep my mind occupied, particularly in relation to the needs of younger members of the community. I admire and appreciate the fine community spirit that has prevailed at all times in the last quarter of a century.”

That same article recorded “Mr Drew must be credited with having had a very big hand in the establishment of something which Maryborough sadly needed at the time – industries for the employment of its people.”

When sportsman, journalist and community leader James Leggat Drew died aged 72 in January 1944, Australia was again at war. His part in the forging a culture for regional vibrancy through decentralisation would be overlooked as communities grappled with post-war challenges. But the positive influence of he and fellow travellers would continue in Maryborough.

Harold Nunn, editor of the *Advertiser* at the time, praised the service of his former colleague: “Maryborough is all the better for his life: he left it a better town than he found it. The job of those remaining is to ensure that the town continues to advance along the plane he helped to so firmly establish. Let us declare that we will not fail.”

87.4.2 A reminiscence (2): The local rag

Paul Henningham, of the Blue Mountains, NSW, writes in the second part of a two-part reminiscence: Early in my brief and undistinguished career as a suburban newspaper journalist I discovered that local government was becoming dominated by politicians, pre-selected to serve the

interests of their parties. Because local councils were supposed to have an administrative, not a legislative function, this seemed quite odd. Labor aldermen made no secret of their acceptance of party discipline, voting as directed by their caucus majority on every measure, no matter how trivial or unrelated to Labor policy. The “Civic Reform” members claimed no party allegiance but were generally regarded as Liberals and referred to as “Tories” by Labor members, while the independents kept their own counsel and voted according to their consciences – or, perhaps, in their own best interests. At least one was suspected and even accused of being a member of the Democratic Labor Party and taking his orders from Bob Santamaria. Thus we saw, in local government, national politics being played out in microcosm, without any apparent benefit to the ratepayers.

The quite unexpected local influence of the “Fourth Estate” was demonstrated by the reaction to a comparatively mild editorial. Having suggested that recent antics of certain Labor aldermen were discrediting their great party to the possible detriment of its State and Federal candidates in future elections, we were astonished (but gratified) to learn that this had been the subject of intense debate in the caucus and the local Labor League, resulting in a severe reprimand for some offenders.

One confesses to having, quite shamelessly, used this newly realised influence to champion such local causes as we approved and even to initiate some community activities.

Having been a social worker in another life, I quickly identified a need for professional social work at community level. At that time almost all social agencies were clustered in the city. As a “concerned citizen” I wrote to Council recommending the appointment of a qualified person with casework and community organisation experience. As soon as this proposal was discussed at a meeting it was fully reported with follow-up editorial support. In due course the Marrickville Council was commended on its initiative in becoming the first municipal body, outside the Sydney City Council, to appoint qualified social workers. Others quickly followed.

Naturally I also had a personal interest in the welfare of war veterans and their families and, in this area too, it was possible to bring unmet needs to public attention and encourage support of the associations offering the appropriate assistance.

Others that owed at least some of their success to the influence of the local rag were chambers of commerce, business and professional groups and service clubs; while promotion of police road safety and other campaigns was accepted as a public duty.

Probably the most spectacular event that was directly attributable to the local newspaper’s initiative was a Centenary celebration. Discovering that Newtown had been proclaimed a municipality in 1862 and that the Diamond Jubilee had been celebrated in 1922 with a street parade, “coronation” of a Jubilee Queen and the actual marriage of a Jubilee Bride and Groom, we published a feature article, suggesting that a Centenary celebration, on similar lines, be held in 1962. This was taken up with enthusiasm by local organisations, a committee was formed within weeks and our newspaper, naturally, provided continuing publicity.

At a star-studded grand concert at the Elizabethan Theatre, at which all artists donated their time and talents, Col Joye’s band provided the music and well known charity worker Stella Cornelius crowned the Centenary Queen. The Centenary Bride and Groom were married at historic St Stephen’s Church and arrived at the lavish reception in a horse-drawn carriage where they were greeted by the Jubilee Bride and Groom, now celebrating their ruby wedding. The Proclamation was read in the park before an audience of thousands by actor Ron Haddrick, dressed in period costume. Floats in the street parade were entered by almost every business, association and club in the district; and, at the conclusion of the week of festivities, the organising committee was able to make a substantial donation to charity.

Sadly, the influence of local rags did not extend to the prevention of historic building demolitions, or the unnecessary removal of trees – or trams.

We moved on to other challenges in 1965.

The Guardian was given credit, in a letter of appreciation, by the management of the Elizabethan Theatre for having awakened local interest in its productions with publicity and reviews. Our office

was situated only about 100 yards from the theatre and we soon became friendly with the staff and, through them, the directors and actors of that era. Thus I was included in the group of critics invited to the opening night, enjoying the company and the free champagne.

The local rag was up there beside the great metropolitan dailies with reviews of such great plays as *Summer of the Seventeenth Doll*, *Medea*, *Murder in the Cathedral*, *Saint Joan*, *A Man for All Seasons*, *Twelfth Night*, and even *Charlie's Aunt* and dozens more.

How we managed to publish our review on the morning after the opening night, when everyone knew that the lead time for a local paper was at least two days, was a secret we declined to reveal. It was absurdly simple. Because of our close friendships with cast and crew we were admitted to dress rehearsals and our review was written and on the press *before* the first performance. Of course, we then had to pray that one of the principals would not “break a leg” before opening night.

87.4.3 John Hirst and the *Argus* index project

Following is an edited version of what **Diana Phoenix** of the Royal Historical Society of Victoria wrote in *RHSV News*, April-May 2016, p.3: John Hirst, a remarkable historian, has died. Apart from his work as a professional historian, John ran the *Argus* Index Project from its inception in 1983 until his death on 5 February. The goal of the project was to index 50 years of the *Argus* from 1860 to 1909, filling the gap between the two already-existing indexes to the paper and creating the only index to a complete run of a major Australian daily, producing an indispensable research tool. Under his leadership, the years 18609 to 1889 were published in hard copy, with the 1890s well under way.

John believed in the value of the project and contributed an enormous amount of time and energy to it. He wrote the intricate reader guidelines, established the project structure, organised funding from a range of sources over the years, most notably the Australian Research Council grants. He liaised with the State Library of Victoria and the five universities which supported the project from its beginning, and worked with the volunteer readers and the indexer. He was very proud of having read every single word of each index, contributing suggestions. He arranged for publication of all years in hard copy to ensure that the intellectual work was preserved in perpetuity. The full set of indexes from 1880 to 1889 can be viewed at the State Library of Victoria.

87.4. 4 John Langdon remembered

Rod Kirkpatrick writes: In early June last year I invited John Langdon, an ANHG subscriber, to write a reminiscence about his 37 years as a newspaper librarian at the Melbourne *Age*. Langdon, who had contributed thoughts and ideas to me over the years for the ANHG and had helped me with my own research inquiries at times, was given a deadline of 30 June. He sent his copy by email at 3.09pm on 30 June. When the newsletter was published on 16 July, he sent me a thank-you email. John contributed the entry on “Newspaper libraries” to *A Companion to the Australian Media* (2014), pp.310-311.

John Langdon died on 9 February this year, aged 56, after having a major heart attack while cycling with Castlemaine friends. **Michael Gordon**, political editor of the *Age*, wrote his newspaper's obituary for John (*Age*, 24 March 2016). Following are some extracts:

I emailed journalist Shaun Carney after hearing the news and the response was typical of so many of his former colleagues. Shaun wrote that, when he and journalist wife Caroline Milburn left the *Age* in 2012, John had copied all our stories from the digital archive on to CDs. “We didn't ask, he just handed them to us. I felt so humbled by that. Such a gentle, generous man.” It was clear from the response on Facebook that John did this for everyone—or was responsible for similar acts of generosity and kindness.

Andrew Murfett, a former *Green Guide* [TV guide] editor now living in America, was among many former colleagues who paid tribute. “Through my career, I have been fortunate enough to work with many brilliant and talented people,” wrote Murfett, “and many I am lucky enough to now call friends. Sitting in the upper echelon of this group was John Langdon whom I met early on when I was learning the ropes as a journalist at the *Age*.”

“After I became an editor he was a friendly, positive supporter of the work I produced with my team. He read the section cover to cover and happily provided critiques on everything from my front page choices to my competitor’s offerings. He was highly engaged with the subjects we covered (media, television and radio) and unfailingly genial and patient with every request I made. And as editor of *GG* I leaned on him a lot.”

I recently saw the film *Spotlight* and the scene where the librarian delivers the clippings to the investigative reporting team was a reminder of the kind of workplace John entered in the 70s, where clipping files were the library’s main resource and the librarian was the search engine, helping journalists comb through files, or micro-filmed pages of *Ages* past, to find gold.

In 2007, John reflected on the daily process of classifying, cutting and filing of the *Age* and other Melbourne daily papers. “Close tabs were kept on files as they were often in demand by a number of journalists working on the same big ‘breaking’ story at the same time,” he wrote.

“Files were great for an overview of a topic or profiles of people, but if they went missing it was a real problem. A file about Switzerland that went missing was found in a hotel room in Switzerland and incredibly returned to us!”

Of microfilm, he wrote: “Microfilm is still the best way to scan for required information page by page. It was many years before a fax machine was available, so a lot of time was spent reading out articles over the phone.” John transitioned to the digital world comfortably, but his knowledge of how things were done in the old days was indispensable. As colleague Maria Paget remarked: “John could remember all the obscure subject file headings that were used for stories back in the 70s and 80s when articles were cut and pasted into the files. On numerous occasions, when some old story was needed by a journalist, John always knew where it would be found!”

John started in 1977, a 17-year-old straight from Carey Grammar. I had done the same thing a little earlier, so we had a connection. Another connection was a love of sport, which is why we were both members of the short-lived *Age* triathlon team. John was always willing to assist in extra-curricular activities, such as helping with the research for book projects. As Tim Colebatch wrote: “I’m particularly grateful for the spare time John gave up to help me track down material for my biography of Dick Hamer, even after I had left *The Age*! John was one of the nicest blokes I’ve ever met.” In my case, he helped two generations of Gordons research their books and, in the process, became a highly regarded friend of my father, Harry. John helped in other ways too. Effie Mann, who supported herself as a student by working as a newsroom assistant, wrote: “I remember he would send me books and articles he thought might help with my uni assignments, as if being supportive in the workplace wasn’t lovely enough!”

ADVERTISEMENT

Pre-publication orders can be lodged for copies of a book soon to be published: *Dailies in the Colonial Capitals: A Short History* by Rod Kirkpatrick. Details: 72,000 words; 14 chapters; biographical register; bibliography; index; 19 illustrations. Soft cover. ISBN 978-0-9751552-7-1. Small print run. Likely price \$65 plus \$15 post and packing. Contact: Rod Kirkpatrick, email: rkhistory3@bigpond.com; or Mobile 0400 031 614. [Rod’s postal address, at head of this newsletter, will change by 27 April. He is moving from Mackay to Brisbane, but his address in Brisbane may not be fixed for some time. His mail will be redirected from the Mount Pleasant PO Box.]



5-RECENTLY PUBLISHED

87.5.1 Articles

Beard, Katherine, “Oh, the pure pleasure of reading a newspaper”, *Age*, 15 March 2016, p.27,

Hywood, Greg, “Let’s have the quality discussion”, *Sydney Morning Herald*, Saturday 26 March 2016. States the proposition that quality content is not dependent on the number of journalists employed.

ANHG SUBSCRIPTIONS

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