



This plaque is attached to a stone in Tinonee, a village on the banks of the Manning River, NSW, where the vehicular ferry across to Taree Estate used to run. It says: "On this site, Horace Dean, M.D., published the *Manning River News*, the first newspaper to be circulated in the Lower Manning River Valley. The first edition was issued on 15th April 1865 and thereafter printed weekly, with publication ceasing on 17th September 1873." The ANHG has solid evidence that the newspaper continued regular publication for at least 16 months after that date and publication, possibly only intermittently, until at least October 1887 (see 58.4.4).

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EDITOR'S NOTE: Please note that I have new contact details – new postal address, new phone number and new email address. See box above.

1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

58.1.1 THE AUSTRALIAN: FROM INK TO iPad

Circle it in your diary: on 28 May, the iPad went on sale in Australian shops, and the *Australian* became the first newspaper in Australia to launch an iPad digital edition. The digital application costs \$4.99 a month. The digital edition has pages that “turn” like

newspaper pages. The masthead, colours and design are the same as in the newsprint version. Editor-in-chief Chris Mitchell—one of those who love reading a newspaper in hard copy—said, “The iPad app launch is an important moment for the *Australian*. “As a paper that has always had to overcome technical hurdles to bring the news every morning to such a vast nation, we have always understood technology. We launched 46 years ago with a technology page. We have been the leading source of IT news for decades in paper and online, and now we are leading the thrust towards digital content.

The *Australian* published a four-page advertisement for its iPad application on 28 May. This appeared as a wraparound the Business section. The ad said that during the coming months “we will be rolling out a host of new features, including videos, image galleries and much more”.

Geoff Elliott, Media editor of the *Australian*, writes (*Weekend Australian*, 29-30 May 2010, Inquirer, p.5): Last month, Norwegian Jens Stoltenberg had no way of getting home from New York thanks to the Icelandic volcano spewing ash clouds over Europe. He had to conduct his business and personal life back home remotely, managing to get hold of the device *du jour*—an iPad—to do it. Stoltenberg successfully stayed in touch with his colleagues and his country. He is the Prime Minister of Norway, and was in New York for Barak Obama’s nuclear summit. His comments, just days after Apple’s iPad had launched in the US, were a marketing dream. “It is very normal for a PM to travel abroad so this is not different from the other travels. It just lasts some days more than expected, Stoltenberg told CNN. “We have the internet, the mobile phone. I also use an iPad, which is excellent.” A photograph of Stoltenberg sitting in a lounge at Newark airport using the device was released by government officials and captioned: “The Prime Minister is working at the airport.” It prompted headlines across the world: the Norwegian PM is running his country via iPad.

In April, before the iPad had launched, the *Australian* sold \$1 million worth of advertising to four big players—the Commonwealth Bank, IBM, Optus and the airline Emirates—in 10 days. The advertising was sold, in part, on the proposition that the four companies would have exclusive advertising rights on the iPad for three months after launch. Former Telstra chief Ziggy Switkowski said, in an article in the *Australian* in April, that the arrival of the iPad meant the “ingredients of a successful publishing business model are emerging”. He noted that newspapers could now have a subscriber relationship with their readers over a wireless device—a bit like a mobile telephone company had. “There is no history of free services to wireless devices,” he says. This goes to the heart of a new paid model for news and information over the internet, one that millions of users are accustomed to receiving free. Newspaper proprietors offered up that content without charge for years, and now the iPad may help them put the genie back in the bottle.

Rupert Murdoch’s newspapers had sold nearly 20,000 iPad apps, it was revealed on 2 June as Apple chief executive Steve Jobs urged providers to price “aggressively” for original content. The sales included 4500 subscriptions for the *Australian* app and 5000 for that of the *Times*, London, Murdoch told a *Wall Street Journal* digital conference in California. The *WSJ* leads with 10,000 iPad subscribers who pay \$US18 (\$21.60) a month for full access to the newspaper’s iPad version.

Malcolm Turnbull, former Federal Opposition Leader, reviewed the iPad in the *Australian* Media section, 7 June 2010, pp.32, 29.

Also, see Neil McMahon, “News Limited jumping into brave new media world”, *Mediaweek*, 31 May 2010, p.8. This features an interview with Grant Holloway, managing editor, online, at the *Australian*.

Fairfax editor Simon Dulhunty has been given a new role working on the rollout of the company's iPad applications – only weeks after overseeing a brash redesign of the *Sun-Herald*, Sydney. Fairfax Media group executive editor Phil McLean said Dulhunty remains “in title the editor of the *Sun-Herald* and has been seconded to special projects to work on the iPad application” (*Australian*, 17 June 2010, p.21).

The best hope for newspapers wanting to use the iPad to win new readers is to subsidise the cost of the device, according to social media theorist Clay Shirky (*Australian*, Media section, 5 July 2010, p.30).

58.1.2 CHANGE OF PRIME MINISTER

Kevin Rudd ceased to be Prime Minister on 24 June; Julia Gillard was sworn in as Prime Minister at 1pm that day. She is Australia's first female Prime Minister. The Sydney *Daily Telegraph* published a special midday edition with the news on 24 June. Extensive reporting of the unprecedented internal dumping of a first-term Prime Minister is contained in the newspapers of 25 and 26 June. The *Australian* of 25 June had a banner headline: “Gillard breaks from Rudd past”. The *Illawarra Mercury's* front page on 25 June depicted Gillard as the face of Redhead matches—and the head, “Julia reignites Labor's chances” (*Mediaweek*, 5 July 2010, p.3). Geoff Elliott discusses the Fairfax and News newspaper coverage of the Rudd leadership in the days leading up to the spill: “Talk of News bid to get Rudd sees objectivity go out the window”, *Australian*, Media section, 5 July 2010, pp.32, 29. For some of the front pages, go to www.thenewspaperworks.com.au and click on the appropriate link. (In relation to Rudd, see ANHG 58.1.8 and 58.3.2).

58.1.3 THE VICTORIA POLICE, THE AUSTRALIAN AND THE AGE

If you read the *Age* or the *Australian*, or watch ABC-TV's *Media Watch*, you will know that a war has been raging over the coverage by the *Australian* in May and June of Victoria Police issues—specifically issues related to the current Chief Commissioner Simon Overland. *Media Watch* commented on the issues on 10 May and 14 June. It all began when Hedley Thomas, a Queensland Walkley Award winning journalist, returned to newspapers after a stint with a Queensland gas company. He is writing for the *Australian*. He returned with a series of articles on the Victoria Police. Some of his articles were: “Police union to sue star chamber”, 4 May, p.3; “Police claim laws broken in covert op against top brass”, 5 May, p.1, plus “Watchdog a law unto itself”, p.15; “OPI corrupt in helping top cop change evidence”, 6 May, p.1; “Murder hunt leaks came from the OPI”, *Weekend Australian*, 8-9 May, p.4, and “Tough Mullett takes aim”, *Inquirer* p.3. On 9 June, Thomas reported the Page 1 story: “The chief cop, the phone tap and an aborted murder probe” (along with a feature that day, “How Overland dodged a bullet”, p.15. (See ANHG 46.1.13, February 2008).

Geoff Elliott, Media editor of the *Australian*, provided background in “Attempt to damage paper proves suspicions on OPI, force and its chief”, *Australian*, Media section, 14 June 2010, pp.32, 28. He wrote in part:

As the much-trumpeted case against former Victoria Police assistant commissioner Noel Ashby collapsed in an embarrassing heap earlier this year after another bungle by the State's Office of Police Integrity, the increasingly bizarre interactions between the OPI and the *Australian* led its editor-in-chief Chris Mitchell to make a call. The OPI had an abysmal track record with cases that fell over. Mitchell, who wanted someone from the paper with no connections to Victoria to look into the issues, asked Hedley Thomas to take it on from Queensland. Mitchell's view of the OPI, now laid bare following this newspaper's decision to publish his letter of March 11 to the OPI and its federal counterpart, the Australian Commission for Law Enforcement Integrity, was that if the OPI could so readily distort the facts in its dealings with him over a matter in which the newspaper had been part of an investigation, its failure in other high-profile cases might not be a coincidence.

The *Australian's* battle with Victoria Police and its Chief Commissioner, Simon Overland, over the circumstances surrounding the publication of Cameron Stewart's scoop on the Australian Federal Police's terror raids on August 4 last year was still alive.

As is well known, Overland was critical of the paper's publication of the raids, in which a few early copies of the last edition with news of the raids made its way to some locations in Melbourne before the raids had taken place. Overland said this had endangered the lives of his officers. It set off a political firestorm and prompted an investigation by the OPI and ACLEI.

(The newspaper in turn stands by its decision, saying it abided by all the conditions set out for it in the publication of the story, holding off until the day of the raids as agreed with the authorities.)

But the OPI/ACLEI's initial report into how the paper gained advanced warning into the raid was "the greatest corruption of truth I have seen in an official document in 18 years as a daily newspaper editor and 37 years as a journalist", Mitchell wrote on March 11.

The newspaper sued in the Federal Court to have the report amended, arguing ultra vires, or beyond powers, challenging the OPI's power to make findings against the newspaper. The case was settled last Monday with what is understood to be a significantly changed report and following what is also understood to be a significant falling out between the OPI and the ACLEI over the direction of the investigation -- the ACLEI acknowledging the newspaper's concerns while the OPI continued to fight the case.

Mitchell's March 11 letter was published on the weekend by this newspaper (it can be seen online) after the last paragraph had been selectively leaked to The Age, quoting Mitchell's letter in which he states that the paper would use every measure available to pursue "what can only be described as an outrageous fabrication from the OPI/ACLEI should our concerns not be addressed".

Overland accuses the Australian of waging a vendetta against him over the fallout from the raids.

Without context, that last paragraph was clearly leaked in an attempt to damage the *Australian*. This selective leak, in its way, proves the suspicion Mitchell has held all along about the OPI, Victorian Police and Overland.

On 16 June, the *Australian* devoted a page to the issue and even reproduced the *Sunday Age's* story (by Melissa Fyfe) of 13 September 2009, p.8. The *Australian* also reported (16 June, p.6), in an article by Chip le Grand:

A respected criminal barrister said yesterday it was false to claim allegations against Victoria Police Chief Commissioner Simon Overland raised by the *Australian* were "old news". Phillip Priest, QC, hired by former assistant police commissioner Noel Ashby to review the collapse of Operation Briars, said the allegations had not been previously independently investigated. And the Fairfax journalist who investigated the operation has written that "the *Australian* last week went much further".

On 19-20 June, Chip Le Grand and Hedley Thomas were the authors of "Rough justice on the inside", *Weekend Australian*, pp.11-12, which asserts that the pursuit of two former Victoria Police officers rested heavily on disputed criminal claims.

On 21 June, Geoff Elliott reported (*Australian*, Media section, p.32) that investigators from the Office of Police Integrity had tried to intensify pressure on Cameron Stewart, an associate editor of the *Australian*, in relation to an OPI probe into his exclusive stories on counter-terrorism raids in Melbourne last August. For example, earlier in June, Stewart was confronted by OPI investigators who waited for him at a childcare centre as he dropped off his one-year-old son.

58.1.4 CIRCULATION (1): NEWSPAPER SALES DROP SHARPLY

Newspaper sales dropped sharply in the three months to 31 March compared with the same period last year. The Audit Bureau of Circulation figures show that on average Monday-to-Sunday circulation of national, metropolitan and regional titles fell 3.1 per cent. Sales of the national titles were 6 per cent lower on weekdays and 4.4 per cent lower on Saturdays. Some of the biggest falls were: *Australian Financial Review*, Mon-Fri, 8.63pc, and Sat, 6.55pc; *Cairns Post*, M-F, 7.81pc; *Sun-Herald*, 7.74pc; *Daily News*, Tweed Heads, 7.01pc; *Canberra Times*, Sat, 5.72pc; *Sunday Mail*, Qld, 5.62pc (*Mediaweek*, 17 May 2010, p.10). Hobart's *Mercury* was the only metro daily to record an increase in circulation—and that was for the Saturday issue only (0.13pc); its weekday issue lost 1.70pc.

58.1.5. CIRCULATION (2): GET YOUR PAID PAPER FREE—ALMOST

Fairfax Media is attempting to arrest circulation declines by offering “free” six-month subscription deals for the *Sydney Morning Herald* (reports James Chessells, *Australian*, media section, 24 May 2010, p.32). Fairfax hired sales staff to doorknock recently lapsed subscribers and spruik what they describe as “free” 26-week subscription deals covering the *SMH* and the *Sun-Herald*. People taking up the deal were to be charged a weekly “delivery fee” of \$3, a 73 per cent discount on the newsstand price.

58.1.6 PEOPLE

David Armstrong, a former editor-in-chief of the *Australian* and of the *South China Morning Post*, has been appointed chairman of Post Media Ltd as part of a reshuffle of a major editorial reshuffle at Cambodia's largest circulation English-language daily (*Mediaweek*, 14 June 2010, p.9).

Alison Barclay and **Harb Gill**, two of the *Herald Sun*'s long-standing arts journalists, have been discarded and the paper has scrapped its daily arts pages. Barclay joined the newspaper in 1989, and Gill in 1982 (*Mediaweek* online, 14 May 2010).

Graeme Barrow, a retired Canberra journalist, has published a study of an 1886 maritime disaster, *Who lied? The Ly-ee-Moon disaster and a question of truth*. The book deals with the wreck of the passenger steamer, *Ly-ee-Moon*, at Green Cape, NSW, when 71 passengers and crew perished. There were 15 survivors, all males. Either the captain or the third officer lied about the circumstances of the tragedy and Barrow examines both stories in the book. It is his 26th title, and 25 have been published in Australia.

Antony Catalano, publisher, Metro Media, is Person of the Week in *Mediaweek*, 3 May 2010, p.8. Metro Media (says James Manning) is the new publishing company that burst into Melbourne homes at the end of April with the first edition of the *Weekly Review*. It is full of glossy real estate ads and “compelling editorial content” (See 58.1.11).

Brett Clegg, **Damon Kitney** and **Annabel Hepworth** have left the *Australian Financial Review* to join the *Australian*. Clegg was the *AFR*'s Melbourne-based deputy editor (business) and Hepworth was an associate editor. Clegg is now based in Sydney as the *Australian*'s deputy editor (business); Kitney is Victorian business editor; and Hepworth is a senior writer, covering business and general news, also based in Sydney. Clegg and Hepworth are married (*Weekend Australian*, 8-9 May 2010, p.27).

Bruce Guthrie has been awarded \$580,808, plus interest and costs, by the Victorian Supreme Court for unfair dismissal by News Limited as editor-in-chief of the *Herald Sun*. Judge Stephen Kaye said he was satisfied News Limited chairman and chief executive John Hartigan's reason for dismissing Guthrie was the breakdown of the relationship

between Guthrie and Herald & Weekly Times chief Peter Blunden and that he did not breach good faith in the termination (*Weekend Australian*, 15-16 May 2010, p.7).

Stephen Hagan, lecturer in indigenous studies and cultural heritage at the University of Southern Queensland, has become the head of the *National Indigenous Times*, a fortnightly with a circulation of 12,000. Hagan is best known for his successful campaign to rid a Toowoomba football oval of the “Nigger Brown” sign above one stand (*Australian*, Media section, 28 June 2010, p.30).

Luke McIlveen, editor of the *Manly Daily*, is the featured journalist in “Ten Questions” in the *Australian*, Media section, 7 June 2010, p.31.

Amanda Meade’s final “The Diary” column for the *Australian’s* Media section appeared on 28 June. She had written the column for 10 years. She will continue as a media writer. The Media column is now written by Caroline Overington (see 5 July, p.31).

Kerry Parnell, assistant editor of the *Sunday Telegraph*, is interviewed in *Mediaweek*, 3 May 2010, p.10. She has worked in both magazines and newspapers on both sides of the globe.

Julian Ricci, editor of the *Northern Territory News* for the past five years, is interviewed in *Mediaweek*, 24 May 2010, p.12 (see “Keeping it local still works best in the Northern Territory: Stories about crocs or topless firefighters likely to lead *NT News*”).

Jane Weber, aged 16, of St Clare’s College, Canberra, was a work experience student at the *Australian’s* Canberra bureau during the week of 21-25 June when Kevin Rudd’s prime ministership ended and Julia Gillard’s began. She writes of having a “front seat to history” (*Australian*, Media section, 5 July 2010, p.27).

58.1.7 FIJI TIGHTENS MEDIA REGULATIONS

The media regulator for Fiji’s military regime has defended laws that will jail journalists and slash foreign investment. The military claims the laws are necessary after years of “abusive and scurrilous” reporting about the coup and the scrapping of the Pacific nation’s constitution. The *Fiji Times*, wholly owned by News Limited, has three months to comply with the decree or be closed down. It has its own board, which includes several Fijian nationals as directors (*Australian*, 30 June 2010, p.2).

58.1.8 RUDD AND THE EDITORS (1): ‘SECURITY CONCERN’

Kevin Rudd, as Prime Minister, was yelling so uncontrollably at a group of newspaper editors that his security officers burst into the private dining room to see if he was under threat, Liberal senator George Brandis alleges. Brandis, the shadow attorney-general, was ruled out of order when he sought to confirm this story with Australian Federal Police commissioner Tony Negus. Senate estimates committee chairwoman, Labor senator Trish Crossin, ruled that it was inappropriate material to be canvassed through the estimates process (AAP, 25 May 2010). See 58.3.2 for RUDD AND THE EDITORS (2)

58.1.9 NEWSAGENTS FIGHT MINIMUM HOURS LAW

Newsagents claim the scrapping of individual contracts and new rules requiring them to employ delivery staff for three hours a day is a “hammer blow” to their businesses. Employers said on 23 May Victorian newsagents were the “latest casualty” of federal Labor’s awards overhaul, forcing them to engage employees for three hours a morning when they were often needed for only one or two hours. The Victorian Employers Chamber of Commerce and Industry said that under the Work Choices laws, newsagents could engage part-time staff on individual statutory agreements for as little as an hour a

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day. The Chamber's manager of workplace relations policy, Alexandra Marriott, said minimum and maximum hours for part-time workers could be varied by the use of an Australian Workplace Agreement.

The use of AWAs was scrapped by the Rudd government. Under the new retail award, the minimum shift for newsagent employees in Victoria has increased from two to three hours, in line with the rest of the country. "Newsagencies are often low-margin businesses and their cost structures are being blown to pieces by this absurd rule," Marriott said. "In terms of businesses such as grocery and hardware stores, unions and the Labor government have forced employers to dismiss young and vulnerable workers," she said. "In this case, it is a hammer blow to small businesses increasingly forced to compete with supermarkets, petrol chains and stationery superstores. "It also has the potential to toss out of work retired and semi-retired folk who like to work a couple of hours a day." Employers have applied to Fair Work Australia to vary the minimum three-hour shift provisions of the retail award. Opposition workplace relations spokesman Eric Abetz said "one size does not fit all" in minimum hours, and he supported the capacity of employers and workers to have more flexibility (*Australian*, 24 May 2010, p.4).

58.1.10 TIME'S UP

Time Inc has completed its withdrawal from the Australian market, taking the magazine out of the local circulation audit. *Time* resigned in February, according to an Audit Bureau of Circulations spokeswoman. The audit for the December 2009 quarter showed *Time* was averaging 71,799 copies an issue. At its peak, in the late 1990s, the Australia/New Zealand edition was selling about 110,000 copies in Australia and 35,000 in New Zealand. The Australian edition will now be audited by the Hong Kong ABC and included as part of the *Time Asia Pacific* edition (*Australian*, media section, 14 June 2010, p.29).

58.1.11 RECENT CHRONOLOGY

58.1.11.1 EVENTS

28 May 2010: The Apple iPad goes on sale in Australian shops and an application that enables you to read the *Australian* on it was on sale the same day.

24 June 2010: Kevin Rudd is dumped as Prime Minister and replaced by Julia Gillard.

58.1.11.2 DEATHS

Bingham, Hugh Strachan: D. 1 July 2010 at Toowoomba, aged 81; a career journalist with experience in State and Federal politics; became editor of the *Sunday Truth*, and the Sydney *Sunday Mirror*, associate editor of the Sydney *Daily Mirror*; reported overseas for the *Australian*; in retirement he turned farmer in the Felton Valley, near Toowoomba, breeding Appaloosas and winning best foal and filly at the 1992 State championships; tutored University of the 3rd Age groups as diverse as poetry, memoir writing, and classical music; he was a son of Colin Bingham, editor of the *Sydney Morning Herald*, 1961-65.

Bowers, Peter James: D. June 2010, aged 80; born at Taree; accepted a cadetship in journalism at the *Daily Telegraph* in 1948; rose through the grades and was working on the *Sunday Telegraph* in 1958 when he married; joined the *Sydney Morning Herald* later that year; gained big break in 1963 when he obtained an exclusive interview with the Danish architect, Joern Utzon, who had designed the Sydney Operate House; sent to the Canberra press gallery, he was later seconded to AAP and the *Sun* and was posted to the UK as the London news editor; returned to Sydney May 1973 to head the *Herald's*

investigative team; in December 1974, appointed the *herald's* political correspondent; in 1980-81, served as news editor; retired as Herald's national columnist in February 1987 On health grounds; took up sports reporting in earnest (*Sydney Morning Herald*, 28 June 2010).

58.1.12 THE *WEEKLY REVIEW* AND MELBOURNE REAL ESTATE ADS

Richard Gluyas reports (*Australian*, Media section, 7 June 2010, pp.32, 28): Fairfax Media is scrambling to secure its real estate advertising "rivers of gold", with a former company executive now targeting markets beyond Victoria after punching an estimated \$10 million-plus hole in the publishing group's earnings. Antony Catalano, marketing director and head of newspaper sales at the *Age* before taking a seven-figure redundancy in 2008, convinced four of Melbourne's most influential real estate agents to cut their ties with Fairfax's glossy *Melbourne Weekly* and its satellites. The agents are now Catalano's equity partners in MMP Holdings, owner of the *Weekly Review*, which is only six weeks old (at beginning of June) but lands like the proverbial brick overflowing with 250 pages of full-colour ads, on the well manicured lawns of leafy, inner-eastern suburbia.

James Chessell reports (*Australian*, Media section, 7 June 2010, p.28): REA Group expects the battle between Fairfax Media and the *Weekly Review* to increase its share of Melbourne's online real-estate advertising market. REA managing director Greg Ellis said the company's **realestate.com.au** website was likely to win new business from agents who switched to the *Weekly Review* print offering. **Realestate.com.au** is the nation's largest property website with revenue of more than \$15 million in the 2009 financial year and about six million unique browsers a month. Fairfax's **domain.com.au** is the No 2 online player.

Antony Catalano's MMP Holdings launched another localised version of the *Weekly Review* in Melbourne on 21 June—into the north-eastern suburbs, including Heidelberg and the Diamond Valley (*Australian*, Media section, 21 June 2010, p.32). See also: James Manning, "The *Age* remains a hot property as market booms", *Mediaweek*, 5 July 2010, p.7.

58.1.13 *CANBERRA TIMES* IS REDESIGNED

The *Canberra Times* introduced a redesigned and rearranged Saturday edition on 5 June. **Victor Isaacs** says the most significant changes were: Some redesign of the news pages; introduction of a new Travel section; changing the Sports section from broadsheet to tabloid size; and changing the Panorama section (arts, books, entertainment) from tabloid to a stapled magazine.

58.1.14 HOBART PRINT CENTRE'S 'FRIDAY NIGHT MADNESS'

The *Davies Brothers Staff News* reported on 17 May that the Hobart *Mercury's* KBA Comet press at the \$32 million state-of-the-art facility at the Tasmanian Technopark would be one year old the next day. Production manager for the facility is Wayne Bailey, who told the Single Width Users Group conference at Tamworth in March about the *Mercury's* 156-year history and also about his close family connection with the paper. His father and three uncles worked at the paper and his cousin, Garry Bailey, is the current editor. News has owned the Tasmanian operation since 1988. It installed a second-hand Goss Urbanite press. This was replaced in 2009 by a six-tower KBA (Koenig & Bauer) Comet. Bailey described the "Friday night madness" which occurs: The press prints: posters for the *Mercury* and the *Australian*; 11,800 copies of a 342-page section of the *Herald Sun*; 12,600 copies of 48 broadsheet pages for the *Weekend Australian*; 11,500 copies of the 96-page *Herald Sun* main book; 67,000 copies of the 88-page Saturday *Mercury*. In three hours, 328 plates (without edition changes) go on the press. Bailey says

the new site prints 41 titles and 950,000 copies on 140 tonnes of newsprint a week with 10 printers, compared to eight titles, 380,000 copies totalling 70 tonnes with 14 printers at the old site. Commissioning of the all-tower, all-colour press has also resulted in colour ink consumption jumping from 70kg to 1200kg a week (*gxpess*, May 2010, p.30).

58.1.15 SMH AND THE MIDDLE EAST

When Israeli commandos raided an aid flotilla delivering aid to the Gaza Strip on 31 May, the editor of the *Sydney Morning Herald*, Peter Fray, was in turmoil. His correspondent, Paul McGeough (himself a former *SMH* editor), and photographer Kate Geraghty were on board one of the aid boats, covering the flotilla's Gaza mission. For editor Fray, back in Sydney, that meant having to handle the immediate need to cover the story while also immersing himself in an international effort to find out what had happened to his staffers—all the while dealing with huge media interest in the fate of the two correspondents. It was some hours before word came through that McGeough and Geraghty were safe—albeit in Israeli detention. Fray then became involved in negotiations in Australia and abroad to ensure they were being well treated and also to secure their release from detention.

Fray said that once McGeough and Geraghty were freed, priorities turned to telling readers the story of what they had witnessed. “Obviously the juices were flowing,” he said of the two experienced journalists, who wanted to get their exclusive words and images to the world. “The first thing we did was a little audio piece (for the website).” The paper then used two dramatic front-page treatments on Friday, 4 June, and Saturday, 5 June. The 4 June report, “Prayers, tear gas and terror”, began: After four days at sea, our correspondents witnessed the Israeli assault on the Gaza flotilla. The Israeli attack was timed for dawn prayers—when a good number of the men aboard the *Mavi Marmara* were praying to the aft deck of the big Turkish passenger ferry, as it motored steadily through international waters in the eastern Mediterranean Sea.” (See Neil McMahon, “Middle East experience pats dividends for the *SMH*”, *Mediaweek*, 14 June 2010, p.10; and *SMH*, 4 and 5 June 2010.)

58.1.16 THE WRAP ON NEWSPAPERS

For newspaper home-delivery customers, the first big challenge of the day is peeling the plastic wrap off the roll of newsprint. All that could change with the launch of a new product called Scientex Newspaper Wrap. The companies behind it, national packaging business Strap & Wrap Industrial and Malaysian company Scientex boast their film will revolutionise the market—and make morning a bit easier for readers as well. The newspaper wrap market is worth an estimated \$2 million to \$4 million a year and is shared between only two manufacturers (*Australian*, Media section, 21 June 2010, p.32).

58.1.17 WALKLEY YOUNG JOURNALIST OF YEAR

Fairfax Radio's Latika Bourke was named the 2010 Walkley Young Australian Journalist of the Year for her coverage of the Liberal leadership crisis in which Tony Abbott toppled Malcolm Turnbull (see “Ten Questions”, *Australian*, Media section, 5 July 2010, p.31). A *Sydney Morning Herald* reporter, Erik Jensen, won the Print News division. The Photo winner was a Fairfax photographer, James Brickwood (*SMH* online, 23 June 2010).

58.1.18 NUMBER OF NEWSPAPER JOURNALISTS IN OECD COUNTRIES

The United States has 55,000 newspaper journalists, according to OECD data from the World Association of Newspapers. Other figures: Japan 21,093; Germany 14,920; Britain 11,859; Switzerland 10,597; Italy 6731; France 5467; Sweden 5392; Netherlands 3529; Finland 3420; Norway 3000; Denmark 3958; Portugal 2294; Hungary 2200; Czech

Republic 2100; Belgium 1266; New Zealand 1066; Luxembourg 308. The OECD says available data suggests there has not been a rapid decline of newspaper journalists.

58.1.19 AUSTRALIAN NEWSPAPERS FARE BETTER THAN UK

Australia's newspaper industry is faring relatively well compared with most other Western countries, reports Geoff Elliott (*Australian*, Media section, 21 June 2010, p.30). But a landmark report, released in June, warns there are significant challenges ahead for the industry and journalism. Australia's circulation declines were modest compared with the dramatic falls in countries like the US and Britain, notes Sacha Wunsch-Vincent, a senior economist who wrote the 98-page report, "The evolution of news and the internet". He attributes Australia's better performance to stronger regional titles, the relative lack of "free sheets" in the market to suck away advertising and lower broadband penetration rates. "Australia has been able to resist better than Britain, US and Canada," Wunsch-Vincent said.

He notes that some newspapers, especially the *Australian*, have a history of bucking circulation declines seen elsewhere in the world. But he says the industry is not out of the woods yet. "I think we should be worried about independent news production, regardless of the medium," he says. The report, two years in the making, notes that total newspaper revenue in Australia is estimated to have fallen by 24 per cent between 2000 and 2008, but just 3 per cent over 2007 to 2009, compared with falls of 30 per cent and 21 per cent for the US and Britain respectively.

Wunsch-Vincent adds that "preserving newspapers for the papers' sake will not provide a solution", referring to the debate, particularly in Europe, over government subsidies to support newspapers. Recently France Telecom, which is 28 per cent owned by the French government, was considering a plan to help recapitalise France's struggling masthead *Le Monde*. President Nicolas Sarkozy called in the daily's chief executive, Eric Fottorino, to his office to discuss the newspaper's future in mid-June. It is another example of what the OECD report says is the importance of private media organisations working on building a sustainable path to fund independent journalism. "It is important for us to increase our understanding of how newspapers can stay relevant to the changing user audience and technological environment," Wunsch-Vincent says. "New partnerships with internet intermediaries, hardware manufacturers -- the iPad -- will be important. "The cost structure of newspapers is dominated by production, administration, advertising, and distribution costs, and not content production," he adds. "And revenues generated online are still minuscule as compared to other content industries. Clearly this is a fundamental business management rather than a public policy problem."

The report also finds:

- Online advertising only accounted for 4 per cent of total newspaper revenues in 2009 but the outlook for online ads for newspapers "is very positive".
- The global newspaper publishing market accounted for \$US164 billion in revenue in 2009, bigger than consumer/educational book publishing (\$US112bn) and the film industry (\$US85bn).

Mark Day comments on the report in "Nanny state won't save newspapers", *Australian*, Media section, 28 June 2010, p.27; and Mark Hollands, chief executive of the Newspaper Publishers Association (formerly PANPA), has a comment article on the same page.

58.1.20 NEWSPAPER SALES FIGURES FOR MONTHLY RELEASE

Australian newspaper publishers have bowed to pressure from advertisers and media agencies to release sales numbers more frequently, agreeing to provide monthly rather

than quarterly reports, reports the *Australian Financial Review* (2 July 2010). Audited figures will be supplied only twice yearly.

58.1.21 FAIRFAX CUTS

Melbourne Observer reports (23 June 2010) that Fairfax Media cost-cutting has led to eight more editorial jobs being cut at the *Age* and the closure of the Melbourne suburban, the *Chelsea-Mordialloc-Mentone Independent*.

2 – CURRENT DEVELOPMENTS: ONLINE

58.2.1 FAIRFAX ROLLS OUT 160 REGIONAL WEBSITES

Regional centres, which often feel they are being left out of the digital revolution, scored a “huge win” with the introduction of more than 160 websites providing local news, events and information, reports the *Sydney Morning Herald* (14 May 2010). Fairfax Media launched the websites on 14 May, beating the ABC, which is committed to a similar project. Fairfax Media’s Australian regional publishing chief executive and publisher, Allan Browne, said the roll-out was one of the largest undertaken in Australia. The scale is enormous – more than 160 websites delivering local news, events and information to communities as widespread as Mount Isa in Queensland, Launceston in Tasmania to Esperance in Western Australia,” Browne said. The chief executive and managing director of Fairfax Media, Brian McCarthy, said: “The speed to market, implementation and quality of our regional website network is a tremendous achievement, particularly given the competitive pressure from the taxpayer-funded ABC.”

58.2.2 FAIRFAX AND TEN STRIKE DEAL

Fairfax Media Ltd has struck a revenue sharing deal with Ten Network to use the broadcaster’s video news on its websites. In a move designed to strengthen Fairfax’s online video offerings of domestic news, Ten’s newsroom will provide packaged news and live event streaming to Fairfax sites including smh.com.au. Fairfax, publisher of the *Sydney Morning Herald*, does not have substantial news video operations to provide content to its online portals. It sold its television production unit, Southern Star, at a loss last year to reduce debt. Video is seen as the latest hotspot for online advertisers. The overall market recorded strong revenue growth in the past year to fetch about \$36 million a year. Fairfax’s head of video operations, Ricky Sutton, said it was “not commercially viable” for the publisher to invest in its own television newsroom on the scale of those run by existing broadcasters. But Fairfax has “more demand than we can supply” for video content and its websites were a good delivery platform for Ten’s products (*SMH*, online, 26 May 2010).

58.2.3 ONLINE ADVERTISING SPENDING STAGNATES

The Internet Advertising Bureau says advertising expenditure in the March quarter was \$513 million, the same as in the December quarter (*Australian*, Media section, 10 May 2010, p.28). But the expenditure was up 17 per cent on the March figures for last year.

58.2.4 TIMES AND SUNDAY TIMES PREPARE TO CHARGE ONLINE READERS

London’s *Times* and *Sunday Times* unveiled on 25 May their new-look websites as they prepared to become the first in Britain to charge online readers for content. Readers who registered were going to be able to access the websites for free until late June, after which they had to pay £1 for the daily *Times*, and £2 for a week’s subscription. The new websites – **www.thetimes.co.uk** and **www.thesundaytimes.co.uk** – replaced the

single **timesonline.co.uk** site for the two papers, part of Rupert Murdoch's News Corporation (*Mediaweek* online, 26 May 2010).

58.2.5 NEW MATILDA CLOSES

Online political newsletter *New Matilda* was to shut down on 25 June after running out of money. Editor Marni Cordell blamed the tough advertising market for the site being unable to meet its financial forecasts. In a letter posted on the **newmatilda.com** site on 27 May, Cordell said: "It probably won't surprise you to learn that newmatilda.com has never operated on a profit. However, we had projected that the site would break even by 2010. When Gold Coast investor Duncan Turpie bought the loss-making **newmatilda.com** in February 2007 for a token \$10 payment, the site dropped its paid subscription model in a bid to boost readership and increase revenue from advertising. In hindsight, that decision had perhaps been too hasty," said Cordell. "The big media players are struggling to find a workable online business model that allows them to pay their writers and maintain high standards—and so are we."

New Matilda was launched in 2004 by John Menadue, a former private secretary to Gough Whitlam. Its financial backers included businesswoman Janet Holmes a Court, pollster Rod Cameron, publisher Hilary McPhee, former ALP speechwriter Graham Freudenberg, publisher and property developer Morrie Schwartz, former federal ministers John Button of the ALP and Liberal Ian Macphie, former Family Court chief justice Elizabeth Evatt, indigenous leader Lowitja O'Donoghue and academic Robert Manne. Before buying it out, Turpie was one of its board members (*Australian*, 27 May 2010).

58.2.6 BLOGS DEPEND ON TRADITIONAL MEDIA

Online blogs are sometimes credited with driving the news agenda but it seems they are yet to challenge traditional forms of media when it comes to generating original reporting. According to a study by the Pew Research Centre in Washington DC, blogs "still rely heavily on the traditional press, such as newspapers and television broadcasters, for their information. The study found that bloggers linked to stories in traditional media more than 99 per cent of the time, commonly gravitating towards personal and cultural issues such as same-sex marriage or privacy, and often made issues and events "highly personal". The Pew study found that while blogs and social media sites, such as Facebook, were not producing large volumes of original journalism, they made news a more "shared, social experience" and gave citizens more scope to influence a story (*Australian*, 26 May 2010, p.3).

58.2.7 FAIRFAX CONSIDERS CHANGES TO WEBSITE CONTROL

The board of Fairfax Media Ltd has hired external consultants to evaluate its medium-term growth strategy, including a proposal to hand back control of the group's flagship websites to the print side of the business. Mark Day and James Chessell reported (*Australian*, Media section, 31 May 2010, p.32) that the Fairfax directors, led by chairman Roger Corbett, had commissioned management consultants Bain & Co to examine the five-year strategic plan prepared for the board by chief executive officer Brian McCarthy. See also Mark Day's column, "Floundering Fairfax board calls in corporate doctors", *Australian*, Media section, 31 May 2010, p.31.

58.2.8 THE IDEAS' ZONE

Michael Short, of Fairfax Media, sees the new home of the Melbourne *Age*—Media House—as a bricks-and-mortar illustration of the wider transformation of a traditional newspaper publisher into a distributor of media in all its modern forms. These include

Short's new project, The Zone, which was launched online on 8 May. Short told Neil McMahon (*Mediaweek*, 7 June 2010, p.9) that The Zone was the result of this belief that Fairfax Media needed a product that utilized all the tools at the company's disposal to engage readers and viewers. "The Zone is *not* a newspaper product... it's a multi-media product. It's designed for the iPad as well." The Zone is a weekly feature hosted at the Fairfax online opinion outlet, the **National Times**, which is itself part of Fairfax websites in four states—**theage.com.au**, **smh.com.au**, **brisbanetimes.com.au** and **watoday.com.au**. It uses video, images, text, live discussion, and interaction with social media sites such as Twitter and Facebook. Its aim is to ignite debate ideas, but also to learn where ideas come from, via a weekly interview with a guest.

58.2.9 SEEKING TO SET THE AUSTRALIAN AGENDA

The *Australian* and Sky News have combined to launch a new show on Sky News on Sunday morning, 4 July. *Australian Agenda* aims to become a centrepiece for political discussion and analysis, drawing on the combined resources of Sky News and News Limited. Anchored by Sky's award-winning David Speers, the program features the *Australian's* Paul Kelly, Dennis Shanahan and Peter van Onselen in a round-table discussion of the week in politics and what lies ahead. The program also features political reporters and commentators from News Limited papers across the nation, as well as from Sky News (*Australian*, 2 July 2010).

58.2.10 WHEN 'THE NEWS FROM HOME' WAS NOT GOOD

During a visit to Poland, Central Queensland resident Kiddy Bolger was staying at a hotel in Krakow when he logged onto the internet for news from home. A message appeared on the screen, saying, "Access denied, forbidden keyword teen for sex". The hotel reception questioned him and it took quite a deal of explanation in broken German to convince him that he was looking up the news (from the Rockhampton *Morning Bulletin*). The hotel manager could not explain why the site would be blocked (*Morning Bulletin*, 16 June 2010).

58.2.11 EDITORS DISCUSS DIGITAL DELIVERY

The main topics set for discussion at the two-day News Limited editors' conference in Adelaide on 5-6 July were: how to use new digital platforms for content; and how to get readers to pay for it (*Australian*, Media section, 5 July 2010, p.29).

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

58.3.1 FAIRFAX SEEKS EDITORIAL CONTENT MANAGER

Fairfax Media has advertised for an editorial content manager, print and online, for its NSW Regional Publishing Division. Reporting to the general manager of the division, the editorial content manager will "work directly with the division's editors and journalists to develop editorial content" aimed at building the circulation of the paid newspapers and increasing the market share of the free newspapers (*Armidale Express*, 12 May 2010).

58.3.2 RUDD AND THE EDITORS (2): GRASSROOTS PRESS

Fraser Coast Chronicle editor Peter Chapman can't keep Kevin Rudd out of his office at Hervey Bay, gateway to Fraser Island. Rudd, as the Prime Minister, had switched his attention from the Canberra press gallery to the grassroots journalists who run the media that counts most in the regional seats that may hold the key to the coming election (writes Rosanne Barrett, *Weekend Australian*, 15 May 2010, p.5). Rudd blitzed these marginals along the Queensland coast in April-May, hitting the major centres of Cairns,

Townsville, Mackay, Gladstone, Bundaberg, Rockhampton and Hervey Bay. However busy his schedule, he always seems to make time for a cup of tea and chat with the local editor. In the case of Chapman, it turned into 90 minutes of the PM chewing his ear. "He knew a lot about local issues. He has been here about three times in all and prior to that, in 40 years we had virtually seen about two Prime Ministers come into the area." The time commitment paid dividends for Rudd. Next day, the paper ran a headline declaring the Prime Minister was "our new very best friend", with the accompanying story detailing the importance of the local electorate, Hinkler, to the election. The seat has been held by the National Party's Paul Neville for 17 years, but has a wafer-thin margin of 1.5 per cent, leading Labor to think it can win with local councillor Belinda McNeven.

See 58.1.8 for RUDD AND THE EDITORS (1).

58.3.3 REGIONAL PEOPLE

Laurie Barber, a former leading regional journalist, has compiled a book of his "My Word" columns that have appeared for 15 years in papers such as the *Port Macquarie News*. The book, *My Word*, focuses on how we use words and how usage has changed over the years. It is available from the author at 9 Marsden Cres, Port Macquarie, NSW, 2444; email him at lbword@midcoast.com.au

Ray Frawley, who worked as a general reporter, rural reporter and sub-editor during three stints at the Ballarat *Courier*, has had an award named in his memory. The Rural Press Club of Victoria has introduced the Ray Frawley Award for Young Journalist of the Year. Frawley, who died in January, was a long-serving vice-president of the club. Fostering up-and-coming industry talent had been one of his great passions. He wrote a paper, "The problems, performance and potential of the provincial press", as a Diploma in Journalism thesis, Deakin University, in March 1978 (Ballarat *Courier*, 22 June 2010).

Darren McVean, formerly the advertising manager at Rockhampton's *Morning Bulletin*, is the new general manager of Mackay's *Daily Mercury*. He replaced Steve Molineux, who resigned because of illness.

Patty Wilson, a former owner of the *Warialda Standard*, NSW, with husband Doug, died overnight on 6/7 June 2010.

58.3.4 WHYALLA AND PORT MACQUARIE: PRINT SITES CLOSED

Fairfax Media has closed its regional printeries at Port Macquarie, NSW, and Whyalla, South Australia, Fairfax Media's chief executive for printing and distribution, Bob Lockley, told the Single Width Users Group Conference in Tamworth in March (*gxpess*, May 2010, p.28).

58.3.5 MACKAY: 50 YEARS AND 67 YEARS SINCE AIR DISASTERS

Mackay's *Daily Mercury* published an eight-page wraparound on Saturday, 12 June, to remember the 29 people who lost their lives in Australia's worst civilian air disaster, the crash of the Fokker Friendship Abel Tasman off Mackay on the evening of 10 June 1960. The 25 passengers included nine boys from the Rockhampton Grammar School returning to Mackay for the Queen's Birthday holiday weekend. A commemorative ceremony was held at Illawong Park, Far Beach, on Thursday 10 June 2010 and a contingent of students and other representatives of the Grammar School attended. One of the speakers was Rod Manning, who reported the Fokker crash for the *Daily Mercury*. (He won the Walkley Award that year for best provincial newspaper story; and he later became the editor of the *Daily Mercury*.) His first report (*Daily Mercury*, 11 June 1960, p.1) began: "A full-scale land and sea search was launched from Mackay late last night for a missing Australian Newspaper History Group Newsletter, No 58 **July 2010** Page 14

Fokker Friendship aircraft carrying 25 passengers and a crew of four. A State of Emergency touching off search operations was declared at 10.10pm when radio contact from the Mackay control tower with the plane was lost. The last signal was not a distress signal. The plane, on the normal TAA run, left Brisbane at 5pm and arrived over Mackay from Rockhampton at 8.45 and started to circle when heavy fog at the aerodrome prevented a landing." See "How the *Mercury* broke the news to Mackay", *Daily Mercury*, 12 June 2010, "A Tragic Journey", wraparound, p.3. In June 2010, Mackay Regional Library staged an exhibition of newspaper clippings related to the disaster.

Another Mackay air disaster: Cameron Stewart wrote in the *Weekend Australian*, 19-20 June 2010, Inquirer section, p.4, of Australian's worst air crash—the Bakers Creek crash during World War II. A B-17 Flying Fortress bomber, which had just taken off from Mackay for Port Moresby, ploughed into mangroves near Mackay on 14 June 1943. Extract: "The story is barely known outside Queensland, not least because of a concerted effort by wartime authorities to censor the facts to such an extent that the families of those who died—all American servicemen—did not know for decades that their loved ones had perished in Australia." The Bakers Creek memorial is only a stone's throw from the Bruce Highway.

4 – NEWSPAPER HISTORY

58.4.1 A DAY IN THE LIFE OF THE *BENDIGO ADVERTISER*, 1893

When the *Bendigo Advertiser* began using a new press, a Lancashire, in 1893, it published detailed information about the press and about "The work of our staff" (21 August 1893, p.3):

To the curious in newspaper work it will be interesting to obtain a glimpse of the general method pursued in making up a first-class daily up-country newspaper, such as the *Bendigo Advertiser*, from the gathering of the news until it is issued in printed form to the public. The regular daily work commences on the previous evening, or just about the turn of midnight, by the chief of staff entering in the duty book the work allotted to the reporters for the following day. The routine day work includes attendance at law courts, meetings of societies, mining and other companies, municipal councils and sports, while the evening work embraces attendance at meetings of various kinds, and inquiries at surgeries, hospital and lockup.

The "recording angels", who have to attend law courts in the morning, turn up at 10 o'clock, and have a look at the duty book to see if the chief has left any note for them, after they had taken their departure on the previous evening. The chief and other reporters make their appearance at the office somewhat later on. The former runs his eyes over the advertisements to see if anything has been omitted in the duty book and scans the opposition paper to see if it has got any advantage in the way of news.

Then the day duties are attended to. All "day copy" has to be in at the earliest moment to be set up by the day compositors, and not later than six o'clock, as the evening compositors usually go on at seven, they having done their distributing of type during the day. In the afternoon the reporters look in at the office to see if any fresh work has to be done. Such work is entered in the duty book with the name of the reporter attending to it, to prevent duplication of work by other members of the staff.

In the afternoon the sub-editor makes his appearance, revises copy, opens correspondence, handing such as relates to meetings and other work to the chief to be attended to. The editor also puts in an appearance in the

afternoon, and either then or in the evening in consultation with the leader writers and it may be with the general manager, decides upon the subjects to be written upon and their policy or tone.

At 6.30 o'clock, the sub-editor is again at his post reading and revising copy and correspondence and cutting extracts from exchanges for the compositors. This is continued at intervals during the evening as posts arrive and copy comes in. Telegrams have also to be filled in or re-written as they are often most carelessly worded, important words being omitted. He also receives callers on literary business, and, if he is busy, inwardly growls at those who unduly prolong their stay for a gossip. During the fore part of the night the editors arrive and is consulted by the "sub" on matters which may come within the reach of the libel law. This, like the sword of Damocles, is the dread thing which hangs over the head of the "sub" and prevents his eyes from closing, and mind from wandering even for a moment's rest.

The editor revises leaders which may have been written, or he may write one himself. Early copy is speedily worked up by the compositors, and the trouble at first is to get copy to fill the paper, but as evening news arrives usually in a rush, the trouble eventually is to know what to keep out. This trouble is often intensified by more advertisements than space was provided for coming to hand for insertion, and they must appear, whatever is sacrificed. By and bye the column slips of proofs begin to arrive for the readers. These having been read, and errors marked on the margin, they are returned to the compositors, who make the corrections. A "revise" is pulled, which is compared with the proof by one of the assistant readers to see that the corrections have been made, and it is then forwarded to the "sub" to be again carefully read to discover any errors which may have been missed. This goes on up to the time of going to press, the last revise being usually followed on the part of the "sub" by a short pithy prayer of thanksgiving that the work is done.

During the night the foreman of the compositors interviews the "sub" regarding the make up of the paper. This is an important matter, as the news has to be in its proper place and the attractiveness and characteristics of the paper maintained. It requires thought and quick judgment on the part of the "sub", which is only obtained by long experience. The ordinary routine is often disturbed by the occurrence of murders, suicides, accidents or other sensational events. These are attended to under the direction of the chief of staff, and if the particulars are late in coming in there is usually a hurry in the composing room to get the copy set up in time for press.

Then the foreman is to the fore, and the click, click of the type setters is a continuous song. But with all the hurry and stirring to activity there is no fuss, everything goes on smoothly and ends satisfactorily. Then the locking up of the type into page form takes place, and the formes are sent down to the machine room. Soon the rattle of the printing press is heard, and the epitome of the history of the world for the day is printed under the careful management of the machinist. This is one of the most interesting sights of the newspaper office.

58.4.2 SEMINAR ON TABLOIDS

The Centre for Media History at Macquarie University will hold a one-day seminar on tabloid newspapers on 24 September. Called "Reaching out or going down? The history of tabloids", the seminar has attracted speakers such as Professor Murray Goot, Jerelynn Brown (State Library of NSW), Anthony Laube (State Library of SA), Professor Peter Putnis, and others, including ANHG founder Victor Isaacs.

58.4.3 SYDNEY: *NORTH SHORE TIMES*, 50 YEARS

Rupert Murdoch, chief executive, News Corporation, writes in the 50th anniversary issue of the *North Shore Times*, Sydney (14 May 2010): “When I first looked at the potential for a free newspaper on the North Shore in 1960, I knew it had to be much more than a local news vehicle—it also had to reflect the lives and aspirations of people living in Sydney’s north. I had just acquired the Cumberland Newspaper Group, a chain of highly successful suburban newspaper based in Parramatta, which held incredible potential for expansion. It was clear then that the North Shore was a prosperous area and one that would continue to grow. I felt people living north of the Harbour would welcome their very own newspaper...

“When the *North Shore Times* launched on 11 May 1960, it was a 40-page newsprint edition with a circulation of 75,000. I personally oversaw production of that first edition and even today I like to keep tabs on the *Times*, one of two newspapers I have started from scratch in Australia*—the other being the *Australian*. Fifty years later, the *Times* is a popular and much loved bi-weekly paper, with a Friday gloss edition that frequently boasts more than 200 pages. In 2008 the *Times* printed a record 316-page edition.” [*Murdoch has obviously started more than two papers in Australia: e.g. the *Brisbane Sun*, the *Melbourne Sunday Herald* and the *Melbourne Sunday Sun*.]

Alex Ward writes (*North Shore Times*, 14 May 2010): Peter Sinclair held on to a rough treasured little booklet for 50 years. As the first *North Shore Times* journalist, he remembers his first day on the job, when Rupert Murdoch walked into the original Miller St, North Sydney, office. ‘He dropped in and met us on the first day,’ Sinclair, of Killara, said. ‘And he was carrying a little booklet that he had made himself. It was his format for the paper and included what news he wanted to go on each page, from social, homes, sports and council to the size of ads.’ Sinclair held on to the booklet for almost 50 years, recently donating it to the *North Shore Times*’ archives.”

58.4.4 TINONEE: WHEN THE *MANNING RIVER NEWS* CEASED

Rod Kirkpatrick writes: You don’t automatically believe the dates you read on somebody’s tombstone, do you? And so you should not automatically believe the dates on a newspaper’s tombstone. The stone that carries a plaque with details about the *Manning River News*, Tinonee, NSW, says the paper began on 15 April 1865 (correct) but it says the paper ceased on 17 September 1873 (incorrect). The paper continued for another 16 or 17 months or so, until February or early March 1875. A number of extracts from the *Manning River News* appeared in the *Maitland Mercury* in 1874 (for example, from the issues of the *MR News* on 25 April, 5 September and 5 December 1874). Another extract appeared in the *Mercury* on 14 January 1875 (from the *MR News* of 9 January 1875). The *Mercury*’s Tinonee correspondent wrote on 12 March 1875: “And now a few words about yourselves. You will know the death of the *Manning River News*; it is most likely the *Manning Times* will follow.” The *Manning River Times* is still published in 2010. And the *Manning River News* must have been resurrected, perhaps more than once, judging from the extracts from it that appeared in the *Maitland Mercury* on (for example) 24 February 1876, 25 August 1877, 27 August 1885, and 27 October 1887. Newspaper indexers Rod and Wendy Gow made a significant research contribution to this article.

58.4.5 GOONDIWINDI NEWSPAPERS

The ANHG editor received an inquiry about when the early Goondiwindi newspapers began publication. It is worth recording what my investigations revealed:

- ***Goondiwindi Herald, Macintyre River and South-western Advocate:***
Mentioned briefly in my *Sworn to No Master*, p.124. First published at beginning of April 1882 (source: *Brisbane Courier*, 5 April 1882, p.2).

- **Goondiwindi Argus:** Definitely did not start in 1882 (must have been confused with above title). Not mentioned in any newspaper directories in the 19th century (e.g. the *Australasian Newspaper Directory*, 2nd edition, 1888; and the Australasian section of the *Pacific States Newspaper Directory*, 1892). Not listed in *Pugh's Queensland Almanac* in the 1880s/90s. I have never come across any 19th century extracts from the *Goondiwindi Argus*. Earliest extract I have seen appeared in the *Brisbane Courier*, 22 April 1912, p.8. But *Pugh's Queensland Almanac* (1909, p.522) is the basis of my listing 1908 as the start of the paper.
- **McIntyre Herald:** In *Sworn to No Master*, p.131, I quote the following source for the starting date (13 April 1886) of this newspaper: O'Donovan, Denis, *Analytical and Classified Cataloguer of The Library of the Parliament of Queensland*, Brisbane: Government Printer, 1899, Vol, II, p.1275.

5 – RECENTLY PUBLISHED

58.5.1.1 BOOKS

Fitzgerald, Ross, and Holt, Stephen, Alan *"The Red Fox" Reid*, University of NSW Press, 365 pages, \$49.95.

Hills, Ben, *Breaking News: The Golden Age of Graham Perkin*. Scribe Publications, PO Box 523, Carlton North Vic 3054, hardbound, 536 pages, 12 illustrations, \$59.95.

Mascitelli, Bruno and Battiston, Simone (editors), *Il Globo: Fifty Years of an Italian Newspaper in Australia*. Connor Court Publishing, Ballan Vic, paperback, 184 pages, illustrations, \$29.95.

58.5.1.2 REVIEW OF *BREAKING NEWS*, by Victor Isaacs

In 1966 the *Age* was a stolid, worthy, but unexciting newspaper. Graham Perkin, an experienced journalist who had spent his career there was appointed editor. Over the next nine years, new ideas tumbled out as *Age* was transformed into an enterprising, investigating outlet of considerable reputation. Perkin died in 1975, in his 40s, as he was poised to take an executive position in the Fairfax group. Perkins appointed Ben Hills to his Insight investigative team and for six years they were together at the newspaper. Hills' respect and affection for Perkin is very apparent in this biography. It is one of the few major studies of an Australian newspaper person. It is a significant addition to Australian newspaper history, throwing much light on the evolution of the *Age*. Indeed, an important "sub-plot" in Hills' book is the story of Ranald Macdonald, heir to the Syme family, and managing director of the *Age* in this period. His story is as interesting as Perkins'. Indeed Macdonald and Perkin were both essential to the blossoming of the *Age* in the 1960s and 70s – Macdonald appointing and supporting Perkin. Contrasting with Hills' clear admiration of Perkin is his harsh judgment of Perkin's predecessors and ambivalence about his successors. This is a large book. After a lengthy introduction setting Perkin's background in country Victoria, there is not a great deal about his personal life, largely because the newspaper became his life. This book provides a great deal of information not only about the *Age*, but newspapers in Melbourne, and in the Fairfax group. See 58.5.2 for mention of other review articles.

58.5.1.3 REVIEW RESPONSE

Kim Lockwood writes: In the *ANHG Newsletter* for May 2010, item 57.5.1, Victor Isaacs compared the third edition of the News Ltd stylebook, published in 2005, with the 2010 edition of the Fairfax Media Stylebook. He said the comparison was "a bit unfair, as the News Ltd style book was published five years ago, and much has happened since then". Indeed it has, including the publication, for the record, of the fourth edition of the News Ltd style book, published last year (2009).

As an aside, one of Victor's comparisons related to the small Victorian town of Koo-wee-rup (News) or Kooweerup (Fairfax). He said neither is correct according to the Victorian Department of Sustainability and Environment and Geoscience Australia, "which have it as Koo-Wee-Rup". You can search the DSE website all you like, but you will not find Koo-Wee-Rup. At every turn it is KOO WEE RUP, all caps, no hyphens. Geoscience Australia has it as Koo Wee Rup, initial caps, no hyphens. Most of the spellings for the railway station, the parish, the police station, the post office and the like are with hyphens. Further searches failed to resolve the anomaly.

58.5.2 ARTICLES

Carlyon, Les, "Fox among the roosters", *Australian Literary Review*, Vol. 5, Issue 5, June 2010, p.12. A review of Alan *'The Red Fox' Reid: Pressman Par Excellence*, written by Ross Fitzgerald and Stephen Holt. Alan Reid was an influential Canberra-based political correspondent for the Sydney *Daily Telegraph*. See also Fitzgerald/Holt and Gawenda below.

Carson, Andrea, "The iPad's role in saving newspapers is far from certain", *Age*, 9 June 2010.

Chisholm, Ann, "Lamentation for a leader lost", *Age* A2 section 15 May 2010, page 22. A review of Ben Hills' major new biography of Graham Perkin, editor of the *Age* from 1966 to 1975. (Chisholm is the wife of Michael Davie, editor of the *Age* from 1979 to 1981.) See also Day, Gawenda, Suich and Waterford below.

Day, Mark, "Great editor's biography recalls a revolution that kicked the stuffing out of newspapers", *Weekend Australian*, 22-23 May 2010, Inquirer, p.7. Graham Perkin and his editorship of the *Age*, 1966-75 and Ben Hill's biography of him. See also Chisholm, Gawenda, Suich and Waterford.

Economist: "The strange survival of ink", *Economist*, 12 June 2010, pages 73-74. Argues "that newspapers have escaped cataclysm by becoming leaner and more focused."

Farrer, Gordon, "The revolution is here: Will this device put the ink in i-paper?", *Age*, 22 May 2010, page 2. The impact of iPads. In the course of this article it is said that there will be applications for the *SMH*, *Age* and *Financial Review* soon.

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