

NEWSLETTER

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EDITOR'S NOTE: Victor Isaacs laid the foundation for this issue by editing the Newsletter for a month until mid-August. Thank you, Victor. This month's historic picture appears in 59.3.

1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

59.1.1 FEDERAL ELECTION AND THE NEWS MEDIA

Election date set: Prime Minister Julia Gillard announced on 17 July that a Federal election would be held on 21 August. Gillard had deposed Kevin Rudd as Prime Minister on 24 June.

Internet and Twitter: Dennis Atkins, the *Courier-Mail's* national affairs editor, discussed the impact of the internet and Twitter, in particular, on the Federal election campaign even before Julia Gillard had announced the election date (*Mediaweek*, 19 July 2010, p.10). Atkins is now based in Brisbane, but reports from Canberra during weeks where Federal Parliament sits. Atkins started his professional life in politics during the 1980 campaign as an adviser to Nick Bolkus, a Labor senator from South Australia. He then worked for Labor legend Mick Young before being hired by the Herald and Weekly Times to run its Canberra bureau. He moved to Queensland in 1990 and worked for Premier Wayne Goss for a short time before being hired by the *Courier-Mail*.

Attempts to rewrite history: *Australian Financial Review* journalist Laura Tingle spoke to *Mediaweek* (2 August 2010, p.13) about her newspaper's policy specialists and about politics. An extract: "The level of poison in the Labor Party at the moment is extreme. Politicians have started to twig to the benefits of controlling the back story. It is becoming standard in newspapers now to have the inside story of who said what to who and who went to see who and what their polling showed. All the protagonists in the Labor leadership battle were desperate to rewrite history about what they did and who they had spoken to and how powerful they were. One of the people involved who was a bit more honest said, 'It was a bit more chaotic than that.' There are so many different versions around of what actually happened that we'll probably never really get to the bottom of it."

Australia votes: *Mediaweek*, "Australia votes", 26 July 2010, four-page coverage of the announcement of the Federal election date and how different newspapers are going to cover the campaign. Front pages from the *Daily Telegraph*, *Age*, *Advertiser*, *Courier-Mail*, *Herald Sun*, *Australian*, *West Australian*, *Sunday Mail* (Queensland) and *Sydney Morning Herald* were reproduced.

Negative reports of both leaders: Geoff Elliott, Media editor of the *Australian*, wrote: "The *Australian* has been more critical of Tony Abbott than the *Age*. The *Herald Sun* in Melbourne appears to be treating well the hometown favourite Julia Gillard, but all newspapers around the country have been mostly negative of both leaders in this election campaign." See report and table of figures (*Australian*, 6 August 2010, p.6).

From the regions: The *Australian* published an extensive rundown of how regional media people, editors of regional daily newspapers, viewed the election campaign and likely winners, etc., on the day before the election (20 August 2010, p.8).

When the media turned nasty: The *Age*'s Tony Wright wrote about the PM's 20 August press conference: "It was, it turned out, one of the shortest media conferences of the five-week campaign. The reason? The media turned nasty, accusing the PM of becoming so desperate she had deliberately "verbalised" her opponent, **Tony Abbott**. Gillard's press secretary became so alarmed that by questions seven and eight he was calling "Last question". By question 10, Gillard's most disastrous performance of the entire campaign was over" (*Mediaweek*, 23 August 2010, online).

How newspapers reported the poll: This is how some newspapers dealt with the actual Federal election counting of 21 August – all First Editions (writes **Victor Isaacs**):

Sunday, 22 August:

Sunday Telegraph: "A Nation Divided" 26 tabloid pages

Sun-Herald: "Cliffhanger" (In final edition: "Deadlock") 16 tabloid pages wraparound

Sunday Herald Sun: "Razor's Edge" 19 tabloid pages

Sunday Age: "Labor teetering" 12 broadsheet pages wraparound

Sunday Mail (Brisbane): "Nation in limbo"

Sunday Canberra Times: "Poll hangs in the balance" 8 broadsheet pages wraparound (around a tabloid newspaper)

Sunday Examiner: "On the edge"

Monday, 23 August:

The two biggest News Ltd newspapers, the *Herald Sun* and the *Daily Telegraph*, carried the same front page headline "Let's make a deal". The *Age*, which once prided itself as a paper of record, included a state by state coverage, which covered only seven of the eight states/territories, ignoring the existence of the ACT! The *Daily Telegraph*'s detailed figures of the result were not like those of a major metropolitan newspaper, but like a minor country town paper, with figures provided only for NSW. The *Canberra Times*' detailed figures extended to booth by booth figures for the local electorates. The prize for the cleverest front page headline undoubtedly goes to the *Ballarat Courier* for its coverage of the re-election of local MP, Catherine King. It was "Queen King Aces Poll".

Australian: "Leaders bid to secure power", 15 broadsheet pages

Financial Review: "Labor's pitch to independents", 35 tabloid pages scattered throughout the paper

Daily Telegraph: "Let's make a deal", 13 tabloid pages

Sydney Morning Herald: "The big pitch", 12 broadsheet pages wraparound

Herald Sun: "Let's make a deal", 20 tabloid pages

Age: "The power of three" (referring to the 3 independent MPs), 10 broadsheet pages.

Canberra Times: "It's independents' day", 9 broadsheet pages

Courier-Mail: "Katter's country", 15 tabloid pages

Advertiser: "A Bob each way", 18 tabloid pages

West Australian: "The men who hold the key to Canberra", 10 tabloid pages

Mercury (Hobart): "Wooing Wilkie" and "Time to deal", 12 tabloid pages

Newcastle Herald: "Bob's bold win" (re Bob Baldwin MP), 16 tabloid pages

Illawarra Mercury: "The votes are in, but who's getting hitched?" (above a photo of a wedding couple voting), 12-page tabloid pages wraparound

Border Mail (Albury-Wodonga): "It's time for Tony", 13 tabloid pages

Daily Advertiser (Wagga Wagga): “Michael’s the man” (re Michael McCormack, newly elected – a former editor of the newspaper), 7 tabloid pages
Western Advocate (Bathurst): “Thumping win for Cobb” (local MP) 5 tabloid pages
Central Western Daily (Orange): “Nation in limbo” & “Waiting game”
Daily Liberal (Dubbo): “In win with a grin” (above photo of Mark Coulton MP)
Barrier Daily Truth: “Independents might yet back Labor”
Maitland Mercury: “Green shoots”, 3 tabloid pages
Northern Daily Leader (Tamworth): “Windsor says: “Wait and see”
Geelong Advertiser: “We hold the key” (re Corangamite electorate)
Courier (Ballarat): “Queen King Aces Poll” (re Catherine King MP), 12 tabloid pages
Bendigo Advertiser: “Stunning win” (re Steve Gibbons MP).
Standard (Warrnambool): “Dan’s our man” (re newly elected Dan Tehan)
News (Shepparton): “Stone faces next battle” (re Sharman Stone MP)
Sunraysia Daily (Mildura): “Forrest is Mr Mallee” (re John Forrest MP), 5 tabloid pages
Townsville Bulletin “Let’s talk” (re Bob Katter MP)
(Examiner) (Launceston): “Power of five” (re the independents), 12 tabloid pages
Advocate (Burnie): 5 tabloid pages, but nothing on the front page.

People want policy: Patrick Baume, group media adviser for Media Monitors, wrote an enlightening article about the media and the election campaign, but especially about talkback radio (“2500 calls can’t be wrong – scare tactics don’t work”, *Australian*, Media section, 23 August 2010, pp.40, 34). An extract: “...even the clearly deeply conservative comperes have tried to focus on the policy issues in this campaign and have stayed well away from personal attacks ... This focus on policy was reflected in the newspapers that took the campaign the most seriously in terms of volume of coverage, the *Australian* and the *Age*, whose favourability of coverage for both leaders was almost identical, despite the existing widespread views of those papers’ predilections and indeed for whom they editorialised at the end of the campaign. All our research indicates that people wanted policy, not scare campaigns, and critical discussion of both sides of the issues, not blatant cheering from one side of the fence.”

No applause for Rudd in Gillard’s room: It’s also worth looking at Geoff Elliott’s “Twitter keeps busy fingers on the pulse”, *Australian*, Media section, 23 August 2010, p.33. Example: [Radio] 2UE’s [Latika] Bourke [tweets] from Julia Gillard’s events room while [Kevin] Rudd was still speaking [on TV]: “There may be applause on TV but there’s no applause for KRudd so far in JG’s room.”

Still go to old media: Harold Mitchell’s column (*Sydney Morning Herald*, 27 August 2010) looks at the media and the 21 August election: “Over the past decade, the choices in media have become more complex, but the people have had no problem making decisions. They still go to old media to find out what is really happening. In 2000, we had 65 TV channels to choose from. Now there are more than 130. The number of radio stations has jumped from 222 to more than 700. The internet and the digital world have changed the landscape. In 2000, there were 3 million online users. Now there are 14.5 million. But with all this choice and a thirst for information over this past week, the four most popular news sites belonged to the old media—the *Age*, the *Sydney Morning Herald*, ninemsn (Nine Network) and the ABC. So if you still want the news that you can believe in, this past week proved that even though TV viewing has dropped and readership of newspapers is down, they are still the main media commanding respect.”

Get off the bus: *Daily Telegraph* editor Garry Linnell wants election campaign coverage to be reformed (*Mediaweek*, 23 August 2010, p.10). He says: “... it’s been the media this time around crying out for real substance and policy. And we haven’t got it because the parties now control the campaign so expertly we’re held hostage to their timing and the “drops” they deliver. The only lesson we can take away from 2010 is that next time around, the media should ban the campaign buses and the hand feeding that goes on. We have only a few years to think about it. But we should do it.” Phil Gardner, editor-in-chief

of the Herald & Weekly Times Group, says his papers are likely to ignore future federal election campaign buses. “I’d be loath to send a journalist on the campaign bus again,” he told the New News Conference at the Melbourne Writers’ Festival (*Australian*, Media section, 6 September 2010, p.32).

Insider’s guide: *Mediaweek* provided what it labelled “The insider’s guide to the tally room” (30 August 2010, pp.12-15).

A government is decided: On Tuesday, 7 September, Independent Bob Katter decides to support Tony Abbott’s Coalition, and Tony Windsor and Rob Oakeshott support the Julia Gillard Labor Party, giving Labor a 76-74 majority.

Editorial support for the parties: When it came to throwing support to one of the main political parties, Australian newspapers split down the middle. Some Fairfax titles—the *Sydney Morning Herald*, *Age*, *Sun-Herald*—plumped for Julia Gillard, while others—the *Australian Financial Review*—said supported Tony Abbott (reports Caroline Overington, *Weekend Australian*, 11-12 September 2010). There were similar splits at News Limited: the *Australian*, *Daily Telegraph*, and *Herald Sun* went with Abbott, but the *Advertiser*, in Adelaide, backed Gillard, as did the *Sunday Telegraph* and *Sunday Herald Sun*.

When the election result came down on 7 September, though, nearly everyone was on the same page: nearly every paper said Gillard had bought her way to power. The *SMH*’s Page 1 headline was: “Gillard buys a second shot at power.”

“We will keep reporting”: The *Australian* declared in an editorial on 14 September, “Yes, we will keep reporting”. The *Australian* said that it was now clear that senior members of the media, including the *Australian Financial Review*’s Laura Tingle and the ABC’s Fran Kelly and Barrie Cassidy, had embarked on a concerted campaign to delegitimise tough reporting and this newspaper. The commentators’ comments in recent days had sought to undermine the *Australian*’s coverage of the 2010 election campaign and the subsequent formation of the minority government. The assumption was that Labor was the natural party of government and that it was now up to the media to protect Julia Gillard by going easy on the Greens and the regional independents who hold the balance of power. On *Lateline* on 10 September, Tingle, referring to News Limited, said, “We’ve got to decide whether we actually confront this.” But what is there to confront? asks the *Australian* and says: There was no joint approach to the election [see under previous ANHG sub-heading in this item].

See batches of letters to the editor grouped as follows: “Without The Oz the political debate would suffer”, *Australian*, 14 September, p.13, and “When politicians object to dispassionate reporting ...”, 15 September, p.15.

The issue was also covered in *Media Watch* on ABC-TV on 13 September, with a particular focus on the *Australian*’s editorial attack (9 September) on the Greens. For example: “We believe [Bob Brown] and his Green colleagues are hypocrites; that they are bad for the nation; and that they should be destroyed at the ballot box.” You can view study past *Media Watch* episodes on the ABC website. Editor-in-chief Chris Mitchell told *Media Watch*: “Just as the *Australian* refused to be intimidated by Mr Rudd last year, we have no intention of bowing to Bob Brown’s bullying this year.”

59.1.2 FAIRFAX (1): A FAIRFAX DEPARTS

John B. Fairfax has ended a 50-year association with Fairfax Media (or one of its arms, Rural Press Ltd) by standing down from the board. He will not seek re-election at the next annual general meeting. Fairfax said his decision would help the company

reinvigorate its board. "I have been associated with Fairfax as a journalist, executive and director for most of my adult life and it is a wonderful company. Fairfax has and will continue to play an essential role as an independent source of news, information and opinion in this country and abroad. It is a pre-eminent company with a strong portfolio of assets and a management team that together will deliver solid results for shareholders. I would turn 70 during the course of my next term if I was re-elected and after almost 50 years associated with Fairfax and Rural Press, it is advantageous for the governance of the company to continue with its Board re-invigoration programme at a time of positive strategic changes... I will remain a passionate supporter of Fairfax and continue to have a vital interest through my family company Marinya Media Pty Ltd."

His latest stint on the board began in 2007 following the merger with Rural Press. The family's representation will continue through Fairfax's son, Nicholas, who will remain on the board. The Fairfax family owns 10 per cent of the company through its investment vehicle Marinya Media. Marinya's stake was cut from 14 per cent during a capital raising last year prompting speculation that one Fairfax would have to stand down from the board at the annual meeting.

59.1.3 FAIRFAX (2): MEDIA-SAVVY DIRECTORS CHOSEN

Two directors with media experience have been added to the Fairfax Media board. They are former Austereo chief executive Michael Anderson and Tourism Victoria boss Greg Hywood, who is a former publisher and editor-in-chief of the *Australian Financial Review*, the *Sydney Morning Herald* and *Melbourne Age* (*Australian*, 3 September 2010, p.23; see also Mark Day, "Signs of shake-up on the way at Fairfax", *Australian*, Media section, 6 September 2010, p.27).

59.1.4 FAIRFAX (3): SHARING PRODUCTION

Fairfax Media has initiated discussions with News Ltd and APN on sharing production and distribution facilities in order to reduce costs, according to a report in the *Financial Review*. Brian McCarthy, Fairfax CEO, said there is "an opportunity for the industry to work together". However printing could be problematic, determining who used the shared presses last and therefore had the advantage of late deadlines (*Australian Printer*, July 2010).

59.1.5 PROFITS ANNOUNCED

News Ltd announced on 5 August a profit of \$2.74 billion, largely due to the success of the film *Avatar*. In the most recent quarter, worldwide, the company's income from newspapers rose last year from \$US466 to \$US530 million. But newspapers are now third rank as a source of company income, far behind cable television (\$US2268 million) and films (\$US1349 million). The company's Australian newspapers suffered a decline in operating income in 2009/10, due to a 3% reduction in revenues primarily from classified advertising. However, in the most recent quarter income was higher than the same period a year ago. A 10% advertising revenue increase was offset by lower circulation revenue and higher newsprint expenses and costs associated with various initiatives. News Corp chairman and chief executive Rupert Murdoch said that despite the volatility of world economies, the company "continues to thrive on a truly global scale. These results underscore just how well positioned we are – fiscally, operationally and strategically – for further growth across all of our markets". There was "significant" opportunity to expand the scale of News Corp's franchises, "including through taking advantage of the continual technological advances that will broaden the reach of our core content and distribution businesses. So as we turn to fiscal 2011 and beyond, I am confident in our businesses and in our people to deliver superior results," he said. (*Australian* 6 August 2010, pp.21, 25).

West Australian Newspapers, publishers of the *West Australian* and a large range of regional newspapers in WA, released its annual result on 4 August. The company's profit was \$96.2 million, an improvement of 10.3 per cent (*Australian*, 5 August, p. 25).

Fairfax Media Ltd has reported a turnaround to full-year profit and says it is well placed for further growth in the current year (*Mediaweek*, 27 August 2010, online). The company reported a net profit of \$282.12 million in the year to 30 June, up from a loss of \$380.05 million the previous year. Total revenue was \$2.482 billion, down 4.5 per cent from \$2.605 billion. Earnings before interest and tax (EBIT) totalled \$525.43 million, up from a debit of \$176.56 million in fiscal 2009. Fairfax declared a final dividend of 1.4 cents a share, fully franked.

59.1.6 INTERNATIONAL DAILIES IN AUSTRALIA

The *International Herald Tribune*, the international edition of the *New York Times* which is edited in Paris, is apparently now being printed in Australia. It costs \$A8.95. It joins the Asian edition of the Britain's *Financial Times* (\$A5.80) as an international daily available here.

59.1.7 TABLOID AGE

Another step in the creeping tabloidisation of the major Fairfax newspapers occurred on Saturday 23 July 2010 when the "Drive" classified advertising section of the *Age* was converted to tabloid format.

59.1.8 CIRCULATION FIGURES CONTINUE TO SLIP

Circulation figures for the April to June quarter of 2010, released on 12 August, show a continuing decline in Australian newspaper circulation. Total sales fell 2.6 per cent. Metropolitan papers declined 2.2 per cent on weekdays, 2 per cent on Saturdays and 3.6 per cent on Sundays. Nevertheless, in many cases, the figures were improvements on the January-March 2010 quarter. The only metropolitan papers with an increase over the equivalent 2009 figure was the *West Australian* on Mondays to Fridays (3.3 per cent) and the Sydney *Daily Telegraph* on Saturdays. On weekdays the biggest percentage decline was the *Financial Review* with 5.9 per cent.

On Sundays the biggest percentage loss was the Brisbane *Sunday Mail* with a decline of 6.8 per cent. The biggest decline in absolute numbers was Australia's biggest selling newspaper, the *Sunday Telegraph*, with 18,874. Regional titles declined by 3.1 per cent, but the *Sunraysia Daily*, Mildura, increased by 1.3 per cent (see section 3 for regional circulation figures). The newspaper industry pointed to the fact that decline in Australia is small compared to the US and UK, and also pointed to increasing use of newspaper websites. Tony Hale, chief executive of the industry publicity body, TheNewspaperWorks, said that newspapers continued to play a highly relevant role in consumers' lives, with Australians buying more than 20 million papers every week (*Australian*, *SMH*, *Age*, 13 August 2010).

The average Monday-to-Friday circulation of all national and metropolitan dailies was 2,205,209, down 2.2 per cent on the April-June quarter in 2009 when 2,256,463 was the average. The average Saturday circulation was 2,894,921, down 2.0 per cent on 2,955,791 for the same period in 2009. Sunday circulation averaged 3,139,637, down 3.6 per cent on 2009. Total average weekly circulation of national and metropolitan dailies and Sundays was 17,060,603, down 2.6 per cent on 17,495,159 in 2009.

Newspaper publishers are under renewed pressure to disclose individual weekday sales figures, according to the *Australian* (Media section, 16 August 2010, p.30). The pressure

is coming from the Media Federation of Australia. Media buyers also want to know monthly sales figures.

Circulation				Readership	
	April-June 2010	April-June 2009	% variation	12 months to June 2010	% variation
National					
<i>Australian</i>	135,115	135,831	- 0.5	429,000	- 1.83
<i>Weekend Australian</i>	300,389	307,390	- 2.3	864,000	- 1.37
<i>Aust Financial Review</i>	77,046	81,845	- 5.9	161,000	- 14.74
<i>Aust Financial Review</i> (Sat)	89,731	90,692	- 1.1	90,000	- 12.50
New South Wales					
<i>Daily Telegraph</i>	374,395	389,254	- 3.8	969,000	- 8.06
<i>Daily Telegraph</i> (Sat)	339,621	337,000+	+ 0.8	847,000	- 5.15
<i>Sunday Telegraph</i>	638,550	657,424	- 2.9	1,512,000	- 6.20
<i>Sydney Morning Herald</i>	207,013	210,000+	- 1.4	748,000	- 7.31
<i>Sydney M. Herald</i> (Sat)	359,200+	359,200+	Steady	1,010,000	- 6.57
<i>Sun-Herald</i>	446,710	461,509	- 3.2	1,140,000	- 5.00
Victoria					
<i>Herald Sun</i>	515,500+	526,500+	- 2.1	1,327,000	- 3.35
<i>Herald Sun</i> (Sat)	503,500+	514,500+	- 2.1	1,301,000	- 6.67
<i>Sunday Herald Sun</i>	597,000+	617,000+	- 3.2	1,489,000	- 2.42
<i>Age</i>	197,500+	206,700	- 4.4	655,000	- 6.96
<i>Age</i> (Sat)	279,900+	291,600	- 4.0	877,000	- 9.02
<i>Sunday Age</i>	224,600+	225,250	- 0.3	672,000	- 7.18
Queensland					
<i>Courier-Mail</i>	216,638	219,811	- 1.4	603,000	+ 1.52
<i>Courier-Mail</i> (Sat)	296,650	308,747	- 3.9	830,000	+ 3.75
<i>Sunday Mail</i>	514,405	551,845	- 6.8	1,283,000	+ 1.34
South Australia					
<i>Advertiser</i>	180,091	187,841	- 4.1	453,000	- 6.98
<i>Advertiser</i> (Sat)	245,406	251,098	- 2.3	589,000	- 8.96
<i>Sunday Mail</i>	300,856	305,808	- 3.6	664,000	- 4.60
Western Australia					
<i>West Australian</i>	203,304	196,761	+ 3.3	543,000	Steady
<i>West Australian</i> (Sat)	333,768	343,460	- 2.8	814,000	- 4.46
<i>Sunday Times</i>	303,581	320,901	- 5.4	707,000	- 5.61
Tasmania					
<i>Mercury</i>	45,330	46,056	- 1.6	112,000	- 3.45
<i>Mercury</i> (Sat)	61,173	61,624	- 0.7	140,000	- 3.45
<i>Sunday Tasmanian</i>	58,682	59,140	- 0.8	130,000	- 2.26
<i>Sunday Examiner</i>	39,523	40,531	- 2.5	111,000	+ 11.00
Northern Territory					
<i>Northern Territory News</i>	20,562	21,826+	- 5.8	48,000	Steady
<i>NT News</i> (Sat)	31,794	32,611+	- 2.5	57,000	- 1.72
<i>Sunday Territorian</i>	22,056	23,372+	- 5.6	43,000	+ 7.50
ACT					
<i>Canberra Times</i>	32,706	34,038	- 3.9	90,000	+ 7.14
<i>Canberra Times</i> (Sat)	54,289	57,869	- 6.2	139,000	- 6.08
<i>Canberra Times</i> (Sun)	33,197	34,804	- 4.6	92,000	Steady

59.1.9 PEOPLE

Miranda Devine, columnist, transferred on 8 August from the *Sydney Morning Herald* to the *Daily/Sunday Telegraph*. She was featured in “Ten Questions” (*Australian*, Media section, “The Diary”, 9 August 2010, p.31). Devine is a daughter of the late Frank Devine, a former editor of the *Australian*. She had been with Fairfax Media for nine years.

Jonathan Este, director of communications with the Media, Entertainment & Arts Alliance, was featured in “Ten Questions”, *Australian*, Media section, 13 September 2010, p.31.

Keith Hillier, former racing editor of the *Herald Sun* (or its predecessor) for 25 years, is a father again at age 67. The baby, a boy, is the product of his second marriage. He has two adult children from his first marriage (*Melbourne Observer*, 28 July 2010).

Mark Riley, a newspaper journalist turned television journalist (political editor for the Seven Network), is featured in “Ten Questions” (*Australian*, Media section, 2 August 2010, p.31).

Cameron Stewart has been notified that the Office of Police Integrity has withdrawn its order that he give evidence in its prosecution of a police officer accused of leaking information to him about an impending anti-terror raid, reports Adam Carey in the *Age*. Stewart is an associate editor at the *Australian* (*Mediaweek*, 2 September 2010, online).

Michael Ware, former *Courier-Mail* journalist and now a star reporter from Afghanistan on American cable TV, was featured on *Australian Story* on ABC-TV on 13 and 20 September 2010 and in an article by Rory Callinan in the Media section of the *Australian*, 20 September 2010.

59.1.10 RECENT CHRONOLOGY

59.1.10.1 EVENTS

15 July News Ltd CEO, John Hartigan releases the accountant’s report into salary cap rorting by the News Ltd owned National Rugby League team, Melbourne Storm. He says the report has been passed to the police and that directors of the club have been dismissed. On 20 July Fairfax newspapers carried stories claiming that News Ltd was aware of the salary cap breach months before it become public.

16 July The *Australian* releases an upgraded version of its iPad App, with more sections included.

22 July: ABC TV launches its 24 hour News channel.

27 July: Businessman Dick Smith advertises in the *Australian*, criticising the “Murdoch media” for advocating population growth policies; rebutted by an editorial the next day.

8 August: Adelaide’s *Sunday Mail* revamps its appearance including provision of a sports liftout section.

15 August: Promotional game Monopoly begins in the *Sunday/Daily Telegraph*.

59.1.10.2 DEATHS

Fadden Daryl: D. 23 August 2010; a stalwart of the newspaper and magazine industry in Victoria and nationally for over 30 years; served as Circulation Director of the *Australian Newspaper History Group Newsletter*, No 59

Age and *Herald & Weekly Times* and held senior executive roles with Southdown Press and Gordon and Gotch.

Jones, Bruce: D. 27 July 2010, on a flight between Mauritius and Melbourne, B 15 September 1945, *Canberra Times* deputy editor. Formerly *Canberra Times* sub-editor, news editor, chief of staff, deputy editor and acting editor. Born in Newcastle, he started his career with the *Daily Telegraph*, and subsequently was with Australian Associated Press and the *Sun-Herald*. On the day of the funeral, 5 August, the *Canberra Times* announced the creation of the Bruce Jones Prize for Most Outstanding Young Journalist at the paper (*Canberra Times*, 28 July & 6 August 2010, p. 3; obituary *Canberra Times & Sydney Morning Herald* 31 July, *Age* 2 August 2010).

Piggott, Maxwell Ian, D. 11 July 2010 near Albany; born in Melbourne; moved to WA in 1967; became a journalist with the *Western Farmer and Grazier* after, as a 54-year-old semi-retired farmer, writing to the paper stating that its journalists were not getting their facts right and he could do better; he was asked to, and he did; was still reporting at age 90 when killed in a road smash near Albany on his way to an assignment for *Farm Weekly* (*Sydney Morning Herald*, 27 July 2010; *Canberra Times*, 31 July 2010).

Ruskin, Pamela June (née Zimblér): D. 20 May 2010 at Toorak, Melbourne, aged 89; born in London, the daughter of a furrier who brought his family to Melbourne in 1926; she completed an arts degree at Melbourne University and became a freelance journalist; managing the four children from her marriage to Alfred Ruskin, a Jewish refugee from Berlin, with regimental efficiency, she carved out a flourishing career in journalism; Sir Robert Menzies regarded her stamp column in the *Argus* as essential reading; she wrote radio plays with Morris West before he became a best-selling author; won prizes for her short stories published in various magazines; won a Walkley Award in 1970 for her magazine article about Barry Humphries; for 25 years wrote a weekly column, "Roundabout", in *Australian Jewish News*; wrote two books, *The Life of Karl Duldig*, the sculptor; and *Invitation to Dance*, a history of the Australian Ballet School (*Age*, 19 June 2010).

Sayle, Murray William: D. 18 September 2010 in Sydney, aged 84; studied psychology for two years at Sydney University where he edited *Honi Soit* in 1944-45 and exposed the Ern O'Malley literary hoax; won cadetship at *Daily Telegraph*; became a columnist on the *Daily Mirror*; became one of ABC radio's first on-air reporters; left Australia for England in 1952 and worked for *People*, a Sunday scandal sheet; sold encyclopedias in Germany, worked for Agence-France Presse, and wrote a novel based on his Fleet Street experiences, *A Crooked Sixpence*; it was published in 1960, became an instant hit, but was withdrawn and pulped because of litigation only to be republished in 2008; returned to London 1964 and joined *Sunday Times* where he recreated the 19th-century art of the journalist as hero of his own story; by climbing Everest, sailing single-handed across the Atlantic, hiring a plane to find missing yachtsman Francis Chichester in a storm off Cape Horn, and locating Che Guevara in the South American jungle, he enabled readers to share his adventures vicariously; covered wars in Vietnam and the Middle East, and terrorist campaigns in Northern Ireland, India and Pakistan; his greatest piece of sustained reporting came when he moved to Japan where he lived for 30 years – his account of the effects of the bombing of Hiroshima, to which the *New Yorker* gave over an entire issue in July 1995 (*Australian*, 21 September 2010; *Sydney Morning Herald*, 24 September 2010).

59.1.11 NT NEWS REDESIGNS

On 19 July the News Ltd owned *Northern Territory News* unveiled a redesign, including a new masthead and additional features. It includes a new publication *NT Business Review* on the second Thursday of each month.

59.1.12 FLAT-WRAPPED NEWSPAPERS FOR SOUTH AUSTRALIA

Advertiser Newspapers advised South Australian newsagents in August that they were expecting the first flat wrap unit to be delivered that month. The team at the *Advertiser* planned to test the machinery as well as the characteristics of the paper. Three more units were to follow in the coming months. While initially Advertiser Newspapers planned to move to flat-wrap for the home delivery runs it managed, the plan was to transition flat-wrap to newsagency deliveries. The overall change over for metropolitan newsagents is expected to be completed by June 2012 (*Advertiser*, 16 August 2010).

59.1.13 SMH IS NEWSPAPER OF THE YEAR

The PANPA “Newspaper of the Year” banner is back on the front of *The Sydney Morning Herald* again after the paper won the award for the second successive year last night for daily newspapers with a circulation of 90,000 or more. For the second year running, the *Herald* has been named the best newspaper in the Asia-Pacific region with a circulation of more than 90,000. Its sister paper, the *Sun-Herald*, was named best Sunday newspaper at the Pacific Area Newspaper Publishers’ Association annual dinner, held in Sydney on 26 August (*Mediaweek*, 27 August 2010, online).

59.1.14 THE AGE AND THE SCHOOLS

Peter Gill reports: The *Age* published on 21 August the first of a series of four panoramic posters, “Victoria: North, South, East, West”, for schools. The first, about the State’s North, was published on both sides of a single-sheet four-broadsheet-page spread. Free teaching materials to use with the poster series can be downloaded from education.theage.com.au/Victoria

59.1.15 NEWS LTD SELLS FIJI TIMES

News Limited has reluctantly sold the *Fiji Times* for an undisclosed sum to Fijian company Motibhai, chief executive John Hartigan said on 14 September. Fiji’s military regime cracked down on foreign media ownership, forcing the company to sell. The sale was subject to final regulatory approval in Fiji. The chairman and chief executive officer of Motibhai & Company Limited is Mahendra Motibhai Patel, CBE, a prominent Fijian businessman, who has previously served on the board of the *Fiji Times* as a non-executive director (*Australian*, 15 September 2010).

59.1.16 ADVERTISER REFUSES GOVERNMENT REQUEST

The Adelaide *Advertiser* has refused a request from the South Australia State Government to hand over the USB memory stick which contained the leaked report of the Sustainable Budget Commission. The Government Investigations Unit of the Attorney-General’s Department is investigating the leak, described as the biggest Budget-related leak in the state’s history (*Mediaweek*, online, 21 September 2010).

59.1.17 COURTS ‘SHOULD PUBLISH OWN NEWSPAPER’

Victoria’s Chief Justice Marilyn Warren has suggested that the courts should publish their own online newspaper every week (*Australian*, 22 September 2010). She has also proposed that the courts should provide commentators to appear on YouTube. These are among a series of suggestions that Chief Justice Warren has put forward to overcome what she sees as the shortcomings of the media’s coverage of courts. She used her Richard Searby oration at Deakin University to criticise the media for generally focusing only on the outcome of court cases instead of the process of judicial reasoning.

59.1.18 NO COPYRIGHT IN HEADLINES, RULES JUDGE

The Federal Court has ruled against Fairfax Media's attempt to claim copyright over headlines at the *Australian Financial Review* (*Australian*, 7 September 2010). The ruling is expected to have significant implications for the reproduction of newspaper articles. Justice Annabelle Bennett has ruled that publisher Reed International has not infringed copyright laws by reproducing the *AFR*'s headlines as part of its ABIX service that provides abstracts of articles published in newspapers and magazines. The reproduction of news content has become an increasingly vexed issue for media companies. The growth of digital platforms has been the source of frustration for media executives who believe their content is being stolen. *The AFR*, has embraced an expensive but exclusive paid content model.

2 – CURRENT DEVELOPMENTS: ONLINE

59.2.1 NZ HERALD iPad APP WINS PRAISE

APN News and Media has launched an iPad application that is winning wide praise. Since going live on July 23, the APN-owned *New Zealand Herald*'s free app has earned near-rave reviews, averaging four-star ratings on Apple's iTunes site. The *Sydney Morning Herald* app (made available on 23 July) was running at 1.5 stars; it has attracted criticism, partly for charging \$4.50 a week and partly for tying iPad subscriptions to the print edition. The *Australian*'s iPad app, which launched at \$4.99 a month with a limited number of stories from the paper (increased in the second version), averages 2.5 stars and has also attracted criticism, partly because of the amount of full-page advertising it includes.

The image-focused, grid-based layout of the *NZ Herald* app, which gives more important stories more prominence and space and also makes good use of newspaper photography, has been well received. APN group head of content and integration Warren Lee said more than 10,000 people had downloaded it in three weeks, making it the most popular iPad app in New Zealand. "We didn't want to replicate the website or newspaper experience," Lee said. "You want to be able to find a new audience with a new device." He said photo galleries had been popular, and people were viewing 14-15 pages per visit. The app was underwritten by launch sponsors Mercedes Benz, Vodafone, Yellow and Air NZ, with Mercedes running a 30-second video pre-roll ad – the first of its kind for a local newspaper publisher. Lee said future plans included launching special event apps with more multimedia content, as well as eventually charging for the *NZ Herald* app. (*Australian*, Media section, 16 August 2010, p.30).

59.2.2 APN TO SELL ADVERTISING ON FAIRFAX WEBSITES

APN News & Media and Fairfax Media have reached an agreement for APN to sell space on Fairfax's classified websites. Fairfax will sell online advertising at wholesale rates to APN which will on-sell this to advertisers on about 90 APN newspapers in Queensland and northern NSW. (See *Sydney Morning Herald* Business section 24 July 2010).

59.2.3 NEWS LTD WEB ACCESS

Rupert Murdoch, the Chairman of the international media company, News Ltd, has predicted that the move in July to charge for access to the London *Times* will be a success. He has indicated that he plans to charge for access on more tablet devices. At a forum on new media in Sydney on 3 August he praised Apple's ability to generate demand for its iPad. He said this was "a perfect platform for our content" and that pay walls were a necessary new online business model. He said, "The argument that information wants to be free is only said by those who want it for free". He said there

were already “tens of thousands of readers” who paid for apps for the *Wall Street Journal* and the *Times* (*Australian* 4 August, p. 25).

He says Apple’s iPad will be a “game changer” for newspapers. It will allow publishers to attract new readers to their mastheads. “It’s a real game changer in the presentation of news,” Murdoch said during a conference call for the company’s full year profit results. “We will have young people reading newspapers. We will have different looking types of newspapers.”

Murdoch said he expected to see hundreds of millions of these devices around the world. “There will be all sorts of things we can do with them,” Murdoch said. “As they develop technologically, we have got to develop our methods of presentation of news.”

In terms of charging for online content, the *Times* and *Sunday Times* newspapers in the UK started charging users £1 (\$1.73) a day, or £2 a week, to access their content online from the start of July. Mr Murdoch said there had been a positive response, but declined to say how many people had paid for subscriptions. “We have had a very encouraging number of people subscribing at a good price,” he said. “But we think we are on the right strategy there and we think it’s going well.” There is significant expectation that News Ltd will also introduce charging for access to its other upmarket newspaper, the *Australian*.

59.2.4 FAIRFAX PREDICTION

A Macquarie Bank analyst, Alex Pollack, says that it would make financial sense for Fairfax Media to eliminate the print editions of the *Sydney Morning Herald* and the *Age* and switch to a pure online model. This would, he says, provide savings and deliver content via such devices as Apple’s iPad. He claims this would increase profits by \$55 million (*Australian*, 5 August, p. 3).

59.2.5 THE AUSTRALIAN UPGRADES ITS WEBSITE

On 31 July the *Australian* introduced a new section to its website covering politics, the business of government and public policy. The *Weekend Australian* of that date had a two page advertisement for the site. The address is **www.theaustralian.au/national-affairs**

59.2.6 INTERNET ADVERTISING TO DOMINATE

The internet will overtake newspapers and free-to-air television in 2014 to become Australia’s biggest advertising medium, according to the latest Media and Entertainment Outlook report published by PricewaterhouseCoopers. The local media industry, including advertising and consumer or subscription revenues, will grow 6.7 per cent this year to \$30.16 billion (*Australian*, Media section, 2 August 2010, p.28).

59.2.7 FAIRFAX CONSIDERS ITS DIGITAL FUTURE

The Fairfax Media board met on 21-22 August to consider a far-reaching report into the future of the company which is set to increase the focus and reach of its digital operations, reports Fairfax’s Danny John. Commissioned by Fairfax’s new chairman, Roger Corbett, the report was prepared by management consultants Bain & Co with the intention of helping the company to deliver the much-vaunted “digital dividend” from the burgeoning online sector. In particular, it is said to have laid out detailed options for greater integration between the print and internet businesses, primarily its major metropolitan mastheads, the *Sydney Morning Herald* and the *Age* (*Mediaweek*, 23 August 2010, online).

59.2.8 TIPPING POINT

Demand for mobile devices has created a tipping point for newspapers that will require journalists to be more entrepreneurial and creative. News Limited chief executive and chairman John Hartigan, told the Pacific Area Newspapers Publishers Association conference in Sydney on 26 August, said newspaper publishers had the chance to move from “setting the news agenda each morning to owning it all day” because of the take-up in smart phones and tablet computers such as Apple’s iPad. “Mobile devices offer us an opportunity to reach more people, more often and with more relevance than ever before,” he said. Hartigan said publishers would need to reconfigure newsrooms and retrain staff to take advantage of new technologies and overcome the abundance of choice offered to consumers. “Instead of assuming that our scale and market power are unassailable, we have to start thinking like an entrepreneurial start-up,” he said.

59.2.9 ZIGGY AND THE DIGITAL AGE

Former Telstra CEO Ziggy Switkowski has written an article that discusses the course of technological change over the past two decades and throws out a challenge to newspaper executives to adapt and innovate (*Australian*, Media section, 30 August 2010, pp., Media section, 30 August 2010, pp.32, 27). We have, he says, seen an evolution during those 20 years from analog products – think vinyl records, telephones tethered to wall sockets, photographic film, 2-inch boxy televisions – to an all-digital eco-system largely shaped by advances in the broad categories of IT, telecommunications and the internet. Ubiquitous communications on mobile universal devices have given meaning to the concept of 24/7. During my time at Telstra, which ended in 2005, the idea that pre-teens would own mobiles phones seemed fanciful. Today there are 26 million mobile phones in a population of 22.4 million and, along with some form of tablet computer, these phones are indispensable devices for elementary school children. ... If you reached your teenage years in this period, printed news was never likely to be an important part of your life – there were simply too many more convenient and relevant sources of electronic news, including digital subscription television. [And so on. Recommended reading.]

59.2.10 FAIRFAX UNVEILS APPS PLAN

Fairfax Media Ltd unveiled on 10 September the next stage of its paid content strategy: a rollout of iPhone applications for its main digital mastheads before the end of September. Fairfax CEO Brian McCarthy told the American Chamber of Commerce in Sydney that paid iPhone apps for **smh.com.au**, **theage.com.au**, **brisbanetimes.com.au** and **watoday.com.au** would be available “within weeks” (*Weekend Australian*, 11-12 September 2010, p.27).

On 29 September, Fairfax’s Julian Lee reported: Fairfax Media today releases a suite of applications to enable readers to customise their news on their Apple iPhones. Readers will be charged \$2.49 a month to download the apps from Apple’s iTunes store for **smh.com.au**, **theage.com.au**, **Watoday.com.au**, and **brisbanetimes.com.au**. It is thought to be the first time a publisher has introduced a subscription model for iPhone apps. Until now most newspaper publishers have charged a one-off fee. Readers who subscribe over a six-month period to Fairfax's apps will pay \$12.99, representing a discount of 15 per cent (*Mediaweek* online, 29 September 2010).

59.2.11 AN INDEPENDENT DAILY

Since 4 May 2009 the Adelaide *Independent Weekly* has been producing a daily electronic newspaper entitled *INDAILY*. It can be found at **www.indaily.com.au** or **www.independentweekly.com.au**

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

59.3.1 APN CEO TO STEP DOWN A YEAR EARLY

Brendan Hopkins, CEO of APN News & Media Ltd, has announced he will resign at the end of this year, a year before his contract expires. The board of APN News & Media is expected to appoint a new CEO with no ties to Independent News & Media for the first time since 1996, reflecting the company's more autonomous outlook in recent months. APN deputy chairman Ted Harris told the *Australian* that "he would be very surprised" if Ireland's IN&M, which owns 32 per cent of the trans-Tasman newspaper, radio and outdoor advertising group, pushed for one of its executives to replace Hopkins. APN will consider external and internal candidates, including chief financial officer Peter Myers, radio and outdoor boss Richard Herring and newspaper head Martin Simons. APN chairman Gavin O'Reilly, who is also chief executive of IN&M, promised to overhaul the company's board after institutional shareholders registered a strong protest vote against the re-election of his brother, Cameron, during APN's annual meeting in late April (*Australian*, 13 and 14 July 2010).

59.3.2 FAIRFAX COMMUNITY TITLES IN VICTORIA REBRANDED

Fairfax Community Network newspapers in Victoria were rebranded with a new name and look from the week beginning 6 September. All of the 33 Victorian FCN mastheads now incorporate the word "Weekly", in their titles in an attempt to unite the brand (*Mediaweek*, 8 July 2010, online). FCN Victoria general manager Colin Moss is featured as "Person of the Week" in *Mediaweek*, 123 August 2010, p.8.

59.3.3 COFFS COAST INDEPENDENT EXPANDS

The *Coffs Coast Independent* is now available in newsagencies in its area. Launched in 1996, the *Independent* is the Coffs Coast Region's largest circulating free home-delivered newspaper, covering Urunga in the south to Halfway Creek in the north and west to Lowanna and Glenreagh. Newsagency copies sell for \$1; home delivery copies are free.

59.3.4 SOUTHERN FREE TIMES CHANGES HANDS AGAIN

The *Southern Free Times*, Warwick, has been bought by the Evans Publishing Group, based in Armidale. My Animal Media Group (Michael Pappalardo) sold the paper after acquiring it last year from Dr Muurlink's Free Media (*Warwick Daily News*, 5 and 12 August 2010, online).

59.3.5 NHILL GOES FROM THREE TO ONE

In 49.3.7, ANHG reported that Nhill had three newspapers. It now has one. *Nhill Community News* died a quick death; and *About Town* closed in July this year. Craig Wilson's Pyrenees Newspapers Pty Ltd has bought the *Wimmera Messenger* from Gary Sherwell and has restored the old title, *Nhill Free Press* (Craig Wilson, email to Rod Kirkpatrick, 8 July 2010). Nhill, population 1700, is on the Western Highway, halfway between Melbourne and Adelaide

59.3.6 GLEN INNES: EDITOR STOOD DOWN FOR FACEBOOK COMMENT

The editor of the *Glen Innes Examiner*, Matt Nicholls, has been stood down after commenting on his social networking page that the death of a police officer would sell more newspapers. Fairfax Media released a statement on 10 September saying Nicholls had been stood down following the incident. Nicholls is alleged to have written on his personal page that the killing of Constable Will Crews, who was born and bred in Glen Innes, would boost circulation of the paper. He is also alleged to have suggested the *Glen*

Innes Examiner would “make the most” of the tragedy in which the 26-year-old officer was shot dead during a drug raid in south-western Sydney on 8 September.



59.3.7 THE ADDY AND THE AFL

The Geelong Advertiser appeared as the *Geelong Ablettiser* (above) on 27 August in honour of Geelong AFL footballer Gary Ablett who is reported to be moving to the new Gold Coast club, the Suns. That weekend Ablett was to play what could have been (and was) his last game for Geelong at the Skilled Stadium. On 2 September, the *Advertiser* carried a reprint of its *Ablettiser* after the newspaper sold out on 27 August. Radio 3AW reported on 1 September that Gary Ablett senior had approached the newspaper about donating some of the profits from this special edition to the charity Beyond Blue. *The Advertiser* confirmed on 2 September that 20 per cent of extra profits generated by sales of the newspaper would go to the charity (*Mediaweek*, 2 September 2010, online). On 1 October, the *Geelong Advertiser* carried a 12-page special on Ablett, arising from his decision the previous day to join the Gold Coast Suns in a five-year deal reported to be worth \$9.5 million. The *Gold Coast Bulletin's* front page was devoted to a digitally enhanced photo of Ablett racing across a coast scene and headed “Sun of God” (*Australian* 30 September 2010, p.3).

59.3.8 CIRCULATION OF REGIONAL DAILIES

Four regional dailies had double-figure percentage declines in circulation for the three or six-month period to 30 June, according to the Audit Bureau of Circulations. They were: the *Standard*, Warrnambool, 16.45; the *Gold Coast Bulletin*, 15.31 per cent; the *North West Star*, Mount Isa, 12.98; and the *Geelong Advertiser*, 11.56. And the *Townsville Bulletin*, down 9.95 per cent, was only a whisker short of a double-figure dip. Three of these papers are big dailies, not based in areas where there is a population slump.

Newspaper	April-June 2010	% Variation	Newspaper	April-June 2010	% Variation
Border Mail, Albury (M-S)	24,729	- 1.81	<i>Queensland Times, Ipswich (M-S)</i>	10,792	- 4.12
<i>Western Advocate, Bathurst (M-F)*</i>	3,743	- 4.95	<i>Daily Mercury, Mackay (M-S)</i>	15,347	- 4.76
<i>Barrier Daily Truth, Broken Hill (M-S)*</i>	5,906	- 0.51	<i>Sunshine Coast Daily (M-S)</i>	20,259	- 7.17
<i>Daily Liberal, Dubbo (M-F)*</i>	5,301	- 0.69	<i>Fraser Coast Chronicle (M-S)</i>	9,400	- 3.91
<i>Daily Examiner, Grafton (M-F)</i>	5,670	- 2.43	<i>North West Star, Mt Isa (M-F)</i>	2,936	- 12.98
<i>Northern Star, Lismore (M-S)</i>	14,459	- 4.50	<i>Morning Bulletin, Rockhampton (M-S)</i>		- 2.67
<i>Maitland Mercury (M-F)*</i>	4,230	- 2.96	<i>Chronicle, Toowoomba (M-S)</i>	22,932	- 1.48
<i>Herald, Newcastle (M-S)</i>	49,300	- 1.40	<i>Townsville Bulletin (M-S)</i>	26,395	- 2.5
<i>Central Western Daily, Orange (M-S)*</i>	4,966	- 3.98	<i>Daily News, Warwick (M-S)</i>	3,249	- 2.84
<i>Northern Daily Leader, Tamworth (M-S)*</i>	7,559	- 2.48	Courier, Ballarat (M-S)*	18,860	- 1.80
<i>Daily News, Tweed Heads (M-F)</i>	4,317	- 9.55	<i>Advertiser, Bendigo (M-S)*</i>	13,704	- 1.96
<i>Daily Advertiser, Wagga Wagga (M-S)*</i>	12,359	- 2.76	<i>Geelong Advertiser (M-F)*</i>	25,955	- 11.56
<i>Illawarra Mercury, Wollongong (M-S)</i>	27,057	- 1.97	<i>Sunraysia Daily, Mildura (M-S)*</i>	7,513	+ 1.34
NewsMail, Bundaberg (M-F)	11,335	- 1.69	<i>News, Shepparton (M-F)*</i>	10,456	- 3.81
<i>Cairns Post (M-F)</i>	25,758	- 4.30	<i>Standard, Warrnambool (M-S)*</i>	10,769	- 16.45
<i>Gladstone Observer (M-S)</i>	7,124	- 3.82	Advocate, Burnie (M-S)	23,488	- 1.52
<i>Gold Coast Bulletin (M-S)</i>	38,728	- 15.31	<i>Examiner, Launceston (M-S)</i>	31,947	- 4.21
<i>Gympie Times (T-S)</i>	5,569	- 0.30	<i>Kalgoorlie Miner (M-S)</i>	5,665	- 2.11

*Circulation for January-June.

4 – NEWSPAPER HISTORY

59.4.1 HENRY SUTTON PHOTOGRAPHIC PROCESS

Lorayne Branch writes: My great grandfather was the Australian inventor Henry Sutton 1856-1912. In 1887 he invented a halftone photographic process for publishing photographs in newspapers. This process was cheap and easy to produce and was announced and demonstrated to members of the press which included representatives from the *Argus* and Ballarat newspapers in May 1888. The process was patented world-wide and went on to be used in English and America newspapers. The Ballarat *Courier* published one of his halftone photographs in 1888. I wonder whether anyone has any information about Henry and his process and whether it was used in Australian newspapers such as The *Illustrated Sydney News* which first published a photograph by a new process (which times with Henry's process) in 1888. I can supply a lot of information on Henry's process, called The Suttontype photo engraving process. It was eventually known as Electro Phototypy/Phototype and was marketed in England in the 1890s as Sutton's Process Syndicate Limited. I am at my_lulu27@hotmail.com

59.4.2 WHEN THE *CANBERRA TIMES* BECAME A DAILY IN 1928

When the *Canberra Times* went from bi-weekly to daily production on 20 February 1928, it carried congratulatory messages on page 1 from the Prime Minister, S M Bruce, the Leader of the Opposition, Matthew Charlton, former Prime Minister, W M Hughes, and the Chairman of the Federal Capital Commission, Sir John Butters. It also had messages from colleagues in the newspaper industry. Two examples:

John Gale [founder of the district's oldest newspaper, the *Queanbeyan Age*]: "As an old pressman, as a pioneer resident of Queanbeyan and district, and as representing its population, allow me to offer my hearty congratulations on the step you are taking in issuing your journal as a daily. It is my full belief that the time, is ripe for such a progressive step, and that the public generally will – and in a practical way too – appreciate the enterprise and wisdom of your decision."

T. W. Spencer, President, N.S.W. Institute of Journalists: "Permit me very cordially to tender to you my best wishes for the future success of the journal. I trust that it will have a long: and prosperous life, ever-growing in influence and usefulness, and playing a valuable part in Australian national development."

59.4.3 TWENTY MILLION NEWSPAPER ARTICLES ON TROVE, AND MTC

"Trove", the latest innovation from the National Library, brings together the content of eight separate discovery services, and much more. Trove (<http://trove.nla.gov.au>) is a powerful search engine. It makes it possible to find and get over 90 million Australian resources. You can also browse "zones" of information – books, journals, magazines, articles; maps; pictures and photos; Australian newspapers; diaries, letters, archives; archived websites, and biographies of people and organisations. Trove Manager, Rose Holley (previously manager of the Australian Newspapers Digitisation Program) says the service is aimed at the general public but is also incredibly useful for historians, researchers and academics.

Trove is a stable repository with permanent page links that can be cited in reports and papers. The search engine is managed by the National Library of Australia and most of the information is from reliable sources such as libraries, museums, art galleries, repositories and archives. New contributor data is being added all the time. The 20 million full-text searchable newspaper articles (now integrated into the service) are proving very popular and a further 20 million will be available by 2011. Historic editions of the *Australian Women's Weekly* are expected to be available at the end of 2010. A list of titles being digitised is available at: https://www.nla.gov.au/ndp/selected_newspapers. The National Library has funded digitisation of newspapers since 2007 to the tune of \$10 million, but from 2011 onwards State, Territory and Public Libraries, councils, local history societies and other organisations are being encouraged to fund regional and local titles or give donations towards them. The rough cost of digitisation is \$2 per page and further information is here: https://www.nla.gov.au/ndp/get_involved For further information contact Rose Holley at: rholley@nla.gov.au

59.4.4 ARMY NEWS RE-FILMED

Hilary Berthon writes (*National Library Magazine*, September 2010, p.30; see 59.5.3, Berthon): *Army News*, published in Darwin during the Japanese bombing raids of World War II, was recently re-filmed with Library funding. The beginning of the war had seen the establishment of a military presence in the northern part of Australia and, by May 1941, there were 7500 soldiers in Darwin. Responding to the soldiers' need for news, the free weekly publication of *Army News* "for all services in the Northern Territory" commenced in October 1941. This newspaper included military news from around the world, as well as local sporting results, advertisements and public notices. After the bombing of Darwin on 19 February 1942, the paper reverted to a one-page daily. At the

same time, publication of the *Northern Standard*, established by the North Australian Workers' Union, ceased and *Army News* became the only Darwin newspaper until it ceased in January 1946.

Army News has been re-filmed to a quality that will support future digitisation. Complete sets of this newspaper were unavailable in any major Australian library, but the Australian War Memorial lent missing issues so the filming could go ahead.

59.4.5 MELBOURNE *HERALD* REUNION

A reunion for former staff of the Melbourne afternoon, the *Herald*, is scheduled for 3 October 2010, two days before the 20th anniversary of the final issue of the *Herald* as a separate title (*Age*, 14 August 2010). It will be 20 years on 8 October since the *Herald* became part of what began as a 24-hour paper, the *Herald Sun*. The title initially was hyphenated.

5 – RECENTLY PUBLISHED

59.5.1 BOOKS

Deitz, Melissa, *Watch this Space: The Future of Australian Journalism*, Cambridge University Press / Monash University Centre for Australian Studies, paperback, 160 pages, \$29.95. The author argues that the internet is re-invigorating news journalism.

Kirkpatrick, Rod, *The Bold Type: A history of Victoria's country newspapers, 1840-2010*, Victorian Country Press Association Ltd, 2010. Can be purchased from Victorian Country Press Association, Locked Bag 1000, Ascot Vale, Vic, 3032. 304pp including bibliography and index. This book is published to mark the centenary this year of the Victorian Country Press Association.

Ramsey, Alan, *A Matter of Opinion*, Allen & Unwin, 2009. 340pp. \$28.99.

Star News Group, *Ink in Our Veins: Celebrating the Centenary of Star News Group*. Star News Group, Pakenham, Victoria, 2010. 114pp.

59.5.2 MAGAZINES

World War II: Eyewitness Experience, is a 60 issue part-work. \$5.95 an issue. Every issue will include a facsimile of the British *Daily Telegraph*. Distributed by Eaglemoss Publications, PO Box 3460 Nunawading VIC 3131, www.ww2-eyewitness.com, 03-9872 4000.

59.5.3 ARTICLES

Australian Journalism Review, Vol. 32 (1), July 2010, published a themed section based on papers delivered at the Australian Media Traditions Conference in Sydney in November 2009. The articles were: Conboy, Martin, "The paradoxes of journalism history", pp.5-13; Coote, Anne, " 'Encouraging ... intelligent interest': William Henry Archer's *Facts and Figures* as a popular science magazine", pp.15-26; Roda, Debbie, and Balnaves, Mark, "Media activist websites: the nature of e-participation spaces", pp.27-39; Tiffen, Rodney, "Death in the news 1956-2006", pp.41-50; Oosterman, Allison, " 'This inglorious struggle': a New Zealand view of the Eureka Stockade", pp.51-65; Ricketson, Matthew, "The vibrant state of book-length journalism in Australia", pp.67-79.

Allan, Don, "Newspapers have a bright future", *Chronicle*, Canberra (free weekly), 14 September 2010. Provides an optimistic view of newspaper, especially community papers, albeit probably in altered format.

- Apouchtine, Nathalie**, "Foreign correspondents: pioneering women journalists in Asia", *Memento* (National Archives of Australia), Issue 39, 2010, pp.16-21.
- Bersten, Helen**, Review of *a Land of Promise: An Account of Jacob Isaacs, Jewish Convict and Benjamin Isaacs, Christian Printer and Publisher* by Kris Jacobsen. Canberra, 2009, in *Australian Jewish Historical Society Journal*, Vol, 19, Part 4, 2010, pp.194-197. A sympathetic review of this double biography, which was also reviewed in ANHG 54.5.1.
- Berthon, Hilary**, "A Plan for Australian Newspapers", *The Library Magazine*, National Library of Australia, September 2010, pp.28-30. The author, the Australian Newspaper Plan coordinator, describes how newspapers are being preserved under the ANPlan with the National, State and Territory Libraries working together. One of the illustrations shows the front page of No. 2 of the manuscript *Western Australian Chronicle and Perth Gazette* of 26 February 1831; another shows the 28 August 1909 issue of the *Meekatharra Miner* printed on pink silk.
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59.5.4 TALK

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