AUSTRALIAN NEWSPAPER HISTORY GROUP
NEWSLETTER
ISSN 1443-4962

No. 10   **December 2000**

10.1 COPY DEADLINE, SUBSCRIPTION NOTICE AND WEBSITE ADDRESS

Deadline for copy for the next *Newsletter* is 28 February 2001.

Subscriptions are <u>now due</u> for hard-copy subscribers who began at No. 1.

The Newsletter is online through the "publications" link from the University of Queensland's Journalism Department Website at www.uq.edu.au/jrn/

CURRENT DEVELOPMENTS

10.2 PRESS COUNCIL CHAIR SET UP GRADUATE SCHOOL OF JOURNALISM

Emeritus Professor Ken McKinnon, a former vice-chancellor of the University of Wollongong and a self-confessed press junkie, becomes the sixth chairman of the Australian Press Council in December 2000. He takes over from the Australian National University's Professor Dennis Pearce for a three-year term. During his term at the University of Wollongong (1981-95), Prof McKinnon started a graduate school of journalism "with the intention of trying to help produce graduates who had more breadth and background than the cadetship system [of training journalists] provided. "Many reporters didn't have enough understanding of the cultural setting in which an event was occurring."

McKinnon is critical of the way some of the media deal with complaints. Even as a senior university administrator he was sceptical when a newspaper offered him the opportunity to redress a perceived wrong by writing a letter to the editor. "To many individuals the press looms so powerful and so large that they feel the scales seem unequally weighted against them in making comment," he says. The 20-member press council comprises 10 representatives from the press and magazine publishing companies, seven public members and three journalists. It was established in 1976 as a self-regulatory body for Australian newspapers and magazines at a time the press was under threat of government regulation. It deals primarily with complaints from the public about bias and inappropriate publication - where it regularly issues adjudications that are usually printed by the publication in question - and is an active lobbyist on issues relating to freedom of the press in Australia and internationally. – This report is extracted from one by Gerard Noonan, a representative of the John Fairfax Group on the Australian Press Council. It appeared in the *Sydney Morning Herald*, 19 October 2000, p.4. See also *Age*, 26 October 2000. Also see, "A new chairman", *Australian Press Council News*, 12 (4), November 2000, pp.1-2.

10.3 'FREE' NEWSPAPERS HARD TO FIND

Q.: When is a "free" not a "free"?
A: Perhaps when it is not freely available or simply hard to find.

The above from **Barry Blair**, of Tamworth, New South Wales. He noted on 5 October 2000: "For the past four-five weeks the *Tamworth & District Independent* has not been delivered

door to door. It is, however, delivered in small bundles to 'public outlets'." At the beginning of November the paper closed.

10.4 CHRONOLOGY OF RECENT EVENTS

4 October 2000	Obituary: **John Alfred Charles Laffin**, military historian, journalist, teacher; wrote and published more than 130 books; early journalistic experience on *Smith's Weekly* and the *Daily Advertiser*, Wagga Wagga; died in Canberra, aged 78 (*Sydney Morning Herald*, 4 October 2000, p.37).
7 October	Death: **Warren Osmond**, former foreign editor of *Sydney Morning Herald*, respected commentator on international relations; developed passion for analytical writing as a radical student and campus editor at Monash University in the turbulent late sixties; aged 53 (*SMH*, 13 October 2000, p.31; *Age*, 13 October 2000, Today 7; *Australian*, 26 October 2000, p.12).
11 October	Obituary: **Roger Bush**, minister of religion, broadcaster and journalist; wrote columns briefly for *Sunday Mirror* and for 20 years for *The Sun* where he became the unofficial chaplain for the staff; aged 82 (*SMH*, 11 October 2000, p.36).
12 October	Obituary: **John Eric Frith**, born in London; came to Australia in 1930s; for next 40 years was cartoonist successively for *Bulletin*, *Sydney Morning Herald* and Melbourne *Herald*; aged 94 (*SMH*, 12 October 2000, p.21).
13 October	Report: 36,000 copies of *Army News*, the force's internal newspaper, were recalled this week because of a misleading article about the Army's future. The two-page article included commentary on the Government's public consultation paper that could be seen as critical of the Government (*Aust.*, 13 October 2000, p.6).
24 October	**Robert Whitehead** is named as the new editor of the *Sydney Morning Herald*, replacing Paul McGeough (see 10.14).
1 November	Obituary: **Helen Daniel**, editor, *Australian Book Review*, 1994-2000; long-time reviewer of books for *The Age*, Melbourne, aged 54 (*Aust.*, 1 November 2000, p.14).
1 November	Death: **Ian Moffitt**, journalist, foreign correspondent, novelist and short story writer; born 1926; headed News Ltd bureau in New York in early 1960s; outstanding feature writer for *Australian* in the late 1960s and 1970s; author of books such as *The U-Jack Society*; aged 74 (*Aust.*, 3 November 2000, report, p.2, and obits., 10 November 2000, p.11; and *SMH*, 7 November 2000, p.27).
3 November	Death: **David Ramsay McNicoll**, editor-in-chief of Australian Consolidated Press (including the *Daily Telegraph*, Sydney), 1953-72; writer of immensely popular "Town Talk" column on front of *Telegraph*, 1946-53, and contributed column to *The Bulletin* 1972-99; aged 85 (*SMH*, 4 November 2000, report, p.4, and obit., p.87; *Weekend Aust.*, report, 4-5 November 2000, p.5; and *Aust.*, 6 November 2000, p.16; *Bulletin*, 14 November 2000, pp.40-43; and *Australian Press Council News*, November 2000, p.5).
14 November	First issue of the *Beenleigh & Districts Chronicle*, Brisbane (see 10.22).
23 November	*Age*, Melbourne, loses complete run as a result of industrial action by printers concerned at proposed enterprise agreement. Portion of Thursday's paper repeated in next issue.
24 November	Death: **Paul Lyneham**, started as a cadet journalist on the *Australian* and then the *Canberra Times*; joined ABC TV in 1969; journalist on *Four Corners*; made name during eight years on *The 7.30* Report; later joined Channel 9; aged 55 (*SMH* and *Weekend Aust.*, 25-26 November 2000, p.1, and p.3, respectively; and obits., *Aust.*, 27 November 2000, p.14.; and *SMH*, 29 November 2000, p.40).

| 27 November | *Truth*, Melbourne, placed in receivership. The *Australian* reports (24/11, p.2): "The 110-year-old paper, which has had several reincarnations, has lost its battle against mounting debts." |

10.5 EXTRACT (1): POLITICAL SCOOP OF THE YEAR

Alan Ramsey, "The sound of thin ice cracking", *Sydney Morning Herald*, 14 October 2000, p.42 (extract):

"Consider this. Peter Reith told John Howard of the misuse of his parliamentary phone Telecard on Monday, May 8, the day before this year's Budget. That was exactly five months ago. Two days later, on May 10, Howard, after consulting his Attorney-General Daryl Williams, directed the matter be sent to the Federal Police. Howard made one other decision that day. He decided to say nothing publicly about it. Taxpayers had been systematically defrauded for five years of $50,000, of which a senior Cabinet minister had repaid less than $1,000 on behalf of his adult son's improper use of his father's parliamentary Telecard, yet the Prime Minister felt the public should be told nothing.

"Come forward five months. It is now October 10 − Tuesday of this week. News of Reith's $50,000 political embarrassment final breaks that morning in *The Canberra Times* in the political scoop of the year by Emma Macdonald, a young reporter just a few months in the parliamentary press gallery." [Viz. Emma Macdonald, "$50,000 bill on Reith's telecard", *Canberra Times*, 10 October 2000, p.1.]

10.6 EXTRACT (2): A KID FROM THE BUSH AND A SECOND-HAND REMINGTON PORTABLE TYPEWRITER

Robert Coleman [who became a leading reporter and columnist on *The Herald*, Melbourne], "When I was 17", *Border Morning Mail*, 24 February 1990, p.43:

"Fifty years ago last night − on February 23, 1940 − George Pencheff successfully defended his Australian heavyweight wrestling title against Leo Demetral, of the USA, right here in Albury. I'll bet you didn't know that. I haven't forgotten it, though. It is permanently imprinted on my memory. It was my first newspaper assignment, an event which ushered me, starry-eyed, into the enthralling world that was provincial journalism half a century ago. I was 17. I'd been to Melbourne and Sydney looking for newspaper work but to my surprise and dismay the editors of big metropolitan dailies weren't interested in a kid from the bush who was fresh from a spectacular failure in the Leaving Certificate exam.

"I couldn't imagine why. I thought they'd snap me up. I'd bought a second-hand Remington portable for eight pounds, taken to wearing a belted raincoat and learned to light a cigarette sort of meaningfully, like reporters did in the movies, without spoiling the effect with a lot of snorting and spluttering. What else could they possible want? Spencer Tracy? Just when I'd about given up hope and started working at Beaurepaire's service station, opposite the old Regent Theatre, a vacancy for a cadet journalist cropped up at the *Border Morning Mail*. To this day, I don't know why I got the job, but I suspect it was because of the Remington.

"The successful applicant was required to provide his own typewriter and bicycle. It also was implicit that he be male. Journalism was not then considered a respectable occupation for young ladies. The bicycle was no problem. At that time, practically everybody in Albury had one. It must have been about the cyclingest town in Australia. Bank managers, shop assistants, laborers, policemen, parsons, roughnuts, two-bob lairs, good sorts, schoolkids − everybody rode bikes. The typewriter was something else, though. You had to be pretty much

of a pansy to learn the piano let alone a sheila's pastime like typing. So I reckon the Remington gave me a head start on the others, even though I wasn't a dab hand at using it.

"When I applied for the job the manager, Gordon Davidson, asked why I wanted to work for the *Border Morning Mail*, with the naiveté of youth, I blurted out: 'I thought if I could get a start here, one day I might get a job on the Melbourne *Herald*.' 'We don't train people for the Melbourne *Herald*,' he told me emphatically. They did though – and a good many at that. I was one of them." [Coleman worked for the *Border Morning Mail* for about 16 months.]

10.7 EXTRACT (3): McNICOLL AND MEANDER

Extract from Column 8, *Sydney Morning Herald*, 4 November 2000, p.28: "David McNicoll, who died yesterday aged 85, was the doyen (and best-dressed) of newspaper columnists in this city. He started writing his "Town Talk" column in *Another Newspaper* in January 1946, a year before Column 8 began. Little known is that before World War II he wrote a column of social jottings in *This Newspaper* under the name Jack Meander. We tip our bonnet to him."

10.8 SMALLEST DAILY BECOMES A NOMAD

Which is the smallest regional daily in Australia? A study of the Audit Bureau of Circulations figures suggests it is the *North-West Star*, Mount Isa, with 4,019 for the six months to 30 June 2000. But the Warwick *Daily News*, Queensland, is a hidden challenger for it has not belonged to the Audit Bureau of Circulations since 1998. The Warwick paper's circulation for the six months to 30 June 2000 was 3,980. At Warwick they emphasise that this figure is strictly based on actual sales. Not inflated in any way.

After a long tradition of printing its own paper, the *Daily News* has joined the nomads and was printed at another APN site, Toowoomba's *Chronicle*, from August 1999 until August 2000. It has since been printed at APN's *Queensland Times*, Ipswich. As a measure of how small the Warwick circulation is, here are the non-dailies listed by the ABC as having a circulation exceeding 4,000 for January-June 2000.

Non-dailies with a circulation of more than 4000 for 6 months to 30 June 2000

Town	Newspaper	Frequency of issue each week	Circulation
Emerald, Qld	*Central Queensland News*	2	4,241
Kingaroy	*South Burnett Times*	2	6,749
Forster, NSW	*Great Lakes Advocate*	1	5,317
Goulburn	*Goulburn Post*	3	4,106
Griffith	*Area News*	3	4,975
Gunnedah	*Namoi Valley Independent*	2	4,330
Mudgee	*Mudgee Guardian*	2	4,292
Port Macquarie	*Port Macquarie News*	3	5,195
Taree	*Manning River Times*	3	4,464
Windsor	*Hawkesbury Gazette*	1	8,463
Bairnsdale, Vic.	*Bairnsdale Advertiser*	2	6,338
Echuca	*Riverina Herald*	3	5,466
Hamilton	*Hamilton Spectator*	3	5,713
Horsham	*Wimmera Mail-Times*	3	9,427
Pakenham	*Pakenham-Berwick Gazette*	1	9,097
Sale	*Gippsland Times-Maffra Spectator*	1	5,786
Swan Hill	*Swan Hill Guardian*	3	4,105
Wangaratta	*Wangaratta Chronicle*	3	4,636
Warragul	*Warragul Gazette*	1	9,646

Albany, WA	*Albany Advertiser*	2	6,944
Bunbury	*South-Western Times*	1	14,220
Busselton	*Busselton Margaret Times*	1	7,113
Geraldton	*Geraldton Guardian*	3	7,083
Alice Springs, NT	*Centralian Advocate*	2	7,037

* The *Weekend Advocate*, Bathurst (4,363) and the *Weekend Liberal*, Dubbo (4,141) are also listed, but excluded from the above table because they are weekend issues of the *Western Advocate* and *Daily Liberal*. The weekly *Benalla Ensign* (Vic.) narrowly missed out: circulation 3,998.

10.9 ONLINE NEWS

From **Belinda Weaver**: (1) All the decisions of the Australian Press Council, established in 1976, can now be searched at www.austlii.edu.au/au/other/apc/
(2) From 24 October, the first newspaper to go online disappeared. The *San Jose Mercury News* was instead connected to one of the 36 regional sites run by its parent company, Knight Ridder.

The *Canberra Times* online is now a newspaper/city guide. If you click on www.canberratimes.com.au you will actually get canberra.yourguide.com.au/home.asp, which is a combination of newspaper and guide.

10.10 MURDOCH (1): RUPERT SAYS HE'S FIT FOR ACTION

Rupert Murdoch said after the annual meeting of The News Corporation Ltd (of which he is executive chairman) that he had no plans to retire and his health was good (*Australian*, 19 October 200, p.20).

10.11 MURDOCH (2): RUPERT DASHES DOT COMS

"I don't think there is a business there and I think that is what we are seeing now with the collapse. Without a bricks and mortar institution behind you, you are being blown out 99 or 100 per cent of cases." – Rupert Murdoch on the future of the Internet and the collapse in *dot com* stocks (*Sydney Morning Herald*, 21 October 2000, p.54).

10.12 MURDOCH (3): LACHLAN PROMOTED; JOURNALIST NEW AUSSIE CEO

Lachlan Murdoch was named on 6 October as deputy chief operating officer of The News Corporation Ltd. This makes him the right-hand person to News Corp president and chief operating officer Peter Chernin. Lachlan's father, Rupert, is executive chairman of News Corp. Lachlan will continue to chair News Corp's Australian activities, but has relinquished his role as chief executive. Group editorial director, John Hartigan, 52, has been promoted to chief executive officer. He is the first journalist – if we don't count Rupert – to hold the post. Finance director and deputy chief executive Peter Maccourt was overlooked for the job. Deputy editor (business) Michael Stutchbury has been given responsibility for forward planning of the Saturday edition, and Peter Wilson, deputy editor (news) is focusing on boosting the *Australian's* journalistic output. (*Australian*, 6 October 2000, p.21, and 17 October 2000, p.21; *Courier-Mail*, 7 October 2000, p.69, and 17 October 2000, p.25; *Sydney Morning Herald*, 26 October 2000, p.25).

10.13 GST AND CIRCULATIONS

News Ltd's group general manager newspapers, Malcolm Noad, said the GST had hit newspaper circulations during the six-month period to 30 September. [The goods and services tax came into force on 1 July. The latest Audit Bureau of Circulations figures are based on

publishers' statements and are not the officially audited figures, as provided for January to June and July to December.] Some highlights: The *Australian* climbed 2.7 per cent Monday-Friday to 135,000 compared with April-September 1999; the *Australian Financial Review* climbed 3.8pc M-F (95,500) and 9.4pc Saturday (93,500); the *Canberra Sunday Times*, a tabloid since 7 May 2000, climbed 1.9pc (37,907) while its weekday and Saturday editions fell (3.6pc and 1.4pc); the Saturday *Age* fell 5pc (318,273). (*Courier-Mail*, p.37; *Australian*, p.24; *Sydney Morning Herald*, p.23; and *Australian Financial Review*, p.8 − all 20 October 2000)

A note about the *Australian*: a member, who was already subscribing at full rates to have this paper delivered six days a week, took advantage in April of the offer to become "an everyday Australian" for $4 a week. The home-delivery offer applied for 28 weeks and the member was happy to agree by telephone in October to a written offer for its renewal for "another 52 weeks", although when the letter of confirmation arrived it specified 28 weeks, at $4 plus GST ($4.40). Normal rates for the *Australian* now are $1.10 weekdays (60c in Victoria) and $1.90 weekends, or a total of $7.40 a week.

10.14 NEW EDITOR FOR *SYDNEY MORNING HERALD*

John Fairfax's director of group publishing, Robert Whitehead, has been named as editor of its flagship paper the *Sydney Morning Herald*. He replaced Paul McGeough (pron. McGoh), who was appointed editor in September 1998 and has now become a reporter for the *Herald*, based in New York. Whitehead has previously been news editor, and general manager of Sydney operations, and most recently had overall responsibility of Fairfax's Olympics coverage. As Sydney general manager, he was "highly successful in ironing out printing problems that plagued the Fairfax newspapers after the new presses became operational at Chullora. Mark Scott, managing editor (Saturday) of the *Herald*, has been appointed director, organisation development for Fairfax, responsible for human resources, career planning and industrial relations. A new Saturday editor was yet to be announced. (*Sydney Morning Herald* 25 October 2000, p.2, and 26 October 2000, p.25; also *Australian* and *Canberra Times* 25 October 2000).

Mark Day says McGeough's sacking was a result of a battle at the *SMH* between journalism and the bottom line, between Walkley and McKinsey. Whitehead's appointment was "a win for the forces of McKinsey, led by the chief executive officer of John Fairfax, Fred Hilmer, and his chief editorial backer, the *Herald's* publisher and editor-in-chief, Greg Hywood" (see 10.37.5).

10.15 SUNDAY GOLD FOR *GEELONG ADVERTISER*

The Olympic Games spawned Sunday editions of various papers, such as the *Geelong Advertiser* (the *Sunday Advertiser*) and the *Morning Bulletin*, Rockhampton (the *Central Queensland Sunday*). The experiment was so successful at Geelong that the *Sunday Advertiser* has continued. The first issue of the paper appeared on 10 September, the Sunday before the Games began (*Geelong Advertiser,* 26 September 00, p.1; also see 10.37.13).

Editor's note: The *Geelong Advertiser*, commonly called the "Addy" by locals, is Australia's oldest provincial newspaper (and the first regular mainland provincial title). It was established on 21 November 1840. It's also the oldest provincial daily, having first appeared daily on since 13 November 1849.

10.16 WHAT THE CHIEF MINISTERS READ/DON'T READ

Northern Territory's Chief Minister Denis Burke told the Media section of the *Australian* his Newspapers Most Often Read were: "The *Northern Territory News, Palmerston Sun,*

Katherine Times, Centralian Advocate, Tennant & District Times, Australian Financial Review, and I still read the *Australian*, even though sometimes I wonder why."

During the October political crisis in the ACT which led to the downfall of Kate Carnell as Chief Minister, she claimed "not to read the *Canberra Times*" − a claim which, Victor Isaacs notes, is scarcely credible, considering it is the only comprehensive local media in town. Fortunately the *Canberra Times* was able to reprint a photograph of Mrs Carnell on the morning after the last ACT election happily reading her copy of the *Canberra Times*.

10.17 SATURDAY PAGING: ADAGOODWEEKEND

Total number of pages (tabloid equivalent) in the *Sydney Morning Herald* weekend edition (Australia's biggest newspaper) was 688 on 28 October 2000. There were 230 broadsheet pages, 124 tabloid pages and 104 pages in the *Good Weekend* (*GW*). This is the biggest paging tally the editor has found since intermittently recording such details over the past year or so. See 7.19 and 6.19 (previous Newsletters). The main difference appears to derive from the size of the *GW* which had its annual "52 weekends away" edition − 104 pages. On 8 April and 3 June, for instance, the *GW* was 80 pages.

10.18 COMMUNITY PAPERS (1): THE MOST WANTED AT BURNETT HEADS

Burnett Heads (pop. 3000), near Bundaberg, Queensland, has a monthly newspaper of 12 to 14 pages of mostly-contributed news that's delivered to the homes of 1,000 subscribers, and it's called − what else but − *The Most Wanted News*. Editor is Karen Kelly (*PANPA Bulletin*, September 00, p.49).

10.19 COMMUNITY PAPERS (2): ALLIANCE *TOWN CRIER* FOR BERRY

Ian Willis, of Camden, has sent us a copy of *The Berry Alliance Town Crier*, a quarterfold produced by the Berry Small Towns Alliance Inc. which sets out to "provide communication to the people of Berry about community activities and to generate a small income for the Berry Alliance to cover administrative costs". Editor is Bonnie Cassen. Issued monthly, it has a distribution of 1800. The September issue carried 24 pages.

10.20 COMMUNITY PAPERS (3): FCN BUYS FOUR MELBOURNE MASTHEADS

Fairfax Community Newspapers, Victoria, has bought four more mastheads to bring its Melbourne stable to 20. The four are: the *Frankston-Longbeach Flier, Morning Peninsula Flier* and the Moonee Valley and Moreland editions of the *Community News*. They were fortnightly papers. FCN began issuing them weekly from 9 October (*PANPA Bulletin*, September 00, pp.46-47, and November 2000, p.12).

10.21 COMMUNITY PAPERS (4): DANDENONG'S *JOURNAL* IS 135 YEARS OLD

The Journal, Dandenong, celebrated its 135th birthday by publishing an eight-page colour insert highlighting the paper's contribution to the development of the region. It is a free paper with a distribution of about 77,000. Neil Collyer, Victorian State manager for Fairfax Community Newspapers, supplied the following historical details by E-mail (2 November 2000) to this Newsletter:

The Journal was launched as the *South Bourke and Mornington Journal* by Harvey Roulston in August, 1865, seven years after launching the *Richmond Australian*. In 1875, when Dandenong had begun to grow and develop, he moved his headquarters and set up printing works in Dandenong. Roulston had four sons, all of whom at some time took an active

interest in the newspaper and on 16 March 1892 ownership was transferred to the Misses M. and F. Roulston with Harvey Roulston's youngest son William being the printer and publisher. Harvey Roulston died on 14 February 1896 aged 68. His family continued to publish the *Journal*.

In 1898 the proprietorship changed from the Misses M and F Roulston to Roulston and Roulston with Bill Roulston still the publisher and on 24 August 1910 there was another change when it was announced the partnership between the proprietors and George Roulston (one of the older sons) had been dissolved. The trade name of Roulston and Roulston continued, but Bill Roulston was the sole proprietor.

On 1 February 1938 the 73-year association of the Roulston family with *The Journal* come to an end when the paper was sold to William H. Bennett who held it for only 18 months before selling it to Greg Dickson on 1 August 1939. In November, 1961 the fourth change of ownership took place when Dickson retired and sold out to the Dandenong Journal Pty Ltd, of which Rupert Murdoch was chairman. The company changed hands again in the early 1970s when it was bought by David Syme & Co. Ltd, publishers of *The Age* and its company name changed to Syme Community Newspapers. This later changed to Fairfax Community Newspapers.

10.22 COMMUNITY PAPERS (5): BRISBANE GROUP EMERGES

An independent group of three Brisbane suburban newspapers has emerged this year. The Playle family, trading as Micro Suburban Newspapers, established the weekly *Logan City Herald* south of Brisbane on 19 April and two fortnightlies later in the year: the *Wynnum-Manly Gazette* on 26 September and the *Beenleigh & Districts Chronicle* on 14 November. The general manager of the group, Ray Playle, says: "In entering the suburban community newspaper industry we did so with a firm policy of publishing good news about the people and organizations existing in the areas of our circulation." (Sources: *Beenleigh & Districts Chronicle*, 14 November 2000, p.1; telephone call to Micro Suburban, 21 November 2000)

10.23 NZ PUBLISHER OWNS THREE VICTORIAN PAPERS

New Zealand publisher, Independent Newspapers Ltd., owns three Victorian regional newspapers, the *Geelong Advertiser*, the *Bendigo Advertiser* and the *Wimmera Mail-Times*, Horsham (*PANPA Bulletin*, November 2000, p.57).

10.24 POLICE 'TOLD NOT TO TALK TO JOURNALISTS'

ABC Radio News reported on 20 November 2000: Mark Strong, editor of the *Daily News*, Tweed Heads, says the NSW Police Association has directed local police not to talk to journalists on the paper. Strong says the ban was imposed after police took exception to a story the paper published on a local officer who was connected with the Lea-Lea murder case in Newcastle. He says the paper has complained to Commissioner Peter Ryan, but the Commission has refused to intervene.

10.25 A HEADLINE TO TREASURE

What do you, as a country newspaper editor, put on your front page when the Federal Treasurer visits your district? What else, but "Welcome, Mr Moneybags", as the *Goondiwindi Argus*, Queensland, did on 22 November in the aftermath of the devastating NSW and Queensland floods (source: *The 7.30 Report*, ABC-TV, 23 November 2000; *Courier-Mail*, 24 November 2000, p.2; *Weekend Australian*, 25-26 November 2000, pp.19, 22). Incidentally Pauline Hanson shared the front page with Peter Costello.

Your editor has obtained a copy of the prized 24-page edition, complete with the following inserts: *Rural Weekly* (24pp, tabloid), *Border News* (16pp, tab), *North-West Magazine* (12pp tab.), and *Queensland Country Catalogue* (56pp quarterfold mail order guide published by the *Morning Bulletin*, Rockhampton). Total equivalent tabloid size: 104pp. Cover price: 80c. This issue of the weekly *Argus* was labelled: "Special 'airmail' edition of the *Argus* flown in from Moree to beat the floods." The paper is printed at the *Moree Champion*, NSW.

10.26 *AGE* DISPUTE

A wildcat strike halted production of Melbourne's Age and the Victorian edition of the *Australian Financial Review* on 23 November. Pickets blocked entrances to the newspaper's office in Spencer Street. The strike followed a breakdown in negotiations between management and unions over an enterprise agreement. Workers fear jobs will be lost once the newspaper's new production facility is built near Tullamarine Airport (Age Online and ABC Radio, 23 November 2000).

10.27 THE LADY OF *THE LACHLANDER*

Doretta Ryder-Wood, 87, the owner of *The Lachlander*, Condobolin's bi-weekly newspaper, is in a nursing home and the man with power of attorney is seeking to sell the paper (*Sydney Morning Herald*, 13 November 2000, p.7). The paper is one of four hot-metal papers remaining in Australia (Rod Kirkpatrick, *Country Conscience*, p.374)

LITERATURE ABOUT NEWSPAPER HISTORY

10.28 AUSTRALASIAN ADVERTISERS' MANUAL AND NEWSPAPER DIRECTORY, AUSTRALIA AND NEW ZEALAND

From **Jürgen Wegner**, Sydney: A few further *Useful references* (cf. 6.13) are given below for those interested in facts and figures relating to the Australian or New Zealand newspaper trade. The *Australasian advertisers' manual and newspaper directory, Australia and New Zealand* while widely held is by no means common. (Kinetica has ANL, NU, and VSL as locations but not all sets are complete runs. No doubt there are other, unreported, locations in Australia). Like so much of our trade and technical documentation it was trashed at the time and volumes now command a respectable price on the antiquarian market (Richard Neylon listed a copy of the 1924 volume for $A500 (*List* 48 of Mar. 1997, item 5). To my knowledge only these three editions were published, in rapid succession between 1922 and 1924 or 1925. A variant binding exists for the first, as does a dummy for a projected 1925 ed. (not produced thus but issued as the third and final 1925-6 ed.). The *Australasian advertisers' manual and newspaper directory, Australia and New Zealand* presumably went the way of so many other publications when production values, content, and expectations were not matched by the reality of our somewhat limited market.

In effect the *Australasian advertisers' manual and newspaper directory, Australia and New Zealand* attempted to provide what computers can do today: a comprehensive number of indexes, statistics, and tables covering a wide range of facts and figures. The publication also includes numerous practical, historical as well as theoretical articles of some length on the industry, as well as on related topics such as advertising and print production. Tables galore. And specimens of printing layout and design, including state of the art colour printing. The advertising material in it alone will repay a closer look covering as it does not only the newspaper industry, but the printing and allied trades aspects as well.

In summary the following were produced:

Australasian advertisers' manual and newspaper directory, Australia and New Zealand, 1923. [1st ed.]. Sydney: Weston Company; Wellington: Goldberg Advertising Agency; London: United Advertising Service, 1922. iv, 544 p. : ill., maps.

The volume contains a great many indexes: General index; General index to publications [i.e. to titles, of which ca. 1300 are given]; General index of trades/professions connected with advertising (by states); General index of miscellaneous rates and price lists; General index of advertisers other than publishers; etc. This is followed by a general section of articles (p. 37-92) which includes material on: The psychology of advertising; Truth in advertising; Style, art, law, registration of newspapers; An article on the Australasian Advertising Service Agency; Responsibility of a daily paper [sic]; And several on circulation of newspapers.

Then there is a long section on advertising practice (p. 93-206) including articles on: Advertising mediums, their selection, and how to apply them; Advertising agencies; Physical factors affecting advertising (e.g. paper and printing production)… including facts and figures; A bibliography (p. 174-176); Postal rates and regulations; Customs information.

Finally, the directory of Australian publications (p. 207-496). Sections are arranged by state and New Zealand. For each are given: A newspaper and railway map; Description of the state; An alphabetic listing of publication giving name, publisher, address, kind of publication, when issued, when established, price, size, population covered (both town and district), class of district/industries, miles from Sydney [NSW alone has some 520 publications described thus]; Rates; Descriptions and rates by categories (dailies, weeklies, etc. to annuals), and if metropolitan or provincial; List by place with publications issued; Classified list; Miscellaneous rates [i.e. charges made for things as varied as electric sign makers, ferry boat advertising rates, billposters, electrotypers, enamel sign makers, etc.]; Names of advertising managers; Directory of related trades and professions (including the printing and allied trades).

Quarto. Bound in maroon buckram. Printed on thin paper of indifferent quality.

Australasian advertisers' manual and newspaper directory, Australia and New Zealand, 1924. [2nd ed.]. Sydney: Weston Company, 1924. 480pp.: ill. (some colour), maps.

This edition is of a much better quality of production. Quarto, with a commendable but unfortunate use of half leather in the binding. Good quality, thicker (esparto?) paper. Printed by the Sydney printing house of W.T. Baker & Co. Set by Smith & Miles and W.T. Baker & Co. All Sydney firms of considerable reputation.

Changes for this edition include one section of articles only. These include *Commercial art in Australia*, and *Process engraving in Australia* (by E.J. Hyde). Some historical information is also presented.

The first of what was planned to be a "regular" colour section covers p. 69-112 and is intended to illustrate the state of advertising art and design as well as production standards of the time. There are 42 separate tipped-in plates taken from contemporary advertising material illustrating the best printing and production methods. Names of those who supplied specimens of their work include: Arthur McQuitty (printing), Hartland & Hyde (photoengraving), Bacon & Co. (photoengraving), Pratten Bros. (printing), the West Australian Government Printing Office, Globe Engraving (of Melbourne), Waite & Bull (printing), Shepherd & Newman (printing), W.T. Baker & Co., Smith & Julius.

Australasian advertisers' manual and newspaper directory, Australia and New Zealand, 1925. Sydney ; Wellington ; London : Weston Company, [1925?]. 1 v. (unpaged) : col. ill.

Unpublished dummy for a third (1925) edition. In size and style similar to the second edition. Apart from blank pages it contains only the section of specimens using 6 col. plates from the previous edition.

Australasian advertisers' manual and newspaper directory, Australia and New Zealand, 1925-6. [3rd ed.]. Sydney : Weston Company, [1924?]. 374 p. : ill. (some col.), maps.

With this the final edition, the articles section has been dropped. A new *Manual* section is included (p. 33-54) which contains a longer article on *Preparation of advertising literature*. There is a colour section still (p. 57-72) containing 16 tipped-in plates only, predominantly by McQuitty and Baker. The publishing history seems to indicate that after an optimistic start the publication struggled to gain a foothold in the industry for a few years, then folded about 1924 or 1925 when the expectations of the publisher remained unfulfilled.

ITEMS RELATED TO NEWSPAPER HISTORY

10.29 HUGHENDEN (1): LETTER TO THE EDITOR

A letter to the editor from Cheryl Crighton, secretary-treasurer of Hughenden & District Family History Society Inc.:

I was most interested to read the item, "Country press perish one by one", in your Newsletter No. 8 [item 8.17]. As we publish a quarterly magazine, I would with your kind permission like to use the article in one of our next magazines. I had often wondered as to why the *Observer* came to its demise. Your article gives me the answers.

We, at our Library Rooms, have a July to December 1913 film of the *Hughenden Observer*. As yet we do not have a film reader and so I have been very slowly going through it on the microfiche viewer and really relish my trips to Charters Towers where I am able to use the film reader at the Charters Towers & Dalrymple Family History Association Inc. Library Rooms. Do you know where we may be able to purchase a secondhand film reader? We were unsuccessful in our grant application to purchase a new one and as our funds are somewhat limited, we would be delighted to be able to purchase a secondhand one.

10.30 HUGHENDEN (2): LOCAL JOLLIFICATION GREETS THE *ENSIGN*

The editor writes: My file of notes on Hughenden newspapers came largely from a day at the James Cook University Library, Townsville, on 13 July 1981. Henry Edward Cobden, who had managed the *Mackay Standard* from its establishment on 10 December 1877 until March 1883, launched the first Hughenden paper, the *Ensign*, on 11 August 1883. It ceased publication on 23 December 1889 (O'Donovan), when proprietor and editor F.L. Day, a former bank officer, sold the business and departed (*Townsville Evening Standard*, 1 February 1890). The new owners launched the *Hughenden Observer* on 2 January 1890 (*Cooktown Courier*, January 1890, p.2, col.1). The *Observer* was run by a joint-stock company, the Hughenden Newspaper Company, in which the shareholders included the town clerk, a hotelkeeper, a stock and station agent, an agent, a stationer, a carter, a wheelwright, an auctioneer, a spinster, a widow and a woman (Queensland State Archives A/21535, No. 37 Book 6).

The James Cook University Library had files of the *Observer* for 1908, 1909, 1910, 1911, January to May 1912 and January to June 1913, I noted. According to Cheryl Crighton, the bound files for the second half of 1913 were found when someone had attempted to dispose of them.

When Hughenden became a newspaper town, the *Western Star*, Roma (25 August 1883, p.2, col.7), noted that the *Hughenden Ensign's* birth on 11 August had been celebrated by a "local

jollification". The paper was "exceedingly well got up" and contained a large amount of interesting reading matter. The *Star* reprinted the *Ensign's* brief description of the township itself:

> Picturesquely situated on the banks of the Flinders river, at the commencement of the grandest pastoral district in the colony is the town of Hughenden. It is distant from the Towers, by the telegraph line, 156½ miles; and is on the direct road to the Cloncurry (a district rich in minerals); also, on the nearest road to Normanton. The town is built on a good elevation; climate pure and healthy. There is no dearth of water, the Flinders supplying it at all seasons. A prettier situation for a township could not be chosen, with hills in the distance, and the richly grassed downs country of its immediate neighbourhood makes Hughenden one of the most delightful spots in the North of Queensland.

Hughenden was connected by rail with Townsville in 1887 (*The Week*, Brisbane, 5 November 1887, p.8). Cobden sold the *Ensign* in March 1887, intending to start a paper on the Croydon goldfield. The *Hughenden Observer* faced competition from the *Flinders Chronicle* from 1911 (the Queensland State Library has holdings of the *Chronicle* from 1931-40, imperfect). The story of the demise of the *Observer* was told in 8.17, giving rise to Cheryl Crighton's letter (10.29).

10.31 THE LOCAL RAG AT BANKSTOWN

Sydney's Bankstown Historical Society quarterly *Journal* has published a series of articles on newspaper history in surrounding suburbs. Written by Betty Goodger, they are:
"The local rag – newspapers in Bankstown", July 1997, pp.11-20; "The local rag – newspapers in Bankstown: a sequel", January 1998, pp.7-10; and "The local rag: another sequel", October 2000, pp.16-17.

10.32 THE FAIRFAX ARCHIVES: GAVIN SOUTER WAITS

Gavin Souter, author of the superb Fairfax company histories, *Company of Heralds* and *Heralds & Angels*, and a *Sydney Morning Herald* employee for 40 years, offered the *Australian* an obituary on Ian Moffitt. Souter said he would not be writing one for the *Herald*. Souter, now 71, wrote to Fairfax CEO Fred Hilmer 18 months ago, wrote Amanda Meade (*Australian*, Media liftout, 9 November 2000, p.2), suggesting that he take steps to preserve and make more accessible the *herald's* unique early archive, now locked away in a warehouse in the industrial Sydney suburb of Alexandria. Souter suggested the very early collection of correspondence and staff files, say between 1831 and 1939-45, would not be commercially sensitive and would provide an excellent resource if stored in a public library. Hilmer failed to reply, so Souter wrote again. And again, and again, finally contacting the company secretary who said she was sure Hilmer had passed it on to the relevant person. Souter is still waiting.

Souter's obituary of Ian Moffitt appeared in the *Australian* on 10 November 2000, p.11.

10.33 OLD EDITIONS OF AUSTRALIAN NEWSPAPERS FOR SALE

From **Victor Isaacs**: It is possible to obtain complete original old Australian newspapers in good condition. Alan Waters, of Paper World, offers a wide range of Australian newspaper titles for sale. As libraries changed their holdings to microfilm, he spent ten years buying up their hard copies of 22 titles and trucking them to his Melbourne warehouse. They are now offered for sale, and are popular mainly to commemorate birthdates. Titles available are
Sydney: *SMH* (since 1900), *Daily Telegraph* (1911), *Sun* (1967), *Daily Mirror* (1956).
Melbourne: *Age* (1896!), *Argus* (1896!), *Herald* (1896!), *Sun* (1969), *Star* (1933-36).
Brisbane: *Courier-Mail* (1900), Telegraph (1933);
Adelaide: *Advertiser* (1900), *Register* (1921-29), *Mail* (1922-30).
Other: *West Australian* (1946), *Mercury* (1940), *Canberra Times* (1970), *NZ Herald* (1940).

In addition all major titles for recent years are offered. Prices are not cheap. Contact details are Mr Alan Waters, Paper World Pty Ltd, PO Box 303, Prahran Vic. 3181; email alan@paperworld.com.au, web www.paperworld.com.au, phone 03-9529 6888 or freecall 1800 811 755, fax 03-9529 6388.

10.34 OZLIFE: BIOGRAPHY AND BOOK REVIEW INDEX

From **Bill Tully** in Canberra: The National Library of Australia has obtained a new database – "OzLife: Australian biography and book review index". It's been going since July 2000, taking over from the manually filed clippings/markings (1960s - mid-2000). It covers 250+ Australian newspapers and journals. Criteria for inclusion: profiles/obituaries of Australian people (all eras), books published in and about Australia. About 9,000 entries per annum. Now accessible via subject (author/biographee), occupation, journalist writing the review or profile or obit., title of book reviewed - http://www.nla.gov/au/servlet/ozlife

"OzLife" should be more comprehensive than the individual websites of newspapers, with a controlled index, and free! It also includes the first up-to-date Australian book review index for some years. Feedback to email: infoserv@nla.gov.au

10.35 NORTH COAST ANZACS THROUGH THE NEWSPAPERS

Manning River researchers and newspaper archivists, Rod and Wendy Gow, and Val Birch, have released their latest book, *North Coast Anzacs, Volume 2*. It is a collection of extracts from the *Northern Champion* (Taree) and the *Wingham Chronicle*. It is not a history of the war, but rather an account of soldiers' first hand experiences defining enlistments, send-offs, victories and tragedies, welcome home, and memorial services for those who paid the supreme sacrifice. The first volume, which was released in May, consisted of newspaper extracts up to 1917 and this latest publication continues from 1918 to 1922. Both volumes are available at $34 including GST and postage. Further information is available from Rod Gow via e-mail: rgow@turboweb.net.au

10.36 RECENTLY PUBLISHED (1): BOOKS

10.36.1 SOURCES FOR SOUTH AUSTRALIAN HISTORY, Second Edition, by Andrew Guy Peake, Tudor Australia Press, 14 Tudor St Dulwich SA 5065, ISBN 0-9589177-6-0, $28.60, 176 pages. Includes a chapter entitled "Newspapers" which has details of SA newspaper indexes, list of newspapers published in each SA location, chronological charts of Adelaide newspapers, and references.

10.36.2 KALGOORLIE TRADES HALL CENTENARY ISSUE. PAPERS IN LABOUR HISTORY NO. 15, Perth Branch Australian Society for the Study of Labour History, P O Box 8351 Perth Business Centre WA 6849. Editors Charlie Fox, Andrew Gill and Lenore Layman, ISBN 1030-6218 $30. 117 pages. Includes a chapter entitled "Running the Rag – The Westralian Worker: Its Kalgoorlie Years 1900-1912" by Andrew Gill, being a history of the first years of the Westralian Worker and its succession of early editors.

10.36.3 THE DEVELOPMENT OF PRINTING IN NINETEENTH-CENTURY BALLARAT by Stephen Herrin, Occasional Publication No. 7 of the Bibliographic Society of Australia and New Zealand. Available for $30 plus $5 p&p to non-members of BSANZ and $25 plus $5 to members. Send cheque to Brian Hubber, State Library of Victoria, 328 Swanston Street, Melbourne.

10.36.4 COUNTRY CONSCIENCE: A HISTORY OF THE NEW SOUTH WALES PROVINCIAL PRESS, 1841-1995, by Rod Kirkpatrick, Infinite Harvest Publishing. ISBN 0

646 402706. Available for $55 (incl. p&p) from Keith Bradley, GPO Box 240 Canberra City 2601.

10.36.5 TICKLE THE PUBLIC: ONE HUNDRED YEARS OF THE POPULAR PRESS by Mathew Engel, published by Indigo, London, 1996, 352 pages, paperback, ISBN 0-575-40083-8. Although this book traces the development of the popular press in Britain, not Australia, it does discuss the influence of Rupert Murdoch. Victor Isaacs notes: It is worth mentioning because of its sheer excellence. It combines very thorough research with a very readable style.

10.37 RECENTLY PUBLISHED (2): ARTICLES

10.37.1 THE CRUSADER WHO CHANGED THE FACE OF NEWSPAPERS FOREVER by John Stevens, *Age*, 14 October 2000, News Extra 6. Profile of former esteemed Melbourne *Age* editor Graham Perkin 25 years after his unexpected death on 16 October 1975 at the age of 45 when he had been editor for nine years. (Editor: see also *Age*, 17 October 1975, pp.1-2, 9, 32; and *Australian*, 17 October 1975, p.11.)

10.37.2 NEWS JUNKIE POLICES PRESS by Mark Day, *Australian*, Media liftout, 19 October 2000, p.3. Profile of the new chair of the Australian Press Council, Emeritus Professor Kenneth McKinnon, Vice Chancellor of the University of Wollongong, 1981-95.

10.37.3 COMMUNICATION DIVIDE by Tim Hughes, *Australian*, Media liftout, 19 October 2000, pp.6-7. The metropolitan media has lost interest in rural Australia and what it reports is increasingly negative, says this freelance journalist and farmer.

10.37.4 BLOWING THE FINAL WHISTLE ON AN OPINIONATED CAREER by Spiro Zavos, *Sydney Morning Herald*, 30 October 2000, p.12. Zavos, who has written about 5,000 editorials for the *SMH*, gives it up to write about rugby. [He was featured on ABC Radio National's *Media Report* on 2 November.]

10.37.5 FLAGSHIP'S CREW AT WAR by Mark Day, *Australian*, Media liftout, 2 November 2000, pp.6-7. The machinations behind the removal of Paul McGeough as editor of the *Sydney Morning Herald*. [See 10.14]

10.37.6 LIFE IN THE AFTERNOON NOT SO RARE IN NEW ZEALAND by John Tidey, *PANPA Bulletin*, November 2000, p.25. Australia has no evening dailies, in city or country. New Zealand has 21 regional dailies, of which 17 are evening papers (of which 16 are broadsheets).

10.37.7 NEWSPAPER HISTORY SEARCH HAS BEEN A TRIP THROUGH TIME by Rod Kirkpatrick, *PANPA Bulletin*, November 2000, pp.35, 37-38. Unusual aspects of newspaper offices throughout New South Wales and Queensland.

10.37.8 TEXT CHANGE FOR ERIC by Richard Gluyas, *Australian*, Media liftout, 9 November 2000, pp.6-7. Eric Beecher has changed his tune on media-ownership controls now that he is a proprietor.

10.37.9 APN'S IRISH EYE REGIONAL REWARDS by Asa Wahlquist, *Australian*, Media liftout, 9 November 2000, pp.8-9. Interview with Vincent Crowley, new chief executive of APN News and Media Ltd.

10.37.10 A MATTER OF MERIT by Sian Powell, *Australian*, Media liftout, 23 November 2000, pp.6-7. Has quality journalism succumbed to the cult of celebrity? Sidebar story: JOURNALISM REMAINS AN HONOURABLE CRAFT by Frank Devine, p.7.

10.37.11 REVISITING THE "MYSTERY OF A NOVEL CONTEST": THE DAILY TELEGRAPH AND COME IN SPINNER by Bridget Griffen-Foley, *Australian Literary Studies*, 19 (4), October 2000, pp.413-424. An analysis of an infamous literary episode, in which the Sydney *Daily Telegraph* never announced that "Come in Spinner" had won its 1945 novel contest, and in which it failed to publish the book.

10.37.12 PILLARS OF SOCIETY by Tim Blair, *Australian*, Media liftout, 30 November 2000, pp.12-13. Australia's columnists have some fun poked at them.

10.37.13 SUNDAY CHASE FOR CATS AND DOGS by Andrew Dodd, *Australian*, Media liftout, 30 November 2000, p.4. The *Geelong Advertiser* has launched a tabloid edition into an uncertain market (see 10.15).

10.38 EDITOR'S ENDNOTE

The next issue of this Newsletter will carry a chronology of selected important newspaper events from January 1980 to December 2000. If you have dates/events that you think may otherwise be missed, you are invited to submit them. Don't forget that subscriptions are due, if you began subscribing at No. 1. If you are an electronic subscriber you may wish to consider making a donation of $5 to help keep funds more liquid. For the record, No 1 was 4pp, No 2 was 4pp, 3 was 8pp, 4 was 10pp, 5 was 6pp, 6 was 9pp, 7 was 12pp, 8 was 18pp, 9 was 14pp and 10 is 15pp. This edition carries more than 7700 words.

May this Christmas season mean much to you and to those whom you love.

10.39 STOP PRESS
The ABC has axed *Media Watch* presenter Paul Barry after he was critical on air of managing director Jonathan Shier. On the 6 November program, Barry interviewed ABC chairman Donald McDonald. After pointing to the negative press Shier had received, Barry said: "So far the main feature of Shier's new ABC is that it has more top managers – paid more money – and a redundancy bill of at least $3 million." (*Aust.,* 1 December 00, p.3).