

NEWSLETTER

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1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

61.1.1 DISASTERS (1): AUSTRALIA—FLOODS AND CYCLONE

Floods: APN dailies in Queensland published extensive flood coverage during the week of the Brisbane flood and the “inland tsunami” that hit Toowoomba and the Lockyer Valley towns of Grantham, Murphy’s Creek, Withcott, and so on. For example, the *Daily Mercury*, Mackay, published 14-pages of flood coverage on 12 January and 11 pages on 13 January. News Ltd’s Brisbane *Courier-Mail* published a 28-page flood wraparound on 13 January and 24 pages on 14 January. On 22 January the APN dailies in Queensland published a 32-page “special”, entitled “Flood Crisis”. Leading off the edition was an article, “Human spirit rises from devastation”, by Shane Rodgers, who is now the editorial director of APN Australian Regional Media. Rodgers is a former senior executive with Queensland Newspapers Pty Ltd and a former editor-in-chief of Quest Community Newspapers. The *Courier-Mail*’s “Qweekend” magazine ran a 56-page special issue on “The Flood 2011” on 22-23 January.

Fairfax Media, via the Fairfax Agricultural Publishing division, donated \$75,000 to the Elders Rural Flood Appeal. This appeal will provide funds for fencing, fodder or livestock needs, or for farm infrastructure, household and equipment repairs.

In Victoria: The *Kerang Times* published a free flood issue on 21 January. The Swan Hill *Guardian* of 21 January devoted ten pages to its flood coverage.

When the Media section returned to the *Australian* on 31 January, **Tony Koch**, a veteran Queensland journalist, wrote about the reporting of the floods in his home state. He said hundreds of journalists, photographers and television cameramen had spent weeks in gumboots, sleeping in emergency refuges, cars or wherever they could grab a bed and a feed. He said the standout was ABC Radio, particularly in regional centres. In the regions, ABC Local Radio scrapped all programs except news bulletins and became a 24-hour flood information service. “I listened to at least 100 callers from far-flung places that are little more than postcodes saying they depended on the ABC for vital information on rainfall, creek and river heights, police warnings, evacuations and road conditions. Roads and bridges were washed away, communication lines were down, television services and landlines were patchy at best. But the ABC provided timely information and warnings, relayed calls from emergency service workers, stranded truckies, farmers and others, ensuring the information was disseminated. There is no doubt whatsoever that ABC journalists and management saved townships, homes and lives.”

Koch’s article (see 61.5.2 Koch) paid special tribute to some regional print journalists, a factor which is highly unusual in an article from a metro journalist. Here are some examples:

On one occasion in the Lockyer Valley, photographer **Jack Tran** and Koch had got themselves into “a spot of bother” which involved driving around road blocks and across flooded creeks. “One of the penalties was that my laptop was rendered inoperable, so by late afternoon I was in a pickle about how to send copy. In Gatton, across the road from the main emergency refuge was the office of the APN-owned *Gatton Star*, a weekly servicing the Lockyer Valley. I asked editor **Brendan Steinhardt** if he could help. He saw we were fellow journalists in trouble and without hesitation he offered assistance. He invited Tran and me in and gave us access to a computer and desks. Without his assistance our contribution would have been very poor.

“As well, he introduced us to **Melanie Maesele**, a young journalist from his sister paper, the Ipswich [*Queensland*] *Times*. Maesele had spent a fortnight in the Brisbane bureau of the *Australian* doing work experience five years ago, so we had at least met. She knew the local area, the people, the police. She also knew where to get fuel when it was being rationed, all the back roads through the farmland to get us around police road blocks to Grantham and other spots without being arrested, and when we ran foul of the police, inevitably it was a local cop who knew her and all was well.

“One forgets how hard these regional reporters work – she had to drive, interview people (many of whom were severely distressed), take her own photographs and then get back to the office, file the pictures and provide two or three pages of copy. An amazing effort from a talented reporter who is in touch with her readership and knows her patch.”

Mediaweek (31 January 2011, pp.5, 10-12) also reported on how the Queensland floods were covered through interviews with **Adam Davies**, reporter, Toowoomba *Chronicle*; **Andrew Quilty**, photographer, *New York Times*; **Michael Crutcher**, editor, *Courier-Mail*; **Susann Kovacs**, video journalist, Queensland Newspapers; and **Wendy Kingston** and **Allison Langdon**, news anchors, Nine Network. The *Mediaweek* coverage includes four graphic front pages from the Toowoomba *Chronicle* with these headlines: “Four die in flash flood”, “Teen gives life to save brother”, “Our darkest hour” and “Heartbreak”.

Mediaweek (7 February 2011, pp.5, 11) reported on newspaper coverage of the flooding in Victoria and the advent of Cyclone Yasi in Queensland, and on 14 February (p.10) reported more on Yasi’s impact on newspaper publication, especially in Cairns (the *Post* set up in a hotel) and Innisfail.

Cyclone Yasi: The *Innisfail Advocate*, which published the day after Cyclone Larry hit the town in 2006, published on 2 February, the day before Cyclone Yasi hit, and aimed to meet its next deadline, on Saturday, reports Andrew Fraser in the *Australian* (3 February). The twice-weekly *Advocate*, owned by News Limited, became on 2 February the de facto office of journalists from around the country who descended on the town. *Advocate* journalist Duncan Patterson, who worked through Cyclone Larry in 2006, said staff aimed to file for Saturday. The *Australian* printed a special edition on 3 February morning in Townsville as well as in Brisbane, Sydney and Melbourne. The *Herald Sun* published a special edition of the paper on 3 February, with in-depth coverage, photographs and first-hand reports from the towns hit hardest by Cyclone Yasi overnight. The special edition hit city streets by lunchtime. *The Daily Telegraph* published a special afternoon edition to provide readers with special updated coverage on the aftermath of Tropical Cyclone Yasi. The *Weekend Australian*, 5-6 February, devoted seven pages of its 12-page Inquirer section to stories and pictures related mainly to Cyclone Yasi but also to flooding. See DISASTERS (2), (3) and (4): 61.1.2, 61.3.1 and 61.4.2.

61.1.2 DISASTERS (2): NEW ZEALAND–EARTHQUAKE

In the earthquake that struck Christchurch on 22 February, the beautiful, old building that housed the headquarters of the city’s 150--year-old daily, the *Press*, owned by Fairfax NZ, was badly damaged. The building was in Cathedral Square in the centre of the city. A number of staff members were trapped inside, and one died. The next day, 23 February, a 24-page issue of the *Press* was published. Editorial staff worked from emergency accommodation at the *Press*’ printing plant near the airport on the outskirts of Christchurch. That building was not damaged. The premises of the *Star*, APN’s bi-weekly

free newspaper (a daily until the 1990s), were also seriously damaged. But it too managed to publish an emergency edition on the morning after the earthquake. It was produced drawing on NZ-wide APN resources, especially those of the *NZ Herald* of Auckland. The front page included the mastheads of both the *Star* and the *NZ Herald*. Among the many dramatic photos in the *Sydney Morning Herald* and the *Age* of 23 February were shots of the *Press* building. One was an exterior view of the badly damaged building.

Even without the death of one of its employees, covering the Christchurch earthquake was one of the toughest assignments for staff in the history of the *Press* (*Canberra Times* and other Fairfax dailies, 24 February 2011). The edition that appeared the day after the earthquake was produced on about six surviving laptops and a single functioning desktop computer in the cafeteria of the Fairfax-owned paper's new printing works on the city's outskirts. Editor Andrew Holden said many of the reporters out in the streets reporting on the city's disaster were themselves in shock and, for many, their homes were either destroyed or severely damaged. He said the name of the dead employee, a woman who worked in the paper's finance department, had not been issued because she had not been formally identified. The top floor of the four-storey 103-year-old building where she worked suffered the most damage in the 6.3-magnitude quake, with the collapse of half of its concrete roof.

"There is a cafe on the top floor and some of the four trapped in the building were there. We had search and rescue people who cut through the concrete and were able to rescue three of them ... Our reporters and photographers are doing their best trying to report on this. Like police and other emergency people they are very upset but they are trying to get the story out to our readers."

Holden said he was in his office on the second floor when the earthquake hit and was enveloped by dust while trying to dodge flying glass. He and most of the hundred or so people in the building escaped down one of the three main staircases. "Out in the street we were dodging falling rubble from our own building and being right next to the cathedral, when we saw that the spire had collapsed, we realised the earthquake was a monster." He said they had set up a newsroom in the cafe and conference room of the two-year-old printing works near the airport, while the reporters and photographers in the field filed stories and photos from laptops and iPhones to a central hub of Fairfax New Zealand's operations in the country's capital, Wellington.

"The night editor of the *Dominion Post* [the Wellington paper] and his production team, first put out their paper and then they put out ours and sent it [electronically] to our printing works where we managed a print run of 90,000. We even had home deliveries in some suburbs." Holden said the paper's staff would not return to the heritage-listed building, now owned by a Sydney-based development company. He said they were due to move into an adjacent new building in three weeks, but that would now be delayed until it was repaired.

61.1.3 FAIRFAX CONFIRMS INTERIM CEO IN THE JOB

Greg Hywood was appointed CEO of Fairfax Media Ltd on 7 February 2011 after having served as interim CEO since 6 December when Brian McCarthy resigned. Hywood is a former publisher and editor-in-chief, at different times, of the *Australian Financial Review*, *Sydney Morning Herald/Sun-Herald* and the *Age*. The Fairfax chairman, Roger Corbett, said Hywood met the board's three criteria: digital expertise, ability to change corporate culture and journalistic credibility (Fairfax Media corporate announcement, 7 February 2011).

The *Australian*, as always, provided plenty of coverage of Fairfax affairs, and so Mark Day commented on Hywood's appointment, and his challenges (Media section, 7 February 2011, pp.32, 27). James Chessell reported (8 February 2011, p.19) that Hywood would press on with small digital acquisitions and key management appointments in a bid to speed change. Chessell wrote a fuller background piece a few days later (*Weekend*

Australian, 12-13 February 2011, pp.25, 34); it paid much more attention to his career and to the challenges he faces in his new role.

On 24 February, Hywood appointed Jack Matthews, the Fairfax Digital boss, to run the newly created Metro Division, which brings together the online and print parts of the *Sydney Morning Herald* and the *Age*. Hywood announced the company's interim financial results on 24 February. The *SMH* and the *Age* contributed less than 20 per cent of the group's earnings. Group EBITDA (earnings before interest, taxes, depreciation and amortisation) was up 7.3 per cent to \$347 million (*Australian*, 25 February 2011, pp.21-22).

61.1.4 WIKILEAKS AND THE MEDIA

WikiLeaks was doing what the media had always done, bringing to light material governments would prefer to keep secret, newspaper editors and other media figures said in an open letter to Prime Minister Julia Gillard (*Mediaweek* online, 15 December 2010). They said the reaction of the Australian and US governments was deeply troubling and there was no evidence Julian Assange and WikiLeaks had broken Australian law. The letter said the government was investigating whether Assange had committed an offence while Gillard had condemned WikiLeaks' action as "illegal", but so far it "has been able to point to no Australian law that has been breached". Among the signatories were Paul Ramadge, editor-in-chief, *Age*, Melbourne; Peter Fray, editor-in-chief, *Sydney Morning Herald*; Simon Pristel, editor, *Herald Sun*, Melbourne; Melvin Mansell, editor, *Advertiser*, Adelaide; Michael Crutcher, editor, *Courier-Mail*, Brisbane; Garry Linnell, editor, *Daily Telegraph*, Sydney; Gay Alcorn, editor, *Sunday Age*, Melbourne; Eric Beecher, chairman, Crikey; Kate Torney, director of news, ABC; Mike van Niekerk, editor-in-chief, Fairfax Digital; Rick Feneley, editor, *Sun-Herald*, Sydney; and David Penberthy, editor-in-chief, **news.com.au**.

61.1.5 THE SILLY SEASON

A month-by-month summary of the major happenings in the media during 2010 appeared in the *Australian*, Media section, 13 December 2010, pp.28-29. It was the final issue of the Media section for 2010. The first issue for 2011 was 31 January (and it was good to have it back).

Mediaweek looked back on 2010 in its issue of 20 December 2010. On pages 20-21, it published the newspaper "covers of the year", as nominated by the editors of the publications. They included the *Sydney Morning Herald* of 13 October: the release of the trapped Chilean miners coincided with the arrest, 13 months after the act, of some of the alleged conspirators in the murder of Sydney businessman and standover man, Michael McGurk; the *Illawarra Mercury* of 25 June: the redhead front page, "Julia reignites Labor's chances"; the *Weekend Australian* of 19-20 June ("Poll the key as mutineers circle Rudd") and the *Australian* of 24 June ("Push for Gillard to replace Rudd"); and the *Age* of 8 December: the front page that launched the paper's coverage of the WikiLeaks cables relating to Australia ("Scathing attacks on Rudd").

Mediaweek named the following among its 25 "Media people of 2010": Chris Mitchell, editor-in-chief of the *Australian*; and Antony Catalano, who launched the *Weekly Review* (full of glossy real estate ads) in Melbourne in May.

Sydney *mX* ceased publication on Wednesday, 22 December 2010, and resumed publication on Monday 17 January 2011.

With Christmas Day 2010 falling on a Saturday, the *Sydney Morning Herald*, *Age* and *Australian* brought some of their usual Saturday features one day forward to Friday 24 December, Christmas Eve. The *Canberra Times*, however, went the opposite way. It published what was, in effect, a deferred Saturday edition of the *Canberra Times* on Sunday 26 December, St Stephen's Day, replacing the *Sunday Canberra Times*. It had all the characteristics of the *Canberra Times*, including title and broadsheet size, and none of the *Sunday Canberra Times*.

In February, the Victorian *Weekly Times* published a series of glossy prints of illustrated pages from their Annuals of the 1930s.

61.1.6 WALKLEYS

Journalists employed by Fairfax Media dominated the print sections of the Walkley Awards in December 2010. Among the awards were:

Best print, wire service journalism: Paul McGeough, *Sydney Morning Herald*, “Prayers, tear gas and terror”.

Magazine feature writing: David Marr, *Quarterly Essay*, “Power Trip: The Political Journey of Kevin Rudd”. [Marr works for the *SMH*.]

All media—best scoop of the year: Lenore Taylor, *Sydney Morning Herald*, “ETS off the agenda until late next term”.

Outstanding continuous coverage of an issue or event: Stephen Fitzpatrick, *Australian*, “Sri Lankan asylum seeker stand-off”.

Newspaper feature writing: Pamela Williams, *Australian Financial Review*, “Labor’s trial”.

For more award winners, just Google “Walkley award winners, 2010”.

61.1.7 RECENT CHRONOLOGY

61.1.7.1 EVENTS

18 December 2010: *Adelaide Advertiser* starts promoting its iPad app.

20 December 2010: *Courier-Mail* starts promoting its iPad app.

20 December 2010: *Age* starts promoting its iPad app.

31 December 2010: 100 years since the first issue of the *Tamworth Daily Observer*, which became the *Northern Daily Leader* on 1 January 1921.

Late December 2010: Peanuts comic strip ceases in Australian newspapers after about 25 years (source *Advertiser* of 18 Dec).

2 January 2011: The *Sunday Mail* (Qld) pledges to give 50c of the \$2 from each copy sold that day to the Queensland Premier’s Flood Appeal. That should be about \$257,000.

12-13 January 2011: Floods devastate Brisbane, causing more damage even than the 1974 floods.

22 January 2011: The *Daily Mercury*, Mackay, gives 50c from the sale of each issue of the Saturday edition of the paper to the Queensland Premier’s Flood Appeal. [APN News & Media had already given \$100,000 to the appeal.]

2 February 2011: Launch of the *Daily*, Rupert Murdoch’s first paperless newspaper. See ANHG 61.2.1.

5 February 2011: The *Age* on Saturdays is relaunched as the *Saturday Age*. ANHG correspondent **Peter T. Gill** reported: The paper carried 28 broadsheet pages plus 360 tabloid pages (or an equivalent of 208 broadsheet pages). The tabloidization of the Fairfax broadsheets continues! The first issue of the revamped Saturday title carried: 28 broadsheet pages of news and the following in tabloid 9or approx.): Life & Style, 52pp; Sport, 28pp; Business Day, 40pp; *Good Weekend* magazine, 32pp; My Career, 44pp; Domain, 88pp; Drive, 44pp; Traveller, 32pp.

61.1.7.2 DEATHS

Park, Rosina Ruth Lucia: D. 16 December 2010 in Sydney, aged 93; career as a novelist was launched when she won the inaugural *Sydney Morning Herald* literary competition in 1946 with *The Harp in the South* (as part of her prize, Angus & Robertson published the novel); born in New Zealand, she moved to Sydney in 1942 to take a newspaper job and to marry fellow journalist, D’Arcy Niland, later the author of *The*

Sharalee; Park wrote eight more novels, including *Poor Man's Orange* and *Swords and Crowns and Rings*, which won the Miles Franklin Award in 1977, and two dozen children's books, including *Playing Beatie Bow* and *The Muddleheaded Wombat*, based on her long-running radio serial; she kept a connection with the *SMH* and the *National Times*, writing journalism and features that brought events of the Depression and earlier history to life (*Age*, 17-18 December 2010, p.8).

Van Bedaf, Bert: D. 3 November 2011 at Leongatha, aged 61; journalism all-rounder; ranged from bureau chief for Sydney-based Yaffa Publications to senior writer for Soccer International and Soccer Australia and to working for Reuters in the Netherlands; known recently for his incisive reporting on local government, the environment and the arts for the *Great Southern Star*, Leongatha; author of *About the Dutch: The First Europeans to Explore Australia* (1988); his prose, short stories and poetry have appeared in various publications (*Age*, 6 December 2010, p.15).

61.1.8 BARROW BUSHWALKING SERIES CONTINUES

Canberra journalist Graeme Barrow has published another bushwalking guide, *Exploring Namadgi on foot: 40 bushwalks in Canberra's National Park*, his 16th title in a long-running series. Graeme began writing about bushwalking in Canberra and its region in 1977 when his first guidebook was published. He has also published books on local history and is a former editor of the 'Canberra Historical Journal'.

61.1.9 'WRITING ON THE WALL' FOR PRINTING

The ANHG circulated via email the web link to Tim Boreham's article, "Unify or die: writing's on the wall for printing", *Australian*, 4 January 2011, p.20. We received interesting feedback. Peter Coleman, editor and publisher of newspaper technology magazine *GXpress*, wrote: "An interesting piece, but one which does not really appear to touch the fact that bigger, more automated, more productive sheetfed – as well as commercial and newspaper – presses are doing the same amount of work that two or three were doing before. The growth in the last decade of 'long perfectors' which print four to six colours on each side of a sheet in one pass at 13,000-15,000 copies per hour (or more) is an example. That's often (at least) a quarter of the number of press set-ups and passes of doing the same job on a smaller press. And it's worth noting that printers in China and other emerging countries are going straight to this stuff."

Dr Dirk Spennemann, of Charles Sturt University, commented: "Another issue is the total decline/if not vanishing of book binders, ever since the majority of academic journals went online."

Coleman again: "Yes, binding is probably the only part of 'printing' which has gone up in price with everything else. In many cases, magazines cost much the same to print as they did ten years ago, with the printer having his own saddlebinder (and probably some form of perfect binding). I guess every university printery has adhesive binding on the end of its Xerox machines these days. So far as binding goes, that just leaves the book printers where binding is part of the process, and specialists who do limited editions and put library books back together."

61.1.10 NORTHERN AND SOUTHERN EDITION OF FAIRFAX DAILY

Victor Isaacs writes: The major Fairfax newspapers, the *Sydney Morning Herald* and the *Age*, now share a large proportion of their content – to the extent that some describe them as the "Northern edition" and the "Southern edition" of the same publication. Until recently that sharing did not extend to what might be regarded as the next most important Fairfax newspaper, the *Canberra Times*. The exception was with major stories by the *Canberra Times'* then security correspondent and now freelancer, Phillip Dorling, which usually appear in all three newspapers. This was especially the case with most, but not all, articles in the series in December 2010/January 2011 about diplomatic cables leaked from the US Embassy in Canberra. Recently, occasionally, articles by other journalists have also appeared in all three papers.

61.1.11 FEWER PAPERS CLOSE

In 2010, 151 US papers shut down, compared with more than 300 in 2009, according to “State of the Media 2011”, produced by the research arm of public relations software company Vocus Inc. Of the newspapers that closed in 2010, 109 were weeklies, 12 were monthlies, and six were dailies. When it comes to magazines, the report found that 169 titles were launched in 2010, while 167 were closed (*Mediaweek*, online, 27 January 2011).

61.1.12 NEWS LIMITED AND CIRCULATION *by Victor Isaacs*

News Limited is examining a possible modification of the Australian newspaper circulation model. As 58 per cent of all newspapers sold on Mondays to Saturdays, and 70 per cent on Sundays, are News Ltd titles, any decision it makes will have a profound effect. In response, in December 2010, the Australian Newsagents Federation (ANF), Newsagents Association of NSW & ACT (NANA), Victorian Association for Newsagents (VANA), and Queensland Newsagents Federation (QNF) made a joint submission to News Ltd. The associations argued that the unique Australian newspaper circulation model (of local geographic monopolies) was a reason why there has been only a small decline in newspaper circulation in Australia, in contrast to dramatic declines in other major English-speaking countries. It said, “The unique newsagent based distribution system in Australia has been a major factor that has sustained circulation levels and is a significant ‘value add’ that Australian newsagents contribute to Australian publishers.” Nevertheless, they acknowledged that change is inevitable. News Ltd is quoted as saying that “the current model is broken”.

The submission presents the results of workshops held by the associations. It says the “level of trust between newsagents and News Limited has suffered as a result of past distribution arrangements” and that “it is clear that current arrangements are not meeting the needs of newsagents and customers and newspaper sales are lost as a result.” The News Ltd IT based system is said to be major cause of frustration for newsagents and customers. News Limited advised that it remains committed to the newsprint channel and seeks to:

- Maintain the existing customer service levels and identify opportunities to exceed them;
- Create a national approach for any changes to territorial distribution and/or retail operations, and
- Strive for industry best practice and excellence across the network.

In summary, the view at workshops was that the current system was not delivering good business outcomes for newsagents in terms of remuneration, efficient operations, business trust, contract certainty, delivery timing, OH&S, staff quality and training and technological support. It did not meet News Ltd’s objective of industry best practice and excellence, nor did it exceed customer expectations. There was a recognition that there needs to be better ways of doing business, and that newsagents are keen to participate as partners with publishers in developing better business relationships and systems that would provide better outcomes

The newsagents identified a range of possible adjustments including fewer newsagents, bigger newsagencies, greater diversification in product lines and reduced dependence on newspapers. There are likely to be different outcomes in different geographic and market areas. The submission notes the geographically widespread nature of newsagents and their importance in local communities and hence that they “have a potentially powerful political voice”. Newsagents are strongly of the opinion that the structural relationship between sub-agents and newsagents should remain. The associations do not have preferred model and state that they “would be pleased to consider options developed by News Limited”.

The full submission can be accessed on NANA’s website at www.nana.com.au/downloads/RevNewsSubmission%20Final%202112101.pdf

61.1.13 PEOPLE

Leonard John Ashworth, editor of the *Lithgow Mercury* for 26 years, was awarded an Order of Australia Medal in the General Division in the Australia Day honours (*Australian*, 26 January 2011, p.6). Ashworth began working at the paper 54 years ago as a cadet journalist. [NB **Sally Sara**, ABC broadcast journalist, received an Order of Australia for services to journalism and to the community as a foreign correspondent and as a reporter on rural Australia.]

Richard Baker and **Nick McKenzie**, investigative journalists at the *Age*, were interviewed for a feature in the *Age Extra*, February 2011, pp.4-5. Baker, who started as a cadet at the *Age* in 1999, joined the paper's investigative unit in 2005. McKenzie, a two-time Walkley Award winner, joined the unit in 2006 after working for the ABC, sometimes for the *7.30 Report* and *Four Corners*.

Brett Clegg will become deputy chief executive of the *Australian's* commercial operations on 1 March. He is currently the deputy editor in charge of business and is a former deputy managing editor of the *Australian Financial Review*. Clegg will succeed Nick Leeder, who is to become managing director of Google Australia (*Australian*, 26 January 2011, p.2).

Martin Flanagan, a senior writer for the *Age*, wrote a brief profile of himself in the *Age* on Australia Day, 26 January (p.3). Flanagan is the author of 10 books, including two novels and a book of poetry.

Michael Miller, managing director, Nationwide News, News Limited, was "Person of the Week", *Mediaweek*, 21 February 2011, p.6.

Paul Ramadge, editor-in-chief of the *Age*, Melbourne, was "Person of the Week" in *Mediaweek*, 31 January 2011, p.8. It was on the eve of the relaunch of the Saturday edition of the *Age* as the *Saturday Age*, with newly packaged sections (see *Age Extra*, February 2011, pp.1-3).

Andrew Rule, twice the winner of the Graham Perkin Award for Australian Journalist of the Year and a Gold Walkley winner, has left Fairfax Media's Melbourne *Ager*, to join the *Herald Sun*. Rule's decision to leave came two days the relaunch of the *Saturday Age* (*Australian*, online, 4 February 2011; *Herald Sun*, 4 February 2011, p.3).

Julie Szego, a senior writer for the *Age*, wrote a brief profile of herself in the *Age* on Australia Day, 26 January (p.3). A former lawyer, she is the daughter of Hungarian Jews who survived both the Holocaust and the 1956 revolution. Her parents migrated to Australia in the early 1960s.

Amanda Wilson has been appointed the editor of the *Sydney Morning Herald*. She is the first female editor of the newspaper, which will be 180 years old on 18 April this year. Wilson has had 30 years' experience as a journalist, working in Sydney, Melbourne, London, Hong Kong and Beijing. She joined the *SMH* in 1994 as foreign editor and has since being deputy editor (sections and features), Saturday editor, Spectrum editor, features editor and news editor. She was deputy editor for two years before acting as editor immediately before she began acting as editor when Peter Fray was promoted to editor-in-chief. Wilson was "Person of the Week" in *Mediaweek*, 14 February 2011, p.9.

61.1.14 NEWS LIMITED SHOPS

News Limited's shops are an excellent source for some interstate and overseas newspapers, and newspaper related publications. The main one is in **Melbourne**. It has recently moved from opposite the HWT Tower to inside the building (just beyond the memorial plaque to Sir Keith Murdoch). Its opening hours are 9am to 5pm, weekdays. It stocks News Limited newspapers that are published locally, interstate and even overseas. It also stocks a wide range of books and other memorabilia. The **Sydney** shop has a similar range of publications available, but it has more limited opening hours, Mon-Fri 10am to 3pm, perhaps because it is not as conveniently situated as in its Melbourne sibling. It is inside News Limited's building in Holt St, Surry Hills. The **Adelaide** shop is

in the lobby of the *Advertiser's* building, which is conveniently situated in Waymouth St, City, but it has a more limited range. It is open during normal business hours. The Brisbane News Limited publishing office is well out of the CBD in Bowen Hills, and hence there appears to be no News Limited shop there, nor, as far as is known, in other cities. The only location which is mentioned on News Limited's websites is the main Melbourne shop.

61.1.15 CIRCULATION STILL DECLINING

Total Monday-to-Sunday sales of national, metropolitan and regional newspapers declined 2.7 per cent in the final three months of 2010 compared with the same period in 2009, according to the latest figures from the Audit Bureau of Circulations. Only a handful of papers improved sales: for example, the Saturday edition of the *Daily Telegraph*, the *Sun-Herald*, the *Sunday Age*, the *Gladstone Observer*, and the *Sunraysia Daily*, Mildura. Michael Gill, of the *Australian Financial Review*, revealed (*Mediaweek*, 14 February 2011, p.4) that at 1 February the publication had 6,711 digital subscribers. This represented 9 per cent of its print circulation.

	Oct-Dec 2010	Oct-Dec 2009	% variation
National			
<i>Australian</i> [M-F]	129,166	131,246	- 1.60
<i>Weekend Australian</i>	290,286	300,941	- 3.50
<i>Aust Financial Review</i> [M-F]	74,733	77,470	- 3.50
<i>Aust Financial Review</i> (Sat)	78,783	84,528	-6.80
New South Wales			
<i>Daily Telegraph</i> [M-F]	354,252	359,171	-1.40
<i>Daily Telegraph</i> (Sat)	327,177	322,456	+ 1.50
<i>Sunday Telegraph</i>	617,824	632,009	-2.20
<i>Sydney Morning Herald</i> [M-F]	209,644	211,006	-0.60
<i>Sydney Morning Herald</i> (Sat)	341,041	353,878	-3.60
<i>Sun-Herald</i>	442,650+	442,357	+ 0.10
Regional			
<i>Border Mail</i> (Albury)	24,330	24,734	-1.63
<i>Western Advocate</i> (Bathurst) [M-F]	3,704	3,802	-2.58
<i>Barrier Daily Truth</i> (Broken Hill)	5,875	5,928	-0.89
<i>Daily Liberal</i> (Dubbo) [M-F]	5,190	5,299	-2.06
<i>Daily Examiner</i> (Grafton)	5,467	5,554	-1.57
<i>Northern Star</i> (Lismore)	13,619	14,466	-5.86
<i>Maitland Mercury</i> [M-F]	4,236	4,353	-2.69
<i>Herald</i> (Newcastle)	48,100	48,500	-0.82
<i>Central Western Daily</i> (Orange)	4,790	4,919	-2.62
<i>Northern Daily Leader</i> (Tamworth)	7,348	7,454	-1.42
<i>Daily News</i> (Tweed)	3,939	4,396	-10.40
<i>Daily Advertiser</i> (Wagga Wagga) [M-F]	11,353	11,655	-2.59
<i>Illawarra Mercury</i> (Wollongong)	26,310	26,997	-2.54
Victoria			
<i>Herald Sun</i> [M-F]	495,000+	514,000+	-3.70
<i>Herald Sun</i> (Sat)	489,000+	503,000+	-2.80
<i>Sunday Herald Sun</i>	578,500+	601,000+	-3.70
<i>Age</i> [M-F]	195,900+	202,100	-3.10
<i>Age</i> (Sat)	281,500+	291,000	-3.30
<i>Sunday Age</i>	231,000+	228,600	+ 1.00
Regional			

<i>Courier</i> (Ballarat)	18,557	18,631	-0.40
<i>Advertiser</i> (Bendigo)	13,466	13,860	-2.84
<i>Geelong Advertiser</i>	28,290	29,276	-3.37
<i>Sunraysia Daily</i> (Mildura)	7,382	7,268	+ 1.57
<i>News</i> (Shepparton) [M-F]	9,882	10,414	-5.11
<i>Standard</i> (Warrnambool)	12,572	12,801	-1.79
Queensland			
<i>Courier-Mail</i> [M-F]	201,687	211,230	-4.50
<i>Courier-Mail</i> (Sat)	275,610	288,924	-4.60
<i>Sunday Mail</i>	498,673	300,483	-5.10
Regional			
<i>NewsMail</i> (Bundaberg)	10,835	10,926	-0.83
<i>Cairns Post</i>	24,053	25,626	-6.14
<i>Gladstone Observer</i>	7,107	6,949	+ 2.27
<i>Gold Coast Bulletin</i>	41,340	44,232	-6.54
<i>Gympie Times</i>	5,238	5,630	-6.96
<i>Queensland Times</i> (Ipswich)	10,324	10,512	-1.79
<i>Daily Mercury</i> (Mackay)	14,941	15,421	-3.11
<i>Sunshine Coast Daily</i>	19,259	20,603	-6.52
<i>Fraser Coast Chronicle</i>	9,258	9,406	-1.57
<i>Morning Bulletin</i> (Rockhampton)	17,634	18,036	-2.23
<i>Chronicle</i> (Toowoomba)	22,298	22,644	-1.53
<i>Townsville Bulletin</i>	28,309	29,147	-2.88
<i>Daily News</i> (Warwick) [M-F]	3,101	3,344	-2.51
South Australia			
<i>Advertiser</i> [M-F]	180,963	180,853	+ 0.10
<i>Advertiser</i> (Sat)	239,319	250,757	-4.60
<i>Sunday Mail</i>	288,603	300,483	-4.00
Western Australia			
<i>West Australian</i> [M-F]	184,545	188,211	-1.90
<i>West Australian</i> (Sat)	314,004	327,251	-4.00
<i>Sunday Times</i>	293,244	315,024	-6.90
Regional			
<i>Kalgoorlie Miner</i>	5,436	5,612	-3.14
Tasmania			
<i>Mercury</i> [M-F]	44,094	45,210	-2.50
<i>Mercury</i> (Sat)	59,975	61,123	-1.90
<i>Sunday Tasmanian</i>	57,283	58,968	-2.90
Regional			
<i>Advocate</i> (Burnie)	23,208	23,545	-1.43
<i>Examiner</i> (Launceston)	32,221	32,245	-0.07
<i>Sunday Examiner</i>	39,097	39,307	-0.53
Northern Territory			
<i>Northern Territory News</i> [M-F]	19,066	20,553	-7.20
<i>NT News</i> (Sat)	28,955	31,084	-6.80
<i>Sunday Territorian</i>	20,670	21,640	-4.50
ACT			
<i>Canberra Times</i> [M-F]	32,364	33,000	-3.40
<i>Canberra Times</i> (Sat)	52,182	55,000	-5.10
<i>Canberra Times</i> (Sun)	32,315	33,000	-3.30

Source: Audit Bureau of Circulations

61.1.16 NEWS CORP DOUBLES PROFITS

News Corporation reported a \$US642 million net profit for the three months to 31 December, more than double the previous second quarter result (which was affected by a \$500 million legal settlement). News Corp will consider selling its social networking website, MySpace (*Australian*, 4 February 2011, p.23).

61.1.17 WAN AND SEVEN

Kerry Stokes was hoping the lure of being part of a bigger, more diverse media company would overcome any doubts West Australian Newspapers shareholders had about the value of media assets or absorbing \$2.1 billion in debt as part of a proposed merger with Seven Media Group (wrote James Chessell, *Australian*, 22 February 2011, p.19). The Seven Group Holdings executive chairman spelt out on 21 February the rationales for a \$5.5 billion deal that is expected to create Australia's largest listed media company, Seven West Media, with combined annual revenue of \$2 billion and earnings of \$300 million if it is approved by 50.1 per cent of WAN investors at an extraordinary general meeting on 11 April.

One of the side benefits of the latest corporate reshuffle of Kerry Stokes's interests—the the \$4-billion-plus acquisition by West Australian Newspapers (WAN) of Seven Media Group (SMG)—is that it might result in the almost permanent deferral of a potential \$400 million tax liability for Seven Group Holdings (SGH), equivalent to approximately \$1.30 a share (writes Bryan Frith, *Australian*, 22 February 2011).

2 – CURRENT DEVELOPMENTS: ONLINE

61.2.1 THE DAILY IS LAUNCHED

News Corporation executive chairman Rupert Murdoch and Apple's Eddy Cue launched the new digital newspaper *The Daily* on 2 February at a function in New York at the Guggenheim Museum, *Mediaweek* online reported (3 February). The *Australian Financial Review's* Tony Boyd examined the deal Apple might have with News Corp for *The Daily* in his *Chanticleer* column (3 February). There was plenty of video, both in stories and the ads that were strewn through *The Daily*. In some cases, rather than use ordinary photographs, there were 360-degree panoramic shots that you could swipe around. Sometimes these videos and panoramas feel gimmicky, but occasionally they work well. *The Apple Blog* summarised: "*The Daily* isn't aimed at those who pore obsessively over their Twitter and RSS feeds, eager for the latest news. Instead, it seems designed to appeal to iPad users adjusting to life without physical newspapers and finding current solutions inadequate. And it performs quite admirably in this capacity." The question now is: can *The Daily* successfully find a daily place in the lives of iPad users?

The *Daily* claims it will provide (amongst other things):

- Original content every single day of the year
- Original videos
- 360-degree photos you can explore by swiping
- Immersive photography
- Interactive charts, info-graphics and clickable hot spots
- Web-friendly versions of articles you can share via Twitter, Facebook and e-mail
- Your favorite sports teams' scores, news and photos
- Your local weather
- Crossword and Sudoku puzzles every day

Murdoch was in an expansive mood as he launched *The Daily*. An iPad publication built from the ground up at a cost of \$US30 million (\$29.6m), *The Daily* represents a chance to "make the business of news gathering viable again", according to Murdoch. "Simply put, the iPad demands that we completely reimagine our craft. The magic of newspapers and blogs is the element of surprise and the deft touch of a good editor." News Corporation is

hoping that by making the *The Daily* from scratch, it can tap a fresh audience at a time when many readers are turning away from newspapers and magazines. "There is a growing segment of the population that is educated, and sophisticated, and does not read national print newspapers, or watch television news," Murdoch said. "But they do consume media."

61.2.2 ONLINE ADVERTISING JUMPS 21pc

Online advertising revenue in the December 2010 quarter of \$627.8 million was 21 per cent higher than for the same period in 2009. This brought the total expenditure for 2010 to \$2.26 billion (*Australian*, Media section, 14 February 2011, p.29).

61.2.3 READING NEWSPAPERS ONLINE IN THE US

US newspaper websites drew an average monthly audience of 105.3 million unique visitors in the fourth quarter of 2010, according to comScore and the Newspaper Association of America, and drew 62 per cent of all adult Internet users, reports *The Street* (*Mediaweek* online, 27 January 2011).

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

61.3.1 DISASTERS (3): TULLY, TOWNSVILLE, YANDINA

John Hughes, owner and editor of the weekly *Tully Times*, kept his vow that Cyclone Yasi would not stop him getting out his paper. He produced one issue two days early, before the cyclone, and another issue (32 pages) the following week, 10 February, on time. The front-page headline was: "Time to rebuild, time to dig in". In the Audit Bureau of Circulations figures for the three months to December, the *Times* climbed from an average of 2973 sales to 3,032 (*Australian*, 14 February 2011, p.30). See ANHG 61.1.1.

News Limited's news Townsville pressline escaped damage when Cyclone Yasi swept through North Queensland on 2-3 February. North Queensland Newspapers group production manager Peter Bull said a skeleton crew of journalists, IT people, prepress people, printers and publishers weather the storm at the print centre. "We printed a 20-page emergency paper under generator load," he told *GXpress* (3 February 2011, online). News had print centres at both Townsville and Cairns and the cyclone sliced across the coast about halfway between the two cities.

APN Print had to juggle production of its string of Queensland dailies as floods closed roads in a number of regional cities in the state around 11 January. APN print operations regional general manager Gary Osborne told *GXpress*: "We printed seven dailies in Yandina last night, and will have to juggle things some more tonight. We're relatively used to floods, but there's been nothing like (the flash floods in) Toowoomba yesterday." Osborne said all APN's sites had so far escaped flooding or damage. Most are located out of city centres, and the new plant in Toowoomba was almost 12 kilometres out of town, safely away from the CBD where sudden flooding led to cars and trees being bounced through the main street, and lives lost. Despite heavy rain and floods in the areas, plants in Mackay and Rockhampton were operating, although supplies are getting short. Production of APN's Ipswich daily the *Queensland Times* was switched to Yandina on 10 January (*GXpress*, 11 January 2011).

61.3.2 NEW ENGLAND: LIFESTYLE MAGAZINE LAUNCHED

The Uralla-based **Barry Blair** reports: Competition for the advertising dollar has taken a new turn with the launch of the lifestyle magazine *New England Country Living*. Retailing at \$7.95, the 148pp glossy was launched in Tamworth on 14 December 2010 and is published by Farr & Co. Tamworth. Making a return to editing is Jon Wolfe, former editor of *Tamworth City News*. Other known lifestyle magazines throughout New England/North West include *Spring: From paddock to plate* (16pp A4 glossy with locally sourced material published by the Namoi Valley Independent); *QLife* (16pp A4 glossy locally sourced material published bi-monthly by the *Quirindi Advocate*); *Seasons*

(352x280mm 32pp glossy with local and syndicated material published quarterly – Spring, summer, autumn, winter, by *The Armidale Express*); and *New England Focus* (342x277mm glossy locally sourced material independent free published monthly – January 2011 ed. 60pp.)

61.3.3 GEELONG ADVERTISER AND PRINTING

Victor Isaacs writes: The *Geelong Advertiser* is now printed by the *Herald Sun* in Melbourne. This follows a period of about two years when it was printed by the *Ballarat Courier*. The contract to print the *Geelong Advertiser* was curious, because the *Geelong Advertiser* is owned by News Limited, and the *Ballarat Courier* by Fairfax Media. Printing of the *Geelong Advertiser* in Melbourne restores it to a News Limited site. The Fairfax Media printing plant at Ballarat still prints three daily titles, each an in-house one – the *Ballarat Courier*, the *Bendigo Advertiser* and the *Warrnambool Standard* – as well as a number of weekly newspapers. Printing of the *Geelong Advertiser*, however, was a significant contract, as it was the largest newspaper printed in Ballarat (*Geelong Advertiser* 29,000, *Ballarat Courier* 19,000, *Bendigo Advertiser* 14,000, *Warrnambool Standard* 11,000). (All four of these Victorian country daily titles - but no others – continue to be sold at the Melbourne Southern Cross [née Spencer St] Station newsagency).

61.3.4 NEW NORFOLK AND FRANKLIN, TASMANIA: CONTRAST

A reflection on big and small. Davies Brothers Pty Ltd, publishers of Hobart's only daily, the *Mercury*, is a subsidiary of News Ltd and so part of Rupert Murdoch's global media empire. Davies Brothers also publishes the weekly *Gazette*, serving the Derwent Valley. The *Gazette* began life as the *Derwent Gazette* on 27 March 1953 and had an office in New Norfolk, about an hour's drive from Hobart. It became the *Derwent Valley Gazette* 13 months later and in 1981 was sold to Davies Brothers. On 22 December 2010 Davies Brothers closed the office of the *Gazette* at New Norfolk. The journalist and advertising representative normally located at New Norfolk have been relocated to the *Mercury* office in Hobart. The *Gazette* continues (generally fluctuating between 12 and 16 pages weekly). At Franklin, the Yeates family, of Bairnsdale, owns the *Huon Valley News*. On 22 December the *Huon Valley News* published a Christmas issue of 52 pages inside a 16-page wrap-around of Christmas greetings inside a glossy four-page cover.

61.3.5 APN ANNUAL RESULT

APN News & Media released on 25 February its result for the 12 months ending 31 December 2010. Revenue was up 2.8 per cent to \$1,059.1m, EBIT (Earnings Before Interest and Tax) was up 8.7 per cent to \$205.4m and net profit after tax (before exceptional items and discontinued operations) was up 9.5 per cent to \$103.1 million (*Mediaweek*, online, 25 February 2011).

61.3.6 WOLLONGONG: PAPER CLOSES

The weekly *Wollongong and Northern Leader* is believed to have ceased publication, with 10 redundancies. It was owned by Southern Independent Publishers. Fairfax Media has acquired the other titles formerly published by Southern Independent Publishers, the *Lake Times* and the *Kiama Independent*. The ACC has agreed to this. Fairfax did not seek to acquire the *Wollongong and Northern Leader* (*Illawarra Mercury*, Friday 25 February, p. 24).

4 – NEWSPAPER HISTORY

61.4.1 ANNIVERSARIES

61.4.1.1 CENTENARY: THE LAND, NSW

The NSW rural weekly, the *Land*, celebrated its 100th birthday on 27 January 2011. It has published a book on its history (see below); it published a 100-page centenary magazine, "Our First 100 Years" on 27 January; and it held a centenary dinner at Sydney Olympic Park, Homebush, on 26 February. The dinner officially began a year of

celebrations designed to acknowledge “those who have supported us over the last 100 years”.

Victor Isaacs writes: The *Land*, Fairfax’s NSW rural weekly newspaper, has just published a centenary history book. It is entitled *The Story of The Land: The Bible of the Bush turns 100 1911-2011*. In 1994 the highest circulating rural weekly newspaper in Australia, News’ *Weekly Times* in Victoria, published its commemorative book. It is titled *The Bible of the Bush: 125 Years of the Weekly Times 1869-1994*. By looking at Fairfax/Rural Press’ website, we discover that their *Queensland Country Life* weekly is also “The Bible of the Bush”. Not only that, but their SA rural weekly, the *Stock Journal* is “The Farmers’ Bible”. Indeed, Fairfax makes a generic claim on their corporate website for all of their rural weeklies as “Farmers’ Bibles”. However, if one turns to News Ltd’s corporate site about their Tasmanian weekly, *Tasmanian Country*, we discover, surprise, surprise, that it is also “the farmers’ bible”.

Alternatively, on its masthead and on its corporate website, the *Weekly Times* is described as “the voice of the bush since 1869”. But, on West Australian Newspapers’ website we learn that their weekly, the *Countryman*, has been “The voice of the bush since 1885” (It was originally titled the *Western Mail*). Despite this, the *North Queensland Register* (Fairfax) describes itself as “Australia’s oldest rural newspaper” – this is despite starting in 1891. Perhaps, we can allow that claim – because both the *Weekly Times* and *Western Mail* were originally general newspapers.

Ken Sanz picked up on the same sort of theme as Victor Isaacs, above. He notes that there is nothing in the text of the book to identify how this title came about or to justify the use of the term, “Bible of the Bush” in the title. I have read of the *North Queensland Register* being called “the Bible of the Bush.” The *Bulletin* was the “Bushman’s Bible” in its day, long gone.

Rod Kirkpatrick writes: The “bible of the bush” term is justified in the *Land*’s centenary historical magazine, 27 January 2011, p.27, in an article by Peter Austin entitled “Sticking by the ‘stockies’ bible” “. Here’s an extract:

For most of the *Land*’s history, people on the land were referred to (and thought of themselves) as “farmers” or “graziers”. The “graziers” tended to get their news from the *Land*’s long-time NSW competition, *Country Life*, which consequently made that paper also the first choice of agents and pastoral houses. In fact, *Country Life* was sub-titled “Official organ of the NSW Stock and Station Agents Association”. As recently as the 1970s, the association held its council meetings in *Country Life* offices, and a *Country Life*, market reporter, Colin Bray, served as the association’s secretary. For its part, the *Land* – which started life as the official organ of the Farmers and Settlers Association – tended to service the mixed farmer and the smaller (settler) class of grazier. Such farmers were no less important, as a bloc, to agents or pastoral houses than their “grazier” clientele, so most advertising was duplicated in both papers. Both papers also reported on wool and stock markets, and carried news reports of these industry sectors.

But these time-honoured distinctions of class and perception came to a grinding halt with the wool downturn of the late 1960s and ‘70s, when most “graziers” became by necessity “farmers”. It was no coincidence that the same decade (the 1970s) that saw *Country Life* absorbed by the *Land* also saw the merger of the State’s “grazier” and “farmer” organisations (Graziers Association of NSW with the United Farmers and Woolgrowers Association respectively), to form the Livestock and Grain Producers Association (today’s NSW Farmers Association). The agency industry had lost its “official organ” with the demise of *Country Life*, but found that the *Land*, following the takeover, had itself become a wider-ranging newspaper, with expanding livestock and market sections, well equipped to cater to all classes of “farmer” and “agent” alike. Third-generation Dubbo agent Peter Milling, who became the inaugural chairman of the Australian Council of Livestock Agents in 1974, remembers well the discussions he had with his father, Herb Milling, at the time of the *Country Life/Land* merger. “Dad was on the board of *Country Life* and he was dead against the merger as he saw the *Land* very much as a ‘cockies’

paper that wouldn't service our needs," he said. "I told him, 'You're mad—look at the money we'll save in advertising, not having to advertise in both papers.' In the event, the *Land* had become 'the bible' for everyone in the industry, and it's a tremendous advantage for us to have just one paper for statewide advertising.'

61.4.1.2 TAMWORTH: CENTENARY

On 31 December 2010 the *Northern Daily Leader* marked 100 years since the beginning of daily newspaper publication in Tamworth, NSW, by publishing souvenir historic posters of the front page of the first issue of the *Tamworth Daily Observer* (31 December 1910) and of the front page of the newspaper that it became on 1 January 1921: the *Northern Daily Leader*. The *Tamworth Daily Observer* arose out of the merger of the *Tamworth News*, which began as the *Tamworth Weekly News* on 30 August 1872, and the *Tamworth Observer*, launched on 10 June 1876. On 1 January 2011, The *Northern Daily Leader* reprinted an article that had appeared in the *Glen Innes Examiner* on 6 April 1935. The author was Ernest Christian Sommerlad, then the managing director of the Country Press Cooperative Co of Australia Ltd and a past president of the NSW Country Press Association. Sommerlad had written about the role of the local paper in country communities. He described it as the "mirror of local life". Sommerlad (1886-1952) was the paternal grandfather of the current general manager of the *Northern Daily Leader*, John Sommerlad, himself a past president of the NSW Country Press Association. See *Australian Dictionary of Biography*, Vol. 12, p.16.

61.4.1.3 MAROOCHYDORE: 30 YEARS

On 8 December the *Sunshine Coast Daily*, Maroochydore, published a 32-page supplement to commemorate its anniversary, entitled "Celebrating 30 Years 1980-2010: Sunshine Coast Daily". The paper began publication on 7 July 1980.

61.4.2 DISASTERS (4): TOOWOOMBA AND LOCKYER FLOODS HISTORICALLY

This item was particularly inspired by a Toowoomba ABC journalist, Michael Collett, who wrote in "The Drum" on 12 January 2011 after the "inland tsunami" in the Toowoomba CBD on 10 January, "We're on a bloody mountain. We don't do floods. Puddles occasionally." See <http://www.abc.net.au/news/stories/2011/01/12/3110950.htm>

Barrier Miner, Broken Hill, 18 February 1893, p.4: Under heading, THE FLOODS/ Tremendous Torrent at Toowoomba/ Great Destruction of Property/ etc – [By Telegraph] Toowoomba, Saturday afternoon. The flood here continues with destructive effects. A tremendous torrent of water rushed down Campbell-street with great fury, destructive streams from it pouring into the premises in all directions. There was enormous damage done, and everything was destroyed. ... John Cahill, while under the influence of drink, was gambolling in Ruthven-street, when he was washed from the sidewalk and swept down the main street. He was carried against the pier of the railway traffic bridge and was seen no more.

Brisbane Courier, 15 February 1929, p.19: A car has been washed away by a wall of water in Lockyer Creek.

Cairns Post, 27 October 1952, p.1: Toowoomba – A wall of water 10ft [3 metres] high and 100 yards [more than 90 metres] wide has washed a truck and two men off a bridge.

61.4.3 BROOME NEWSPAPER FIRE – AFTER FIRST ISSUE

The Pearlys' Rest Hotel and the *Broome Chronicle* printing office were destroyed by fire about 3am on 19 June 1908. The fire started in the hotel. About 100 Japanese men helped fight the fire, otherwise the whole of the business portion of Broome would have been destroyed, reported the *West Australian* (19 June 1908, p.6). "Considerable sympathy was felt for the proprietor of the *Broome Chronicle* as only one edition of the paper had been produced. The building, with all the plant, was destroyed." [The *Broome Chronicle* began publication on 13 June 1908. It ceased on 1 June 1912, according to the State Library of Western Australia catalogue.]

61.4.4 JOURNALISM AND LITERATURE

Christopher Bantick (see 61.5.2 Bantick) interviewed a “couple of thousand people” in almost 20 years of literary journalism, writing for newspapers throughout Australia. He was mainly based in Melbourne, but also for a time in London. He writes: “For some years I had considered that the archive I had accumulated by accident might have some value. It also struck me that unless I disposed of the material, I was at risk of knowing what Elizabeth Jennings said in her poem about her grandmother: ‘She kept an antique shop—or it kept her.’ And so it was that in 2009 I sold the archive to the State Library of Victoria. I sold it on the basis that they took everything—almost 600 audio tapes of face-to-face interviews, upwards of 1400 transcripts of telephone interviews, notebooks, letters, book publicity flyers, hard copy articles and other ephemera, including my battered Olivetti Lettera portable typewriter.

“I realised during the years I was interviewing authors that some of the things I was being told had significance beyond the transitory nature of a newspaper piece. Some authors said things that on reflection they may have regretted. Some confessed to things and named others who, while players in the nation’s literary life, would be compromised if the material was revealed in print. I vividly recall an interview with Dymphna Clark after the death of her husband, Manning, and at a time when his reputation was being called into question. She offered me tea and exquisite homemade jellied fruits, and asked me not to publish in her lifetime what she had told me. The interview was never published. It answers many of the questions relating to Clark’s supposed affiliation with the Soviet Union. The tape went as part of the archive and I suspect it has value for researchers.” [Chris Mitchell, editor-in-chief of the *Australian*, must surely be one of those interested after the articles he published, while editor-in-chief of the *Courier-Mail*, about Clark and the Soviet Union.]

Bantick continues: “Some authors I interviewed several times over the years, which gave me a sense of how their careers developed and thinking changed. The archive includes Richard Flanagan on several occasions, as well as his brother Martin [a journalist with the *Age*]. Helen Garner is someone I got to know through interviews. In the archive material she talks about her books but also the changing face of Australian literary culture, driven in part by postmodernism and celebrity. Miles Franklin winner Steven Carroll was a delight, frank and self-effacing and consistent in his understanding of the suburbs as a legitimate setting for his work.”

Bantick’s archive is available in the manuscript section of the State Library of Victoria.

61.4.5 TEETULPA NEWS BEGINS

The *South Australian Advertiser* reports (3 December 1886, p.6): We have received the first number of the *Teetulpa News and Golden Age*, a weekly paper. There is little Teetulpa news in the paper, and there is much room for improvement in this respect. The introductory article indicates a “love of work” on the part of the promoters which is simply astounding. It says: “The *Teetulpa News* will be a thoroughly independent paper, the advocate of all rights and denouncer of all wrongs. Above all it shall be ‘the tongue of Teetulpa’, of which everybody who has a complaint to make or cheering news to tell shall be able to avail himself.” [Rod Kirkpatrick: It probably started on 1 or 2 December. Anthony Laube, of the State Library of South Australia, says the paper lasted only about seven months.]

The *Burra Record* reports (17 December 1886, p.2) from the Teetulpa Goldfields: The news from Teetulpa is not so cheering as it has been, and the departures are very numerous, though new arrivals continue to put in an appearance. None of the new rushes have proved payable, and the gold which is being got all comes from the two old places. Numbers one and two of the *Teetulpa News*, a very creditable weekly published on the infant goldfields at Teetulpa are to hand. The proprietors have demonstrated their enterprise, the printers their energy and the editor his anxiety to be a worthy mouthpiece to the new community, that has so suddenly sprung up in the north-east of South Australia. We congratulate the field on its newspaper and hope that both will prosper

together, and that the sub-title of *Golden Age* may be fully justified. Messrs. Lee & Co. are the proprietors.

61.4.6 RAG-MADE PAPER EDITIONS

The *Sydney Morning Herald* used to produce a limited edition on rag-made paper. Announcements similar to the following, which appeared on 7 May 1928 (p.10), used to be published from at least the late 1920s to the late 1930s.

THE *HERALD*: SPECIAL FILING EDITION.

A limited edition of the *Sydney Morning Herald* on rag-made paper is published daily. This edition is intended especially for libraries, both public and institutional, that wish to have files on paper of permanence. Copies of the edition are available to the general public. Orders for the filing edition should reach us as early as possible. Rates will be supplied on application. – JOHN FAIRFAX & SONS, LTD.

61.4.7 HISTORY OF THE WAR IN PRESS CUTTINGS

The *Mercury*, Hobart, 26 February 1929, p.3, published the following item:

HISTORY OF THE WAR: COLLECTION OF PRESS CUTTINGS.

A history of the world war in newspaper cuttings has been acquired by the New York Historical Society, with funds provided by John D. Rockefeller, jun., writes a London *Evening News* correspondent. The collection covers the period of the war from August 1914 to December 1918 and is mounted in 400 volumes of 200 pages each. The cuttings were gathered and assembled by Otto Sprengler, owner of the Argus Press Clipping Bureau, of New York. There are cuttings from newspapers published in all parts of the United States and a considerable number of foreign newspapers. It is believed that the collection, the largest of its kind, will answer every purpose of the student and the scholar in studying the history of the Great War as reflected in the minds of the people and expressed day by day in the press.

To this end not only the current news was clipped, but also editorial correspondence, special articles, and cartoons. The pages of the volumes are about the size of the ordinary newspaper page, and are made of rag paper bound in library buckram. Each of the 400 volumes contains about three days of news of the great conflict. The work of selecting and mounting the clippings was begun in 1925, and was not completed until last year.

61.4.8 VOLUNTEERS PROVIDE DEPARTMENT OF CORRECTIVE SERVICES

Conrad Walters writes (*Sydney Morning Herald*, 7 February 2011): Ann Manley is addicted to correcting typos. She is among thousands of volunteers who correct transcripts of old newspapers for the National Library of Australia. The practice of recruiting strangers for such work is called crowd sourcing and the library has quietly built an international reputation as a pioneer in it. The idea has paid off. In the past few weeks the library recorded the biggest-ever use of its online newspaper archives as people sought reports on Brisbane's 1974 floods.

Manley, of Sydney's northern beaches, volunteers about 60 hours a week helping on Trove, the library's online resource. "It's very addictive," the amateur genealogist said. The confessed "pernickety fanatic" mostly tidies family notices, but she also cleans reports about the odd shipwreck, shark attack and death from bubonic plague. All up, she regularly corrects 30,000 lines of text a month, enough to earn the top place in Trove's "hall of fame". Another big contributor, Julie Hempenstall, of Victoria, recently corrected an article from 1880 about Ned Kelly's murder trial. Such volunteers are the mainstay of the library's goal of making the nation's old newspapers available online and searchable, said Trove's manager, Rose Holley. The work is done by letting visitors see a scanned picture of an article alongside a computer's best guess about what the text says. Typically, only about 60 per cent of the words are right. Where the two versions differ, humans can instantly correct the computer's gaffes. Since the electronic scans of newspapers were made public in August 2008 and the library took the controversial

decision to let anyone — even anonymous users — help, volunteers have tweaked 26 million lines of newspaper text.

“It really took off, which was unexpected, and nobody else in the world had done what we were doing,” Holley said. Through its success, the National Library had become a mentor for international projects. Crowd sourcing is the basis of Wikipedia. Distributed Proofreaders has used the idea to convert texts in the public domain into e-books and Galaxy Zoo lets volunteers identify new galaxies. Holley said the domestic success was initially seen as an aberration. Changes are monitored, but one key to engaging volunteers is trust. “If you give them a high level of responsibility, they repay that trust tenfold,” she said. Remarkably, the growth has come without publicising the text-correction function. What’s more, Holley found volunteers didn’t care that they might never finish the mammoth task. Each upload of freshly scanned articles brings a burst in activity.

61.4.9 LIFE AS THE EDITOR OF A SMALL COMMUNITY PAPER

Ian Willis reports from Camden: The editor/proprietor Lee Abrahams of the *District Reporter* addressed the Camden Historical Society on the life of an editor of a small community newspaper on 9 February at the Camden Museum. The *District Reporter* is owned by Lee Abrahams and Noel Lowry, of Camden. It is a 16pp free weekly published in Camden NSW each Monday. Abrahams maintains that it has a “quirky” style that concentrates on local and rural news. The most popular sections are the back page feature, “Back Then”, on local history, followed by “The Diary”, which is a summary of local community events. The paper has a print run of 17,000 which is circulated in the Camden and Wollondilly Local Government Areas. It is printed at Marrickville.

5 – RECENTLY PUBLISHED

61.5.1 BOOKS

Graham, Vernon, *The Land 1911-2011: The Bible of the Bush Turns 100*, Fairfax Media, Sydney, 2010. 268pp. The author grew up at Warren in western NSW and was educated at a local school and St Stanislaus College, Bathurst. He joined the Land’s head office in August 1976 and later worked in the newspaper’s Griffith, Dubbo and Canberra offices. He served two stints as editor, from 1989-1993 and 1997-2005.

McLeod, Chris and Lockwood, Kim, Editors, *Style: The essential guide for journalists and professional writers*. Fourth edition, fully revised and updated. News Custom Publishing, 2009. A new edition of News Limited’s Style guide has been published and is available from the News Limited shop in Melbourne.

Young, Sally, *How Australia Decides: Election Reporting and the Media*, Cambridge University Press, 2011, paperback, 234 pages.

61.5.2 ARTICLES

Walkley Magazine, Issue 64, December 2010-January 2011, carried a series of five articles inspired by the centenary of the formation of the Australian Journalists’ Association, which is now part of the Media, Entertainment and Arts Alliance. The articles were:

Brown, Malcolm, “All the news that was fit to print”, p.22. AJA members were not short of big stories to cover from 1910 to 1935.

Foyle, Lindsay, “In the line of fire”, p.23. Australian cartoons have always been among the world’s best, and most outrageous. The author examines how the pattern was set in the early years.

Griffen-Foley, Bridget, “Don’t toss your rough drafts of history”, p.19. Journalists often forget that their notebooks and paraphernalia might be worth keeping.

Walkley Magazine, "Press past: the AJA pioneers", pp.20-21. The men and women of the fledgling Australian Journalists' Association helped turn an underpaid and often ramshackle craft into a profession. Profiles of Bertie Cook (1877-1968), Stella Allen (1871-1962), Maisie "May" Maxwell (1876-1977), C.E.W. Bean (1879-1968), Keith Murdoch (1885-1952), and John Curtin (1885-1945).

Warren, Christopher, "The fight to found a profession", pp.17-18. The formation of the AJA a century ago was a watershed moment. It gave journalists a voice, job security and credibility.

Allen, Robert, and Sieczkiewicz, Robert, "How historians use historical newspapers", conference paper in Proceedings of the 73rd ASIS&T Annual Meeting, Volume 47. Newspapers have long been rich resources for historians. In the past several years many historical newspapers have been digitised, offering the promise of improved access and powerful searching. This research focuses on historians' needs for searching collections of newspapers and managing the information they find. The historians whom the authors interviewed largely embraced digitised newspapers but suggest the current systems still have many limitations. The authors also discuss the implications of the input from historians for the design of interfaces and services that would serve as a historians' workbench. Read the Full Text Paper at <http://web.resourceshelf.com/go/resourceblog/62789>

Arango, Tim, "Heir apparent reaches for the Sky", *Sydney Morning Herald*, 23 February 2011, Business section p. 5. A profile of James Murdoch. The same article appeared under the title "The Murdoch Crown" in the *Canberra Times*, 22 February, Times2 section, p.4.

Bantick, Christopher, "Chronicles of a seasoned scribe", *Weekend Australian*, 22-23 January 2011, Review, pp.24-25. The author has interviewed hundreds of writers, but only one has pulled a gun on him. He has sold his archive of material from the interviews to the State Library of Victoria. See ANHG 61.4.4.

Boreham, Tim, "Unify or die: writing's on the wall for printing" (*Australian*, 4 January 2011, p.20.

Dick, Tim, "Put up a paywall...and be dammed", *Sydney Morning Herald*, 1 February 2011, Finance, p. 7. An excellent review of widely differing approaches by newspaper publishers to the imposition of paywalls on their websites.

Dorling, Philip, "How I got the secret files from Assange", *Sydney Morning Herald*, 11-12 December 2010, pp.1, 12. The freelance reporter who became the channel for the WikiLeaks stories for Fairfax newspapers tells how he arranged a meeting with Julian Assange, the founder of WikiLeaks.

Dotson, Bob, "Ordinary people, extraordinary stories", *Walkley Magazine*, Issue 64, December 2010-January 2011, pp.14-15. The author, a reporter for NBC (US), says journalists need to master the old-fashioned art of storytelling. This is an excellent article for trainee or student journalists to read. One quote: "Great stories start with the way you ask questions. I use silence. Silence makes most people uncomfortable, but it can help you get a better story more quickly."

Este, Jonathan, "A little celebration might be app-propriate", *Walkley Magazine*, Issue 64, December 2010-January 2011, p.13. The author looks back on a media year in which the tide of negativity about journalism's future seems to have turned.

Forbes, Cameron, "Trusted news gatekeepers will endure", *Age*, 15 December 2010. WikiLeaks shows the value of good, old-fashioned journalism.

Huxley, John, "Rural life's champion notches up a ton" *Sydney Morning Herald*, 22-23 January 2011, p.15. Records the centenary of the *Land*, NSW rural weekly newspaper.

- Kirkpatrick, Rod**, "Decade of change", *GXpress*, November 2010, p.37. A review of how the Australian newspaper world has changed in the first decade of the 21st century under the headings of circulation, competition, cyberspace and curiosities.
- Koch, Tony**, "Dignity, daring as young guns face the floods", *Australian*, Media section, 31 January 2011, pp.32, 29. How the media covered the Queensland floods. Special mention is made of the regional media.
- Maley, Jacqueline**, "Murdoch takes aim at youth market with digital newspaper for iPads", *Sydney Morning Herald*, 15 January 2011, p. 12.
- Simmons, Margaret**, "Crises of Faith: The Future of Fairfax", *The Monthly*, February 2011, pages 30-39. Discusses management problems and possible future of Fairfax as digital communication challenge the traditional newspapers.
- Stewart, Cameron**, "Age of the hi-tech industrial revolution: Living in the digital century", *Weekend Australian*, 1-2 January 2011, Inquirer, p.3. Digital innovations are changing our lives in ways few of us would have guessed.
- Turner, Adam, Maher, William, and Healey, Nic**. "Year of the tablet: has the iPad finally met its match in 2011?" *pcandtechauthority.com.au*, March 2011, pp.21-35. Explores question of whether the tablet PC has finally come of age.
- Waterford, Jack**, "Newspaper death knell, per apps", *Canberra Times* Forum section page 16, 5 February 2011. Discusses possible future directions for newspapers as digital communications challenge the print model.
- Westgarth, Stuart**, "Media presence in court can be dangerous", *Australian*, Media section, 21 February 2011, p.27. The president of the Law Society of NSW says judges are not trying to blindfold journalists but ensure the safety of the community.
- Wilson, Peter**, "WikiLeaks locked in war of words", *Australian*, 20 January 2011, p.11. WikiLeaks has changed the way the game is played, or has it?

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