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It has appeared five times a year since 2001.

1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

63.1.1 WHEN THE SKY SEEMS TO BE FALLING

How will the closure of Britain's *News of the World* on 10 July affect long-term the world-wide media empire of Rupert Murdoch, the Australian-born media mogul who became an American citizen in 1985? That was the question hanging over the dramatic closure of the British Sunday paper which provided Murdoch with his entrée to the international newspaper world in 1969 when its circulation was six million. Extensive Australian newspaper coverage of the implications of the crisis for Murdoch appeared for several days before 10 July and during the week afterwards (when this newsletter went to press).

13 July: News Corporation withdraws its \$11.7 billion for total control of BSkyB.

14 July: Australian Prime Minister Julia Gillard says she was open to the idea of a sweeping parliamentary inquiry into Australia media ownership, regulation and ethics.

15 July: Rebekah Brooks resigns as chief executive of News International. Fairfax Media chief executive Greg Hywood criticises News's *Australian* for equating the phone hacking scandal in Britain to an investigation of a political database by Fairfax's Melbourne broadsheet, the *Age*. Rupert Murdoch and son James both reverse their original decisions and agree to appear before a House of Commons select committee on 19 July.

16 July: Les Hinton, the former chief executive of News International and current chief executive of Dow Jones, resigns. News International says "We are sorry" in advertisements in British national newspapers.

63.1.2 FAIRFAX AND SUB-EDITING

Fairfax Media Ltd will proceed with its plan to outsource a major part of the sub-editing of the *Sydney Morning Herald* and the *Age* to Pagemasters. CEO Greg Hywood confirmed this in an email to staff on 12 May 2011. Part of the email said:

Sub-editing: All down-table sub-editing for News, Business and Sport for the *Age*, the *Sydney Morning Herald* and the Sunday newspapers will be outsourced to Pagemasters, with the implementation to be completed by 30 June. Quality will be maintained through a service-level agreement between Fairfax and Pagemasters. The publishers and editors will be involved in negotiating the agreement. Pagemasters has agreed to give priority to job applications from Fairfax staff.

Page editing: A new internal role of page editor will be created to take responsibility for in-house editing of pages, from layout to commissioning elements, managing copy flow and getting pages away on time.

Story editors: Another new internal role, story editor, will be created in Sydney and Melbourne. These editors will work closely with news editors and page editors to ensure that stories are fine-tuned, structured and adhere to quality standards before being sent for sub-editing. Under this structure, the night news desk will have the resources to edit prominent or sensitive stories and pages in-house.

Designers and Graphic Artists: We will outsource some design work to Pagemasters and we will also increase shared designs and artwork across the Sydney and Melbourne mastheads.

Readers' editors: The *Herald* and the *Age* will each introduce the position of readers' editor. The readers' editors will act as advocates on issues relating to editorial policy, ethics and overall editorial performance. These roles have proved to be extremely valuable on leading British and United States newspapers.

Redundancies: The changes outlined above are expected to result in about 82 FTE redundancies in editorial production. This means we will begin a voluntary redundancy program open to all staff covered by the EBA in the affected business units. If we do not achieve the required number of suitable applicants in the voluntary redundancy program, then we reserve our rights to move to a compulsory redundancy process. The Publishers will explain this process in the days ahead.

Re-investment in quality journalism: The company has re-confirmed its promise to invest more than \$3 million in the Sydney and Melbourne newsrooms. We will recruit up to 10 reporters and writers across Sydney and Melbourne. We will expand our trainee program. There will be a minimum of six trainees for both Melbourne and Sydney in the FY12 intake. We will increase our training budgets with a focus on multi-media training by more than \$300,000.

63.1.3 THE EDITOR AND THE PM

Caroline Overington reports (*Australian*, Media section, 9 May 2011, "The Diary"): Length of time between Paul Whittaker being told he was the new editor of the *Daily Telegraph* and moving to his new office: 36 hours. Time between the announcement and Whittaker's first call from Julia Gillard: 30 minutes. Time between that call and the first lunch at Kirribilli House: three business days.

63.1.4 TV GUIDES AND NEWSAGENTS

Victor Isaacs writes: In mid April Fairfax Media advised its readers in NSW and the ACT that the separate television guides in Sunday's *Sun-Herald* and Monday's *Sydney Morning Herald* would be replaced by one enlarged television guide. Readers could choose to receive it either on Sunday with the *Sun-Herald* or on Monday with their *SMH*. It appears that Fairfax did not consider the extra workload on newsagents. There was a virtual revolt by newsagents who objected to the increased workload required to:

- Record the preferences of readers,
- Manually insert the TV guide into copies of the *Sun-Herald* and into copies of the *SMH* (formerly these papers came with the TV guides already inserted),
- Separate the *Sun-Heralds* into two categories for delivery – one with the guide in, and the other category without the guide, and differentiate these in delivery vehicles in the early morning darkness,

- Similarly, divide the Monday *SMH* into two categories
- Similarly divide the *Sun-Heralds* and Monday *SMH* in their shops for retail sales into two categories.

A large number of newsagents maintained that Fairfax's offer of an extra 15c per copy was inadequate, and that they would start favouring the *Sunday Telegraph*.

Fairfax first delayed the scheme for a week until 15 May. Then around 10 May (the circular to newsagents is undated), they backed down almost completely. The new TV guide will now be included automatically in all copies of the *Sun-Herald*, and on request in Monday's *SMH*.

63.1.5 PEOPLE

Andrew Bolt, allegedly Australia's best-read columnist, was the subject of "Ten Questions" from Caroline Overington, *Australian*, Media section, 27 June 2011, p.31.

Bob Cronin, 68, editor-in-chief of the *West Australian*, was awarded an Order of Australia in the Queen's Birthday honours for services to the media and journalism (*Australian*, Media section, 13 June 2011, p.34).

Matt Cunningham, deputy editor of the *Northern Territory News*, has been promoted to editor. He replaces Julian Ricci, who has been promoted to a new role as assistant editor – News Central in Sydney.

Graeme Dazeley, 70, the Hobart *Mercury* cartoonist, retired on 23 June after 50 years of putting a humorous spin on daily news. He was inspired to try cartooning by *Bulletin* cartoonists such as Norman Lindsay and Stan Cross. As a cadet engineer with the Hydro he met *Saturday Evening Mercury* columnist Ray Jeffrey who asked him to do his first cartoon on 24 June 1961. He has had 9642 cartoons published since 1982 when he started at the Launceston *Examiner*, followed by a spell with *the Australian*. For the past 11 years he has provided weekly cartoons for the *Mercury* (*Mercury*, 24 June 2011).

David Dick (*Age*) and **Stephen Hutcheon** (*SMH*), the iPad editors for Fairfax Media, were interviewed by *Mediaweek* publisher James Manning (13 June 2011, p.6).

Ross Dunkley, the Australian co-founder of the *Myanmar Times*, Burma, is free again after a Burma court convicted him assault (*Age*, 1 July 2011).

James Fallows, chair in US media at the US Studies Centre, University of Sydney, is the subject of "Ten Questions", *Australian*, Media section, 13 June 2011, p.35. He is the author of nine books and many essays on US national security policy, the US congress and the future of the print media.

Tony Koch, Queensland chief reporter for the *Australian*, retired at the end of June, aged 60. He is a former Graham Perkin Australian Journalist of the Year and a five-time Walkley Award winner.

Gary Linnell, former editor of the Sydney *Daily Telegraph*, has been appointed to the newly created position of national editor, Metro Media Division, of Fairfax Media Ltd. Linnell is also a former editor-in-chief of the *Bulletin* and former director of news and currents affairs at the Nine Network. Linnell begins duties in September (*Mediaweek*, 27 June 2011, p.6).

Clive Mathieson, editor of the *Australian*, was "Person of the Week", *Mediaweek*, 20 June 2011, p.6. One quote: "We have a funny model at the moment where we have the [iPad] app which is sold with slightly less content than the website which is free."

Roger Maynard, freelance foreign correspondent, was interviewed by Neil McMahon, *Mediaweek*, 13 June 2011, p.12.

Nick Papps, deputy editor of the *Sunday Mail*, Adelaide, has been appointed editor of the *Geelong Advertiser*, replacing Steele Tallon (see below).

Gerard Ryle, deputy editor of the *Canberra Times*, and wife Kim Porteous, digital editor, have left the paper so that Ryle can take up the role of director of the International Consortium of Investigative Journalists in Washington, DC (*Australian*, Media section, "The Diary", 11 July 2011, p.35).

Steele Tallon, recently the editor of the *Geelong Advertiser*, has become head of news at the Brisbane *Courier-Mail*. He is responsible for the paper's news content and digital products (*Courier-Mail*, 14-15 May 2011, p.7).

Nui Te Koha, pop writer for the *Sunday Herald Sun*, received his big break when Andrew Bolt, as *Herald Sun* features editor, and Piers Akerman, as editor-in-chief, asked him to head up a weekly entertainment section, "Hit Magazine" (*Mediaweek*, 20 June 2011, p.9).

Paola Totaro, Europe correspondent for the *Sydney Morning Herald* and the *Age*, was the only Australian reporter invited to cover the royal wedding from inside Westminster Abbey. She was interviewed for *Mediaweek*, 9 May 2011, p.8.

Peter van Onselen, well established as an academic in Western Australia and as an author, has become a full-time commentator and columnist ("Contributing Editor"), dividing his time between the *Australian* and Sky News. *Mediaweek* (27 June 2011, p.10) explains how the transition took place. Also see *Australian*, Media section, "The Diary", 11 July 2011, p.35.

Paul Whittaker, editor of the *Daily Telegraph*, was featured in "Ten Questions" in "The Diary", *Australian*, Media section, 16 May 2011, p.35, and was "Person of the week" in *Mediaweek*, 11 July 2011, p.6.

63.1.6 CIRCULATION

Total average Monday-to-Sunday circulation for national, metropolitan and regional daily newspapers fell 2.8 per cent in the March quarter compared with the same quarter last year. The latest national and metropolitan figures from the Audit Bureau of Circulations were published in the *Australian*, Media section, 16 May 2011, p.34. *Mediaweek*, 16 May 2011, published those figures plus the available regional daily figures, plus figures for inserted magazines (such as the *Weekend Australian Magazine* and the *Good Weekend*). The *ANHG Newsletter* publishes circulation figures twice a year—for the June quarter and the December quarter.

From 1 July, major and medium-sized newspapers have begun reporting average quarterly sales figures for each day of the week under long-awaited rules unveiled by the Audit Bureau of Circulations (theaustralian.com.au/business/media, 1 July 2011). Previously, Monday-to-Friday sales were lumped together into one average quarterly figure, although newspapers already reported individual circulation averages for Saturday and Sunday editions. The new rules cover national newspapers and metropolitan dailies, as well as regional dailies with an average circulation of 25,000 copies or more. Publishers can start reporting the extra sales data from 1 July and must provide it from the new year. The requirement for more information was in response to the demands of advertisers and media buyers for a more detailed sales breakdown, said Audit Bureau chairman Stephen Hollings, who is also director of sales strategy at News Limited. Publishers are now also able to report audited issue-specific circulation data -- sales figures for an individual edition of a newspaper or magazine -- whenever they choose to do so. This would, for example, allow a newspaper to show advertisers how well its Melbourne Cup day edition sold and a magazine to demonstrate the popularity of its royal wedding souvenir issue. Other changes under the new rules include a tightening of the definitions around the newspaper education sales category, which has been replaced by the separate categories of school sales and tertiary education subscription sales.

63.1.7 GEORDIE WILLIAMSON NAMED TOP CRITIC

Geordie Williamson, 38, chief literary critic of the *Australian* and a regular commentator on ABC radio, was presented on 21 May 2011 with the \$15,000 Pascall Prize as

Australia's critic of the year (*Weekend Australian*, 21-22 May 2011, p.2). He was born in Sydney, grew up in rural NSW and was educated in Sydney and London, where he lived for five years, working variously as a rare-book dealer and gossip columnist. He started writing book reviews for a range of publications on his return to Australia in 2006 and has been with the *Australian* since 2008. The Pascall judges praised Williamson's "beautiful and striking" prose and "light touch with big ideas". They said he exemplified the "critic's job to help readers see more". "He enlarges our thinking in every way," they said. "He also makes his reviews and essays accessible to readers who might not be familiar with his subject, and he invites them in very gently." The judges said Williamson treated every book as if there were "something of value at stake". "It is not just a matter of reviewing but something more profound and engaged with where we are headed as a culture." Where we are headed as a culture, as with the critic's relevance to that journey, is being debated amid the explosion in online commentary. If anyone can be a critic, do critics still matter? Williamson thinks so, while welcoming the "democratising effect of the internet". "There are an estimated 15 billion pages of text on the web," he said. "The critic is still useful, surely, if only to sort through the digital haystack. He or she is after the needles."

63.1.8 RECENT CHRONOLOGY

63.1.8.1 EVENTS

14 May 2011: The *Courier-Mail* celebrates 150 years of daily publication. The *Moreton Bay Courier*, Queensland's first newspaper, became a daily and changed its name to the *Courier* on 14 May 1861. Rod Kirkpatrick wrote about the event in the *Courier-Mail*, 14 May 2011, in a four-page insert that included a reproduction of the first front page of the daily.

4 July 2011: 150th birthday of the Toowoomba *Chronicle* (see 63.5.1).

9 July 2011: 150th birthday of the *Morning Bulletin*, Rockhampton, which started as the *Rockhampton Bulletin*. It was Queensland's first provincial daily (2 January 1873) and changed its name to the *Morning Bulletin* on 1 January 1878.

63.1.8.2 DEATHS

Livingstone, Peter Michael: D. 28 May 2011, aged 76 in Melbourne; born at Invercargill, New Zealand; educated at a primary school in Drummond and as a boarder at Timaru High School where, in Year 11, he was co-editor of the school's monthly *Bulletin*, which gave him his first brush with the legal trouble publications can encounter; became a cub reporter on the *Otago Daily Times* in 1953 and moved to the *New Zealand Herald* as a reporter; joined a Sydney newspaper before becoming police roundsman on the *Sun News-Pictorial*, Melbourne; had a 50-year association with the paper—rising to become chief of staff but spending years as a motoring writer, too—broken by a brief separation when he took early retirement in 1988 only to return to bolster the legal team and to mentor young reporters, finally retiring three weeks before he died; gained peak peer recognition in 1998 when he won the Melbourne Press Club's inaugural Grant Hattam Award for the most significant contribution to the advancement of media freedom in Victoria—this recognised his commitment over the years to the interplay of the law and the media and in particular the part he played in gaining legal protection for the media when publishing police photos of people who might appear before the courts; as chief of staff he played a key role in coordinating countless major stories, ranging from the October 1972 Faraday kidnapping, involving schoolteacher Mary Gibbs and six girl students, aged five to 10, to the flattening of Darwin by cyclone Tracy in December 1974, and a road safety campaign that led to seat belts being made compulsory (Age, 10 June 2011, p.24).

Peterson, Alan: D. June/July 2011, aged 91 in Sydney; became a proof-reader at the *Newcastle Morning Herald* in 1937 and a cadet journalist in 1939; became a reporter and then, too soon for his liking, a sub-editor; moved to *Sydney Morning Herald* in 1944 to become a reporter, but was soon shifted to the subs' table; was soon unmatched for his

steady hand on fast-developing stories and his ability to lead coordination of multiple reports of big events, such as bushfires and floods; promoted to executive roles, such as London news editor, chief of staff, chief sub, and news editor; wrote a column on words for *SMH* for 12½ years from 1979 (*Sydney Morning Herald*, 8 July 2011).

Scully, Gary Vincent: D. 6 May 2011, aged 77 on the Gold Coast; began journalism career as a copy boy for Consolidated Press in 1949, and started a cadetship on the *Daily Mirror* in 1950; worked for *Richmond River Express*, Casino, in 1951-52, when it was an afternoon daily; there, editor Harry Rayner lectured him with advice that stayed with him for the rest of his life: “Young Scully, you must always remember one thing: today’s story is tomorrow’s history, whether you are writing for the *Casino Express*, the *Sydney Morning Herald* or anywhere else. That is why accuracy and impartiality are all-important. Never forget: today’s story, tomorrow’s history! Accuracy! Impartiality!”; in 1953, he joined the ABC as a cadet and worked for it for 38 years from 1953 until his retirement, apart from 2½ years seconded to Canberra in the mid-1980s to establish and head the Hawke Labor government’s national media liaison service; he won both a Walkley and a Thorn award; he was an industrial and political specialist, foreign correspondent and the ABC’s aviation reporter (Gary Scully wrote his own obituary, which appeared in the *Sydney Morning Herald*, 27 May 2011; he used to be an ANHG subscriber).

63.1.9 SCULLY ENDNOTE

Gary Scully wrote his own obituary (see 63.1.8.2 above), and it prompted this response from Brenda Conroy, of Narrabundah, ACT, in the letters page of the *Sydney Morning Herald* on 30 May 2011:

Gary Scully’s self-penned obituary failed his own test of “accuracy and impartiality”. In his modesty, he failed to report the very deep respect and affection felt for him by his colleagues. Fortunately, the principle is one of the many legacies Gary left to those of us who were privileged to have worked with him.

63.1.10 HOW TO KILL A SCOOP

In one week in late May the office of Federal Communications Minister Stephen Conroy did the following three times: it answered a reporter’s questions via press release, thus disseminating the reporter’s story to rivals and killed off all chance of a scoop for the reporter. Stephen Brook explains more in his report, “Killing scoop via press release clear signal polities are hurting”, *Australian*, Media section, 30 May 2011, p.32.

63.1.11 REPORTERS AND COPYRIGHT

Print journalists will receive a \$3.5 million windfall in copyright payments this financial year from the Copyright Agency Limited, more than double that of last year (writes **Lara Sinclair**, *Australian*, Media section, 30 May 2011, p.29). But the boost in payments is under threat from the growth of digital copying because revenue from that goes to the publishers. CAL corporate communications manager Paul Murton said the collective payout, more than double the \$1.3m paid to journalists last year, had been boosted by back pay over the past five years from state and territory governments. Newspaper journalists said they had received notification from CAL advising them they could be eligible for four-figure copyright payments, after receiving little or nothing in recent years. Murton said the delay was because of prolonged negotiations with state and territory governments over their use of newspaper and magazine material. These talks were concluded late last year.

63.1.12 FAIRFAX JOINS THE READERSHIP WORKS

The Readership Works announced on 10 June 2011 that Fairfax Media will join the company that was created to develop a new print readership measurement metric. The Readership Works, started by News Ltd, West Australian Newspapers and APN News & Media, was established to develop a world-class readership measurement metric. The Chairman of The Readership Works, Tony Hale, said he was delighted at Fairfax

Media's decision. "I always remained hopeful that Fairfax would reconsider and join The Readership Works and I'm obviously extremely pleased that this decision has been made. A new metric that provides sophisticated audience data in a more complex and dynamic consumer and media landscape is a critical initiative for newspapers and key stakeholders including advertisers and their agencies," Hale said. Fairfax Media CEO Greg Hywood, who is chairman of The Newspaper Works, said Fairfax's decision to be part of process of creating a new readership metric was made after careful consideration (*Mediaweek*, online, 10 June 2011).

63.1.13 THE *AUSTRALIAN* AND THE *AGE*

The *Australian* and the Melbourne *Age* have been at one another's throats recently. It smacks of the unpleasantness between newspapers in the colonial era in Australia. A good example is the editorial that appeared in the *Australian* on 16 June 2011. It began:

"Readers of Melbourne's *Age* yesterday were provided with an amazingly stark, if unwitting, confession about how Fairfax seems to have ceased pretending to publish newspapers in favour of political pamphleteering." The *Australian* commented: "The fleeting moment of frankness from *The Age* enlightens us to the dark heart of Fairfax, where complex debates are distilled to simple viewpoints, peddled to a deliberately misinformed readership... The decline in relevance of these papers is directly related to their surrender to advocacy journalism. They no longer attempt to appeal to the broad population of the cities they serve but increasingly reflect the narrow interests of those who would shut down any argument that does not accord with their prejudices. To their journalists and editors, life is a battle between right thinkers and wrong thinkers in which they, naturally, are on the side of the angels. A newspaper which aspires to play a constructive role in civic society cannot afford such conceit, or such contempt for its readers. Its pages should be a clearing house for ideas that stimulate rather than suppress debate and play a part in the development of sound public policy. The vast majority of Australians have open minds and are willing to change them when presented with new evidence or fresh information."

The *Age*, 17 June 2011, p.12, said it did not usually even acknowledge such attacks, but "yesterday's editorial rant" demanded a reply. After discussion of what led to the attack by the *Australian*, the *Age* said: "It is the *Australian* that has aligned its reporting with editorial agendas, which include the declared goal of destroying the Greens. The focus on Dame Elisabeth appears to irk the Murdoch press; she is not fair game like Cate Blanchett, who got the *Australian's* front-page treatment: 'Blanchett silent as ad campaign draws heat'. Cue waves of comment on trendy, leftie, green elites. We suspect Dame Elisabeth will be spared. As for a 'decline in relevance', let the readers decide: Victoria's *Age* and the *Sydney Morning Herald*, each with 1½ times as many weekday readers as the national *Australian*, have widened the gap. The *Age* does not need the silly, self-serving advice of a reactionary rival to run a serious newspaper."

With the resignation of Simon Overland as the Chief Commissioner of the Victoria Police on 16 June, the *Australian's* "Cut & Paste" column (17 June 2011, p.15) published a series of extracts from what different journalists had said about the Overland issues in the past 12 months. The column's intent may be gauged from the tone of the headline: "Melbourne's media mourns as paper's scurrilous campaign claims blameless police chief". The *Australian* published seven letters in "Talking Point" (17 June 2011, p.15) commenting on its attack on the *Age*. Only one of the published letters criticised the *Australian*. See also Mark Day, "Robust debate healthy for democracy", *Australian*, Media section, 27 June 2011, p.27.

63.1.14 MEET *mX*

Part of the address by Campbell Reid, editorial director of News Limited, to the Mumbrella360 conference centred on the commuter newspaper, *mX* (see ANHG 63.5.2 Reid). Separate editions of *mX* are published in Melbourne, Sydney and Brisbane. Reid said: "Let me introduce you to a friend of mine. This is *mX*. You can get it every afternoon on the train station down the road. Ten years ago it didn't exist. Today it is the third

biggest daily newspaper in the country. It has a total circulation nudging 250,000 people across Sydney, Melbourne and Brisbane. It is strongly in profit. It is growing. It has one of the most devoted and youngest audiences in the country. It offers advertisers arguably the world's most flexible and creative print advertising environment – particularly cinema advertisers. People love *mX*. It is great content when they want it. It is designed to be read where they want it. It takes 20 minutes from cover to cover and you get off the train feeling better than you did when you got on. *MX* is proof for all of us in the media that no matter what the platform, great content is still king.”

63.1.15 ONE EDITION OF THE *DAILY TELEGRAPH*

According to www.newsagencyblog.com.au the *Daily Telegraph* is discontinuing its country edition and now will have only one edition. No date was given for this.

63.1.16 FAIRFAX NOT INTERESTED IN SELLING *AGE*

Fairfax Media has shown no interest in a bid for the *Age* made by a syndicate of wealthy Melbourne families, including former Fairfax chairman Ron Walker. The bid reportedly was for both the *Age* and Melbourne radio station 3AW (*Australian*, 15 June 2011, p.35).

63.1.17 *BIG ISSUE* AT 15

The street magazine, the *Big Issue*, is 15 years old. The idea for the magazine originated in Britain in 1991 and was brought to Melbourne five years later. One aim of the *Big Issue* is to help the homeless and disadvantaged vendors get back on their feet socially and financially. The vendors buy the magazine for \$2.50 and sell it for \$5, keeping the profit. More than six million copies have been sold around Australia in the past 15 years, earning more than \$13 million for sellers. There are now 450 vendors across Australia. The editor is Alan Attwood (*Age*, 20 June 2011, p.22; also see, Sally Jackson, “Happy birthday: street-wise magazine doing good”, *Australia*, 4 July 2011, p.32).

63.1.18 SHIELD LAW IN NSW

NSW has become the first state to pass a shield law for journalists and Victoria seems set to follow, with both rejecting the federal shield law that protects bloggers and community activists, reports **Chris Merritt**, *Australian*, Media section, 11 July 2011, p.34.

2 – CURRENT DEVELOPMENTS: ONLINE

63.2.1 THE ROYAL ONSLAUGHT

The wedding of the Duke and Duchess of Cambridge has provided another gauge of Victorians' appetite for newspaper coverage of big events (*Mediaweek* online, 5 May 2011). The editor-in-chief of the Herald & Weekly Times Ltd, Phil Gardner, released sales figures for the weekend's coverage of the wedding which showed tens of thousands of extra readers had bought the paper from the Friday of the wedding to the Monday. And again on Tuesday, with the coverage of Osama bin Laden's death, circulation soared. Official sales figures showed:

- Saturday – up 50,000 copies
- Sunday – up 25,000 copies
- Monday – up 20,000 copies (indicative only)
- Tuesday – up 20,000 copies (indicative only)

Gardner said the Official Royal Wedding Commemorative Medallion, produced by the Royal Australian Mint and available free with the Saturday paper (30 April), had been a winner with readers and the special 52-page gloss magazine, which was available on Monday for \$2 with purchase of the paper was a sell-out. To top it off, the *Herald Sun* customer service line received more than 1000 calls on Monday alone regarding the special edition gloss magazine and medallions.

Online, 231,000 visitors viewed the Royal Wedding coverage at heraldsun.com.au from Friday to Monday, including 20,000 fans who joined the conversation with columnist *Australian Newspaper History Group Newsletter*, No 63

Susie O'Brien in a live blog during the ceremony. Overall the number of visitors to heraldsun.com.au was 25 per cent above average on Friday, up 33 per cent on Saturday and 46 per cent on Sunday. "Additionally," Gardner said, "over half a million visitors came to the site on Monday – that's 56 per cent above average mainly because of the Logies coverage and the death of Osama bin Laden."

63.2.2 AD GROWTH SLIPS

Online display advertising experienced its slowest quarter in a decade, growing only 3 per cent in the March quarter this year compared with the same quarter last year. The March quarter growth figures for 2008, 2009 and 2010 were 26 per cent, 16 per cent and 15 per cent, respectively (*Australian*, Media section, 9 May 2011, p.33).

63.2.3 NINE NEWS AND MSN COMMIT TO LIFE TOGETHER

In mid-May, Nine News chief Mark Calvert and Hal Crawford, his opposite number at digital publisher Ninemsn, were about to integrate their separate digital and television news rooms so their journalists can break more stories online and boost the network's exposure to the viral nature of the internet. A dozen journalists from digital publisher Ninemsn, which is jointly owned by Microsoft and Nine Entertainment, were set to move into Nine's Willoughby television newsroom in Sydney, while the company's two news staff members in Melbourne are also co-located. The joint news team will number more than 420 nationally.

Crawford said staff members were already receiving training in each other's areas of expertise, including deploying digital staff on network programs, while Ninemsn will benefit from immediate access to international news video feeds that come into the television newsroom. "9Raw, (which) is unpolished video, is our most popular video category online," Crawford says. "Even in a slow month we're seeing an increase of about 100 per cent in the amount of video streams on the site compared with last year."

63.2.4 POLICE 'ARREST' TECHNO JOURNO AND SEIZE iPad

A technology journalist has hit out at Queensland police after they arrested him and confiscated his iPad at an IT security conference on the Gold Coast, reports Alex Dickinson in the *Courier-Mail* (*Mediaweek* online, 19 May 2011). Ben Grubb, deputy technology editor for Fairfax websites, was arrested while police were questioning him over an alleged hacking at the AUSCert IT security conference. Grubb, 20, published a story on websites including brisbanetimes.com.au which detailed how security expert Christian Heinrich acquired private photos from a Facebook member without being their "friend". In a demonstration on the weekend, Heinrich displayed pictures of the wife of a rival security consultant – Chris Gatford – which he had acquired by exploiting a loophole in Facebook's security. It's believed Gatford made a complaint to police about the incident. Police arrested Grubb in relation to "receiving unlawfully obtained property" but quickly "unarrested" him after seizing his iPad.

Also, see: Caroline Overington, "Journalist arrested after clash between IT rivals", *Australian*, Media section, 23 May 2011, p.30. Grubb was also featured in "Ten Questions" on the same page.

63.2.5 NEW ECONOMIC MODEL FOR JOURNALISM

James Chessell sees the "next six months [as] absolutely critical" for News Ltd and Fairfax Media Ltd as they lay out their digital strategies in full (*Australian*, Media section, 6 June 2011, pp.32, 27). Fairfax took a big step on 30 May when it not only announced proper iPad apps for the *Sydney Morning Herald* and the *Age* but also confirmed that it would soon charge for some content on its websites. Chessell's article, "Papers in race to fashion new economic model for journalism", discusses where Fairfax and News stand on digital issues. Where News stands became clearer the day after Chessell's article was published.

Richard Freudenstein, chief executive of the *Australian* and News Digital Media, gave the keynote address to the Mumbrella360 conference in Sydney on 7 June (theaustralian.com.au/business/media/). Following are some extracts from his speech:

“The *Australian’s* content is unique and of real value to its readers, making it this country’s best, and most influential, news brand. Which is why asking people to pay something for it is a very reasonable—and very logical—next step. We are creating a value proposition for the *Australian* in a digital world, but we believe it is important to give large audiences access to some of our content. Which is why, when we launch digital subscriptions, we will be using the *freemium* model [which uses a mix of free and subscription-only content. This model has been used successfully by the *Wall Street Journal*.] The free content is important to drive large audiences to the site, leading them to the premium content. It also allows us to continue to sell advertising to a mass market.

“There is no set rule about how much will be free: it will be up to the editor of each section. It is likely that breaking news, wire stories, broad-interest stories, general blogs and basic stock-market data will be free. But only our subscribers will be able to access the large amount of unique content in our key verticals: National Affairs, Business, Media, Higher Education, IT and so on. Subscribers will benefit from access to exclusive stories and opinion in almost all sections of the site.

“To coincide with the launch, we will be unveiling a re-designed website that will have many new features, simplified navigation and enhanced functionality. We will also launch a brand new m-site (mobile site)... Our intention is to launch in October, when we have finished testing the new technology. A digital subscription to the *Australian* will cost just \$2.95 a week. This will give you access to the entire website, to our iPad and Android tablet apps and to the m-site. There will be one subscription, one log-in across all platforms and no hassles.

“We will have two print plus digital packages: six days print and digital access will be \$7.95 a week. The *Weekend Australian* plus digital will be \$4.50 a week. If you’re an existing six-day-a-week print subscriber, you’ll receive complimentary access to all our digital platforms.”

63.2.6 FAIRFAX LAUNCHES iPad APPS FOR SMH AND AGE

Fairfax Media has launched iPad applications for the *Sydney Morning Herald* and the *Melbourne Age*. They will be free for six months, but then will cost \$8.99 a month. News Ltd charges \$8.99 a month for the app for the *Australian*. Fairfax says it will begin charging for some of its website content before the year is out. It will introduce a three-tiered access model comprising free content, content available free to those customers who register to read it, and paid content (*Australian*, 31 May 2011, p.5; *Mediaweek*, 6 June 2011, pp.8-9).

James Manning comments (*Mediaweek*, 6 June 2011, p.9): “We are still addicted to the app for the *Age* which features a digital edition of the complete newspaper. It costs \$18 a month if you buy only the app, but packages are available if you get the newspaper home delivered. It’s now the first newspaper that I read every day as it’s delivered by 5am seven days a week and you don’t need to fish around in the dark outside your home to find it. It downloads quickly and on Saturdays the complete paper of over 400 pages is available almost instantly. Browsing is a breeze flicking between the pages—it brings the best of the print and digital world together. The big secret that many digital developers don’t seem to understand is that there is nothing wrong with the format of a newspaper; it’s just that printing and delivery are expensive and slow. You also get an instant *Age* library online which looks very cool and takes up very little room.”

On 18 June, **theage.com.au** reported that downloads of the *SMH* and *Age* iPad apps had surpassed 100,000 in the first fortnight. Media’s metropolitan digital publisher Jane Huxley said combined downloads of the two apps were sitting at around 110,000.

“As far as we know, this is the fastest moving news app ever in the App Store,” said Huxley. She said the iPad apps in their current state should be viewed as a first version

that will be augmented and improved in the coming months and years. Fairfax Media metropolitan media chief executive Jack Matthews said, “At times it’s been a complicated pregnancy, but in the end it turned out to be a beautiful baby. Importantly, the feedback from our readers about the apps has been overwhelmingly positive. In short, they love it.”

Huxley said another early finding was that readers were finding the app very engaging. “We are seeing the average page views per user around the 50 to 60 mark, which is a lot more engaged than what we see on our websites, which is around the 40 mark. That really speaks to the personal nature of this device and when you add the content, you’re getting something that is very, very sticky.” It was also becoming clear that prime time on the iPad app was in the evenings—in bed and in front of the TV.

63.2.7 VACANCY FOR TABLET EDITION DEPUTY EDITOR

News Queensland advertised in the *Courier-Mail*, 28-29 May 2011, Careerone, p.13, thus:

Deputy editor, tablet edition: We are looking for an experienced production journalist to help deliver our twice-daily iPad editions of the *Courier-Mail* and the *Sunday Mail*, and drive their ongoing development. The successful applicant will have proven experience in roles requiring high-level news judgment, preferably as part of a newspaper backbench. You will also have a passion for delivering news first and presenting it well. The deputy editor of our tablet edition will work closely with the tablet edition editor, and be responsible for the tablet edition in his absence. The position will involve shift and weekend work as part of a seven-day roster. You will be expected to help identify and produce high-quality content for our print newspapers and commissioning iPad-exclusive content from News Queensland journalists and outside sources. Experience in an online news role will be well-regarded, as will familiarity with Adobe and InDesign.

63.2.8 KEEPING UP THE *TIMES*

When it is night time in London a group of journalists is still hard at work updating the websites of the major British newspapers with breaking stories from all over the world (*Australian*, Media section, 13 June 2011, p.34). Thanks to technology enabling online publishing systems to be accessed from anywhere, the journalists are able to keep readers in the loop while harbourside in sunny Sydney. The *Times* is believed to be the first London paper to have come up with the idea of basing its “overnight” team in Australia, taking advantage of the time difference which was previously nothing but a bane for editors.

The paper’s Southeast Asia editor Anne Barrowclough and an offsider have been keeping Thetimes.co.uk website ticking over during the European darkness for the past three years. “During daylight hours (in Australia) I act as night foreign editor,” Barrowclough says. “We have quite a big readership in the (US) and we will be ahead of the *New York Times* and the *Washington Post* quite frequently. And when people (in Britain) start going back on to the site at 6am . . . they can see the most up-to-date version of every story.”

Bonnie Malkin has been covering Australia and the Pacific for London’s *Daily Telegraph*, and has also been assistant foreign editor on Telegraph.co.uk since October 2008. “My time zone (includes) Japan, China, India, Pakistan, Afghanistan, sometimes the odd Middle East story. It’s whoever is awake when I am,” she says. “The job involves keeping an eye on breaking news and updating mainly foreign stories. For example, when Osama bin Laden was killed that was solidly in my time zone.” Also working up there from down here (reports **Sally Jackson**) is the *Guardian*’s Lee Glendinning, who moved from London to Sydney to be news editor of the Asia-Pacific time zone for Guardian.co.uk in September – just in time for the Chilean miner rescue, the Queensland floods, the Japan tsunami and the Christchurch earthquake.

63.2.9 TWITTER HELPS JOURNALISTS

Sally Jackson writes (*Australian*, Media section, 4 July 2011, p.32): Caught short without a working mobile phone or even a pen, the *New York Times* journalist Brian

Stelter gave a masterclass in how to use Twitter as a news platform in May when he turned to the microblogging service to report on the aftermath of a Missouri tornado. Stelter's series of maximum 140-character posts on his thoughts and observations was hailed as a breakthrough in real-time reporting and a demonstration of how powerful a media platform Twitter can be. Now Twitter is trying to encourage us all to be Stelters, with the company publishing guidelines designed to help journalists – traditional, new media, professional, citizen, or any other kind yet to be coined – to use the platform effectively. As Twitter itself explains: "We want to make our tools easier to use so you can focus on your job: finding sources, verifying facts, publishing stories, promoting your work and yourself -- and doing all of it faster and faster all the time." See media.twitter.com/newsrooms

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

63.3.1 SCOTTSDALE, TAS.: PRINTED IN LAUNCESTON

The *North-Eastern Advertiser*, the weekly newspaper that has been published in the Tasmanian town of Scottsdale since 1909, has been printed by Fairfax Media's Launceston *Examiner* since 4 May 2011. Editor Peter Fish says it was a decision made by the owner for commercial reasons. "The paper has not been sold," he said. "The north-east of Tasmania has been particularly hard hit by the downturn in the forestry industry with hundreds of jobs lost in the past 12 months including the shutdown of a mill. All the editorial and design work is still being done in Scottsdale."

63.3.2 DANDENONG: AFGHAN MAGAZINE BREAKS DOWN BARRIERS

Saeda Olomi, an Afghan woman who lives at Cranbourne, Vic., and who is on leave from her job at Centrelink, started a magazine, *Aghaaz*, in November 2009 (reports **Lawrence Money**, *Age*, 20 June 2011, p.22). It described itself as "Australia's first ever Afghan entertainment magazine" in English. "Aghaaz" means "the beginning", and so the title suggests the new life for Afghans in Australia. Olomi was 26 when she started the publication (print run 5000). Certain Afghanistan-born males were so uncomfortable dealing with a female that she had to take husband Ezatullah along with her when seeking advertising. The magazine is printed at Abbotsford and delivered to Afghan and Indian shops around Dandenong. Some copies are mailed to Sydney, Adelaide and Perth.

63.3.3 APN: NEW CEO OF AUSTRALIAN REGIONAL MEDIA

APN News & Media Ltd has announced the appointment of Warren Bright as CEO of Australian Regional Media. He will report directly to APN's CEO Brett Chenoweth. Bright has been the CEO of a digital joint venture in the UK between News International and the RAE Group. Bright has also served as managing director and chief operating officer of News Interactive in Australia (now News Digital Media). (*Mediaweek*, 23 May 2011, p.4). Bright was interviewed by Neil McMahon in *Mediaweek*, 4 July 2011, p.11.

63.3.4 MACKAY (1): NEW EDITOR

Jennifer Pomfrett, a journalist for the *Daily Mercury* for 17 years, has been appointed the editor. She is the first female editor of the 145-year-old Mackay daily. She writes whimsically about her appointment in her column, "Just Jen" (*Daily Mercury*, 7 May 2011, p.8). She says she was pushing a trolley around a supermarket on the first day of her annual leave when she received a call on her mobile phone from *Mercury* general manager Darren McVean. There's also a cartoon in the *Mercury* (same date, same page) about a female Governor-General, a female Premier of Queensland, a female Prime Minister and "a female editor of the *Mercury*, now that's huge".

63.3.5 MACKAY (2): BEST MATES' BREAKFAST

Mackay's *Daily Mercury* staged a breakfast on 24 May at the local Souths Leagues Club for subscribers who had been receiving the paper for 10 years or more. One woman who attended had been subscribing since the late 1940s. Editor Jennifer Pomfrett apparently

revealed her age at the breakfast but did not carry the revelation over into her column, “Just Jen”, the following Saturday (*Daily Mercury*, 28 May 2011, pp.8 and 34).

63.3.6 DAILIES PRINTED AWAY FROM THEIR PUBLICATION TOWN

APN News & Media Ltd announced in May that it would close its Mackay print centre in July and its Bundaberg print centre in September. Printing of the *Daily Mercury*, Mackay, would be shifted to Rockhampton and of the *NewsMail*, Bundaberg, and the *Fraser Coast Chronicle*, Hervey Bay and Maryborough, to Yandina. Twenty-five of the 40 production jobs were expected to be lost; the other 15 are expected to be relocated to other print centres (*Daily Mercury*, 6 May 2011, p.3).

Victor Isaacs writes: In the light of APN’s decision reported immediately above, I have listed Australian daily newspapers which are (or will soon be) printed away from their town of publication. I have calculated what I call a “Newspaper Transport Index” to show the relative transport burden of transporting these newspapers. This is derived by multiplying the distance in kilometres from printing plant to publication town by each newspaper’s circulation (in ‘000s). This shows that the Mackay *Daily Mercury* leads on this measure by a large margin, followed by the *Kalgoorlie Miner*, *Manly Daily*, Bundaberg *NewsMail*, Burnie *Advocate*, *Geelong Advertiser* and *Illawarra Mercury*.

Title	Primary market	Where printed	App. km	Circulation Dec 2010: '000	Index (Km x Circ.)	Company
<i>Daily Mercury</i>	Mackay	Rockhampton	320	15	4800	APN
<i>Kalgoorlie Miner</i>	Kalgoorlie	Perth (Osborne Park)	600	5	3000	WAN
<i>Manly Daily</i> (Tues-Sat; local free)	Manly	Sydney (Chullora)	30	93	2790	News
<i>Advocate</i>	Burnie	Launceston	120	23	2760	Fairfax
<i>NewsMail</i>	Bundaberg	Yandina	225	11	2475	APN
<i>Geelong Advertiser</i>	Geelong	Melbourne (Fisherman’s Bend)	80	28	2240	News
<i>Warrnambool Standard</i>	Warrnambool	Ballarat	150	13	1950	Fairfax
<i>Illawarra Mercury</i>	Wollongong	North Richmond	70	26	1820	Fairfax
<i>Queensland Times</i>	Ipswich	Monday-Friday: Toowoomba Saturday: Yandina	150 140	11 14	M-F 1650 Sat 1960	APN
<i>Bendigo Advertiser</i>	Bendigo	Ballarat	120	13	1560	Fairfax
<i>Fraser Coast Chronicle</i>	Hervey Bay-Maryborough	Yandina	145	9	1305	APN
<i>Daily Examiner</i>	Grafton	Ballina	130	6	780	APN
<i>Observer</i>	Gladstone	Rockhampton	110	7	770	APN
<i>Daily Advertiser</i>	Wagga Wagga	Wodonga	65	11	715	Fairfax
<i>Coffs Coast Advocate</i>	Coffs Harbour	Ballina	190	3	570	APN
<i>Western Advocate</i>	Bathurst	Dubbo	110	4	440	Fairfax
<i>Central Western Daily</i>	Orange	Dubbo	80	5	400	Fairfax
<i>Tweed Daily News</i>	Tweed Heads	Ballina	100	4	400	APN
<i>Gympie Times</i> (Tues-Sat)	Gympie	Yandina	60	5	300	APN
<i>Daily News</i>	Warwick	Toowoomba	85	3	255	APN
<i>Maitland Mercury</i>	Maitland	Newcastle	20	4	80	Fairfax

63.3.7 ST GEORGE, NSW: *LEADER* MOVES AGAIN

Janette Pelosi reports from Sydney: The *St George and Sutherland Shire Leader*, 50 years old last year, has shifted offices again. It shifted from the Princes Highway, Rockdale, and opened on 27 June at Level 1, 13a Montgomery Street, Kogarah, near the St George Bank headquarters. The editor is Albert Martinez, deputy editor Christine

Ryan, and editor-at-large Pat Musick. The CAB audit for the March quarter showed the Leader distribution is 148,713. The *Leader* now issues local magazines: *Cronulla Magazine*, *Georges River Magazine* and *Engadine Menai Magazine*, as well as the *Domain Real Estate Magazine*, all as inserts. The magazines regularly publish stories on the local history of each area.

4 – NEWSPAPER HISTORY

63.4.1 FOUR DECADES ON, MIKE O’CONNOR REFLECTS

Mike O’Connor wrote this reflection on a change of newsrooms at the *Courier-Mail* (*Courier-Mail’s* “Qweekend” magazine, 21-22 May 2011, p.42): All my professional effects fitted into one box, which didn’t seem much after decades of toil. This done, I headed home and the next morning returned to work and found my new desk in a freshly refurbished section of the building in which I’ve spent all my working life. Later that day, I walked back to the old newsroom, deserted now, and listened for the ghosts of all those journo’s who had walked its floors. I arrived in 1969, freshfaced, hair neatly parted and shoes newly shined, not knowing that I had found my niche in the world. They gave me a desk in a corner and I began by sorting teleprinter messages into different piles and catching the big, grey company bus to the old Stock Exchange in Queen Street from where I would telephone in the share prices.

I eventually became a “real” reporter and moved into the newsroom proper, sitting at a desk scorched by a thousand cigarettes. On it sat a green rotary-dial phone and an ancient Imperial typewriter. The editor screamed a lot, causing his normally red face to turn a deep purple, chain-smoked and, it was said, consumed prodigious quantities of whisky. The chief of staff, my immediate boss, was a small, laconic man who took a minute to walk five metres and who talked even more slowly. He too chain-smoked and drank prodigious quantities of Scotch. Whenever he received a phone call from an irate reader, he would place the receiver in his top drawer and walk around the newsroom. This took at least 20 minutes at his agonisingly slow pace and few callers lasted the distance.

Sitting in front of me was Max, who chain-smoked, drank prodigious quantities of anything containing alcohol, had been known to write 20 news stories in a single day and, when well into his third bottle of port, would sing loudly and melodiously. Near him sat Jim, a police reporter who drank vast quantities of rum and chain-smoked. On some mornings the unmistakable aroma of Bundy would rise from Jim’s coffee cup, a sign that the previous night’s social intercourse with his various police contacts had been particularly onerous. The chief police reporter was Pat who, when he wasn’t puffing on his pipe, smoked cigarettes and was, to my knowledge, the only person in the newsroom who didn’t drink. It was whispered that he had once done so and there were such disastrous consequences that he had sworn off it. I was in awe of them all and emulated them, smoking cigarettes at my desk and placing them on its edge, adding to the generations of burn marks already there.

I went to the pub with them and listened to their stories. I joined in the shout and tried to keep up as the glasses were emptied and the barmaid replaced them with fresh ones. There are just bare, worn patches on the floor where these men, all gone now, once sat and bellowed “copy!” to the copy boys and girls as they ripped sheets of triplicated paper from their typewriters. I took one last look and walked back to the new newsroom and my spotless new desk. What a different world it was, I thought as a slide show of these long-gone faces rolled through my mind, and what a time we had.

63.4.2 BIBLIOGRAPHY OF NZ NEWSPAPER HISTORY

Two additional entries to the list in ANHG 62.4.7 are:

Crean, Mike, *The Press: First with the news – An Illustrated History*, Random House NZ/The Press, 2011, paperback. A history of the *Press*, Christchurch’s daily newspaper, published to commemorate its 150th anniversary.

Rees-Jones, Margaret, *Printers' Progress*, Gisborne Herald, forthcoming. This book, likely to be published in 2012, will chart the history of the *Gisborne Herald* (formerly the *Poverty Bay Herald*) from 1840 to the present day. The *Gisborne Herald* is one of the very few newspapers in NZ still independently owned.

63.4.3 THE SYDNEY MONITOR: DAILY AND WEEKLY

Rod Kirkpatrick writes: The *Sydney Monitor*, published from 19 May 1826 until the early 1840s, appeared daily for the second half of 1840. In 1842, it appeared weekly, for a few months, which may surprise some ANHG readers.

Firstly, here's how the *Monitor* introduced daily publication: "In presenting our Subscribers and the Public with the first number of our Daily Journal, we have particularly to call their attention to the alteration of the Terms of Subscription. It has been requisite that in doubling the number of our publications, we should make an additional charge to defray the expense. We have taken the present opportunity in endeavouring to give the public a cheap Newspaper, to attempt introducing the system so successfully practised in London, namely that of CASH PAYMENTS. The poorest Mechanic, at our present price, can have his newspaper once a week for 3d., the higher class their Daily Paper for 15s. per quarter, or 2d. each, and this will assure our friends will remunerate the Newspaper proprietor better than the present ruinous system of credit prevalent in the Colony."

Secondly, R.B. Walker said in *The Newspaper Press in New South Wales, 1803-1920*, p.25: "On 29 December 1841 the *Monitor* published its last issue, a promise to continue it as a weekly in the new year not being fulfilled." The *Monitor* did make that promise on 29 December 1841 in a detailed editorial, part of which said:

[W]e shall make our appearance [from Saturday morning, 1 January] under the old name, but as a full sized WEEKLY JOURNAL, intended from the nature and variety of its contents, and from the low price of its subscription, to insure an extensive circulation both in Town and Country... [A]lthough we have a daily paper, and, including ourselves, seven other newspapers, presenting the reader with twenty-three separate publications in the course of the week, we have nevertheless no READING paper among the whole of them. Either the columns of each respective Journal are filled with advertisements, or the extracted matter is not of a nature to please the *general* reader, and still less is it calculated to please the parties in whose hands the real sovereignty lies—to wit—the LADY READERS.

Contrary, however, to what Walker indicated about the closure, the *Monitor* actually kept the promise to appear as a weekly in the new year. Hobart's *Colonial Times* reported, 25 January 1842, p.3, that the *Sydney Monitor* was being published weekly. An advertisement related to the *Monitor* appeared in the *Sydney Gazette*, 15 February 1842, p. 3; and another in the *Australian*, 3 March 1842, p.1. I have researched the digitised files of Australian newspapers for March 1842 and there is no mention that month of the *Monitor's* closure. Instead, the *Australasian Chronicle*, of Saturday 2 April 1842, p.3, carried a notice that the proprietors of the *New South Wales Examiner*, which was launched that day, had bought the copyright of the *Monitor*. The *Monitor* was now absorbed in the new title, which would be published each Wednesday and Saturday evening from the former *Monitor* office. Subscribers to the *Monitor* would receive copies of the *Examiner* instead. The weight of the evidence suggests the *Monitor* was published until the end of March 1842, with Saturday, 26 March, almost certainly being the final publication date.

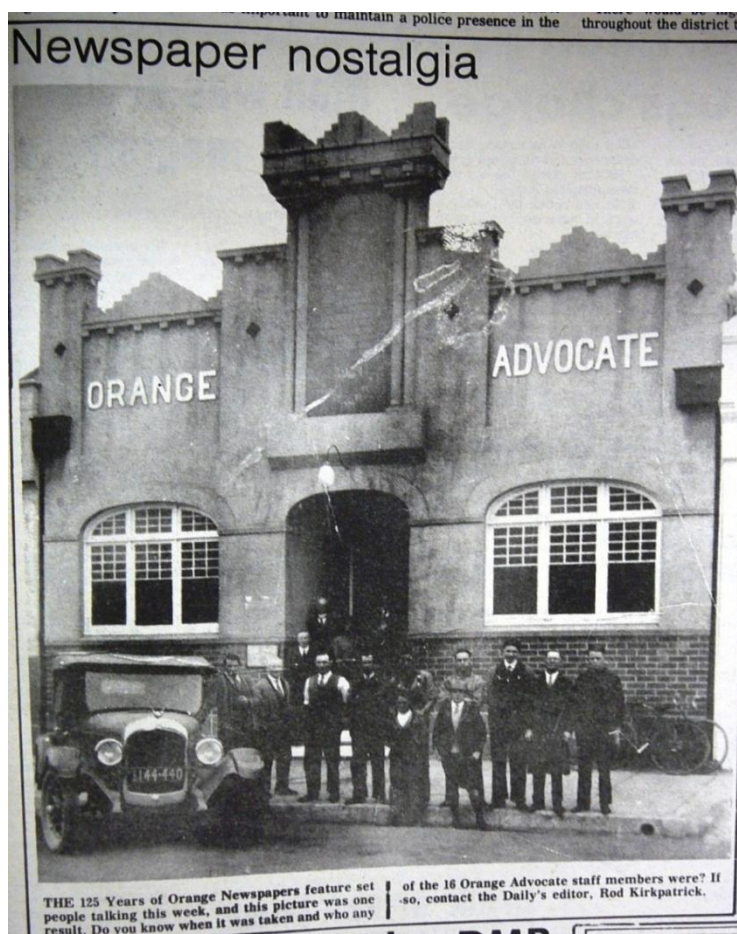
63.4.4 CAMDEN (NSW): AN EDITOR'S LIFE

Ian Willis reports from Camden: An account of life as the editor/proprietor of the *District Reporter*, Lee Abrahams, was published in the March journal of the Camden Historical Society, *Camden History*. The *District Reporter* is a 16pp free weekly published each Monday in Camden. Lee Abrahams and her husband Noel started the newspaper as a monthly in 1997 in the Austral area. They moved the paper to Camden to fill a vacuum left by the closure of the *Camden Crier*, a free weekly. The *Reporter* has a circulation of 17,000 and a footprint of 37,000 homes. It has been online for 12 months with around 200 weekly downloads. The most popular feature is the weekly history page, 'Back Then'.

According to Abrahams the masthead colours of blue and green reflect the rural landscape of sky and grass.

63.4.5 SESQUI-CENTENARY OF NEWSPAPERS IN ORANGE, NSW

Retired *Central Western Daily* journalist Elisabeth Edwards is working on a book to mark the 150th anniversary, on 7 December this year, of the publication of Orange's first newspaper, the *Western Examiner*. Edwards is particularly focusing on reproducing some of the articles Glasson wrote during the 1940s and 1950s about the Orange he remembered during his younger years. Glasson reported Orange for various local newspapers for 50 years (1904-1954). Edwards is trying to find out where she can obtain an original of the half-tone reproduced in the *Central Western Daily* in December 1986 (see below) when the city was celebrating 125 years of newspapers. The *Orange Advocate* and the *Leader*, both tri-weeklies, amalgamated on 1 October 1945 to become the *Central Western Daily*. Edwards is also seeking a photo of Joe Glasson. If you can help, let the ANHG editor know.



63.4.6 THE SEARCH FOR MISSING NEWSPAPERS

Here is the latest report from the National Library of Australia's website about the newspapers discovered under the Australian Newspaper Plan (<http://www.nla.gov.au/anplan/about/found.html>). No copies of the first editions (1908-1911) of the *Blyth Agriculturist*, a mid-north South Australian newspaper, were known to have survived until a brittle bundle of them was discovered in the offices of the *Northern Argus*, Clare, in 2006. The Clare Regional History Group recognised their significance from the list of missing newspapers that the State Library of South Australia maintains through the Australian Newspaper Plan, and donated the papers to the Library for preservation. The pages of the 1908 issues were in brittle fragments and before the Library's reformatting staff could microfilm them for ANPlan, conservation staff humidified the fragments to remove creases, painstakingly reassembled them and

adhered them to acid-free backing tissue with wheat starch. Photo courtesy of the State Library of South Australia.

In 2009/10, the following newspapers were found:

- *Braidwood dispatch and mining journal* (1858-1860) donated to National Library of Australia
- **Catholic Standard* (1937). See below re Archives Office of Tasmania.
- *North Eastern Advertiser* (various issues, 1913-1914 & 1917) to Tasmanian Archive and Heritage Office; collaboration with publisher
- *Esk Record* (19 Jun 1942) to State Library of Queensland (SLQ)
- *Goondiwindi Argus* (selected issues 1915 & 1931) to SLQ
- *McIntyre Herald* (selected issues Apr-May 1915) to SLQ
- *Norwester* (May 1926) to SLQ. See below.
- *Pacific Airlines News* (Oct 1969 - Apr 1977) will be loaned to SLQ by Gold Coast Local Studies Library for microfilming
- *Queensland Times* (23 June 1896) donated to SLQ by Queen Victoria Museum and Art Gallery, Tasmania
- *Queenslander Annual* (6 Nov 1934) donated to SLQ by Gold Coast Local Studies Library
- *Sun News Pictorial* (11 Dec 1927) donated to SLQ by Gold Coast Local Studies Library
- *Thargomindah Herald* (pages from 14 Jan 1913; 13 Jan 1914; 12 Jan 1915) to SLQ
- *Wide Bay and Burnett News* (4 Feb 1893) to SLQ

The Archives Office of Tasmania (AOT) combined in 2008 with the Heritage Collections section of the State Library of Tasmania to form the Tasmanian Archive and Heritage Office (TAHO). As a result, a number of titles formerly on the “missing” list that were in AOT are to be incorporated into the one Newspaper collection in TAHO.

Norwester: John Oxley Library, Brisbane, has recently received a donation of the newspaper the *Norwester: A monthly budget of sense and humour*. Copies of this newspaper, dated May 1926, were found rolled up inside the brick wall of an old Townsville building which was being renovated. The rolls were labeled with the names of businesses to which the newspapers were meant to be delivered. One was labeled “Terminus Hotel, Ingham”, and the other “Royal Oak Hotel, Townsville”. Staff at the State Library of Queensland had not previously known about the *Norwester*. It is possible that these copies are the only surviving issues. Following their arrival at State Library, the newspapers were carefully unrolled by the library’s Conservation staff, with the result that they can now be read. *The Norwester* vol. 1 no. 2, May 1926 is 32 pages long and the size of a magazine.

5 – RECENTLY PUBLISHED

63.5.1 BOOKS

Kirkham, Jessie, *A Chronicle on the Life of Darius Hunt: A man of principle*, Jessie Kirkham, 2011. 129pp. Hunt was the founder of the *Toowoomba Chronicle*, launched on 4 July 1861. Kirkham is a great-great-great grandchild. This is more a family-history than a penetrating look at Hunt the newspaper owner and editor

Toowoomba Chronicle, *150 Years of News: The Chronicle Toowoomba 1861-2011*. A commemorative publication to celebrate the *Toowoomba Chronicle*’s 150th anniversary, featuring front pages and its history. Published by the *Toowoomba Chronicle*, 09-4690 9300, 2011, \$10 (see 63.1.8.2).

63.5.2 ARTICLES

Allan, James, “Misguided legislation puts the big chill into freedom of speech”, *Australian*, 21 June 2011, p.12. The Garrick Professor of Law at the University of Queensland suggests one person’s hate speech is another’s fair political comment,

and so it should be. The article arises from his address to a Melbourne rally to support freedom of speech.

Chenoweth, Neil, “Murdoch’s Big Problem”, *Australian Financial Review*, 2 July 2011, pp.45-47. As the Rupert Murdoch reshapes his media empire, the big test for his family is to make sure there is someone strong enough to take over from him.

Chessell, James, “Sub-editors feel sting of Fairfax move”, *Weekend Australian*, 7-8 May 2011, p.29.

Chessell, James, “Cuts hurt but Fairfax in search of a future”, *Australian*, Media section, 16 May 2011, p.31. There’s more to the outsourcing plan than cost savings. One aim is to recast the newsroom for a digital environment.

Clarke, Patricia, “Government propaganda in the 1950s: The role of the News and Information Bureau”, *Media International Australia*, No. 139, May 2011, pp. 64-72. The article draws on her experience as a journalist with the News and Information Bureau in Melbourne and Canberra during the 1950s.

Coleman, Peter, “Caring and sharing”, *GXpress*, May/June 2011, pp.14-15. Speakers at conferences in Bangkok and Hobart have emphasised changed priorities for newspaper print sites, while senior management is talking cooperation; considers the question of what impact the “sunset industry” mindset is having on the production of newspapers. Also see, Vaughan Coleman, “Now take care of it”, *GXpress*, May/June 2011, p.30.

Cunningham, Stuart, and Potts, Jason, “The price of our great digital divide”, *Weekend Australian*, 14-15 May 2011, Inquirer section, p.4. Relative cultural deprivation in the bush adds to support for fast broadband. Cunningham is direction of the Australian Research Council Centre for Excellence for Creative Industries and Innovation at Queensland University of Technology, and Potts is ARC research fellow at the centre and also senior lecturer in economics at the University of Queensland.

Dale, David, “Strike me lucky”, *Walkley Magazine*, Issue 66, May-June 2011, p.36. The author recalls that for a young single male the metro journos’ month-long strike in 1980 was the best of times.

Day, Mark, “Fairfax hopes to trade on its credibility as it trades in its traditions” *Weekend Australian*, Inquirer section, 7-8 May 2011, p.2. Outsourcing a vital part of the quality chain is not the way to hang on to readers.

Day, Mark, “Lesson of hard knocks relevant still”, *Australian*, Media section, 16 May 2011, p.31. Sometimes a craft’s folklore holds an essential truth—especially in journalism.

Du Fresne, Karl, “Pulling the plug on NZPA”, *Walkley Magazine*, Issue 66, May-June 2011, p.20. Fairfax’s decision to pull out of the New Zealand Press Association was a death sentence for the 130-year-old news agency. The author believes NZPA was doomed from the moment it fell under Australian control.

Ester, Helen, “Fault lines in the federal fourth estate, *Australasian Parliamentary Review: Journal of the Australasian Study of Parliament Group*, Autumn 2011, Vol. 26 No. 1, pages 123-130. Examines faults in media reporting of Federal politics, particularly arising from the location of the media in Parliament House.

Flanagan, Martin, “Saturday Reflection”, 23 April 2011. Discusses what it takes to be a great journalist; includes quotes from Carl Bernstein; says a journalist must be a “doubting Thomas”.

Game, Peter, “A life in print”, *Walkley Magazine*, Issue 66, May-June 2011, pp.34-35. The author, who retired in 2008 after a 61-year career at the Melbourne *Herald* and *Herald Sun*, had to pass Sir Keith Murdoch’s personal scrutiny before he got his start in journalism.

- Gralton, Elizabeth**, "This (typewritten) life", *Weekend Australian*, 18-019 June 2011, Review, p.2. A whimsical reflection on typewriters and the part they played in our lives.
- Green, Shane**, "Media and a changing Age" *Saturday Age*, 28 May 2011, p. 17. A review of the current economics of the newspaper industry, especially Fairfax, and the role of sub-editors.
- Hull, Crispin**, "Sub-editors caught in a web in fast-changing world of newspapers", *Canberra Times*, 28 May 2011, Forum section p. 11. An excellent explanation of the work of sub-editors and why some newspapers are now outsourcing their role.
- Jackson, Sally**, "Pagemasters founder hits back at critics of quality", *Australian*, Media section, 9 May 2011, p.34.
- Jackson, Sally**, "Sex, lies & ethics: a media dilemma", *Australian*, 20 June 2011, pp.32, 28. Discussion of the "St Kilda schoolgirl" (Kim Duthie) story that involved AFL footballers, etc. Includes interview with Mark Pearson, Bond University's professor of journalism, about the Vulnerable Sources Project. The project, funded by the Australian Research Council, is examining newspaper interactions with vulnerable interviewees, such as Kim Duthie.
- Kennett, Jeff**, "Death rattle for The Age", *Herald Sun*, 20 May 2011, pp.36-37. The former Premier argues that the *Age* has lost its reputation, and its importance, and that it has missed opportunities with new media. He predicts its demise.
- Kirkpatrick, Rod**, "Digging for dailies", *GXpress*, March 2011, p.30. Some insights into two of three newly discovered provincial dailies that take the number of non-metro dailies published in Australia since 1849 to 170. The third of the three "new" dailies is discussed in the May/June issue of *GXpress* (see below).
- Kirkpatrick, Rod**, "Digger daily on the move", *GXpress*, May/June 2011, pp., May/June 2011, pp.34-35. When the Army moved in on Atherton, north Queensland, local publisher George Groom was less than impressed. This is a history of *Table Tops*, the Army daily published for two years from Atherton and eight months offshore, 1943-1946.
- Knight, Alan**, "Schooner for his Holiness!" *Walkley Magazine*, Issue 66, May-June 2011, pp.38-39. Visitors to Sydney's Journalists' Club, among them prime ministers and a pope, could expect lively debate, copious quantities of beer and the odd flying fruit machine.
- Mackie, Amanda and Pells, Philip**, "Carl Oscar Schulze: one of Australia's finest engineers", *Journal of the Royal Australian Historical Society*, June 2011, Vol. 97, Part 1. Pages 38-41 of this article detail Sydney's German-Language newspapers 1893-1901 and Schulze's involvement.
- Mannheim, Markus**, "Enough whingeing: get online and lift the level of debate", *Canberra Times*, 4 June 2011, Forum section p.15. Discusses the relationship between Federal Ministers and journalists, especially from News Ltd.
- Phelan, Seumas**, "Sub-humans practise the invisible art of making a newspaper shine", *Australian*, Media section, 9 May 2011, pp.36, 34. A sub-editor on the *Australian* explains the importance of sub-editors who know their newspaper and its audience.
- Pietsch, Juliet and Martin, Aaron**, "Media use and its effect on politicians, parties and democracy", *Australasian Parliamentary Review: Journal of the Australasian Study of Parliament Group*, Autumn 2011, Vol. 26 No. 1, pp.131-141. Examines where people obtain their political news during elections.
- Reid, Campbell**, "Do not buy tickets to newspapers' funeral", *Australian*, Media section, 13 June 2011, p.31. The editorial director of News Limited makes the case for

print. He made the presentation in the Battle of the Media debate at the Munbrella360 conference and won the debate for newspapers.

Reynolds, Steven, "The tablecloth and the long bell: Media perceptions of the NSW Legislative Council 1999-2009, *Australasian Parliamentary Review: Journal of the Australasian Study of Parliament Group*, Autumn 2011, Vol. 26 No. 1, pages 142-156. Examines media perceptions of the NSW Legislative Council and discovers an anomaly between views that it is anachronistic and significant reporting of its useful detailed work.

Richards, Ian, Chia, Joy, and Bowd, Kathryn, "When communities communicate: rural media and social capital", *Australian Journalism Review*, 33 (1), July 2011, pp.97-106. This paper reports on a pilot study which examined the part played by local media in fostering a sense of community in two South Australian regional towns—the remote desert mining township of Roxby Downs and the provincial centre of Mount Gambier.

Silvester, John, "(They're) Watching the reporters", *Saturday Age*, 21 May 2011, p.28. The author discusses police and the claims of tapping the phones of nose crime reporters. He suggests only senior police take crime reporters seriously. "Within the inner sanctums of the media, such reporters have long ago been identified as lacking the necessary brainpower to chase anything but ambulances and hearses."

Van Heekeren, Margaret, "Office boys' or intellectuals? *Sydney Morning Herald* editors from 1903-1937", *Australian Journalism Review*, Vol 32 (2), December 2010, pp.75-88. This articles focuses on two men who edited the *Herald* from 1903-1937, Thomas William Heney and Charles Brunsdon Fletcher, and explores the notion of newspaper editors as intellectuals.

Walkley Magazine, "The AJA's poets and campaigners", *Walkley Magazine*, Issue 66, May-June 2011, p.37. The Australian Journalists' Association (now part of the Media, Entertainment and Arts Alliance) is celebrating its centenary. Portraits of some of its leading members over the years are provided, in this case: Kenneth Slessor (1903-1971); Dame Mary Gilmore (1865-1962); and George Fuller Godfrey (1904-1989).

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