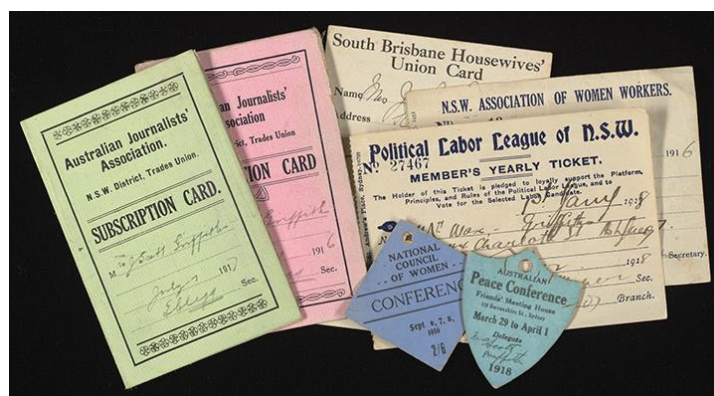




**Above:** These images appear in an article by Dr Patricia Clarke (see ANHG 93.4.10). **Left:** Jennie Scott Wilson, c.1888. **Centre:** Jennie Scott Wilson on her wedding day, 1897. **Right:** Jennie Scott Griffiths, Brisbane, 2 May 1920. [Papers of Jennie Scott Griffiths, nla.cat-vn1440105]

**Below:** Miscellaneous Receipts, Tickets, Cards and Conference Badges, 1916–1920 [Papers of Jennie Scott Griffiths, nla.cat-vn1440105]



## AUSTRALIAN NEWSPAPER HISTORY GROUP

# NEWSLETTER

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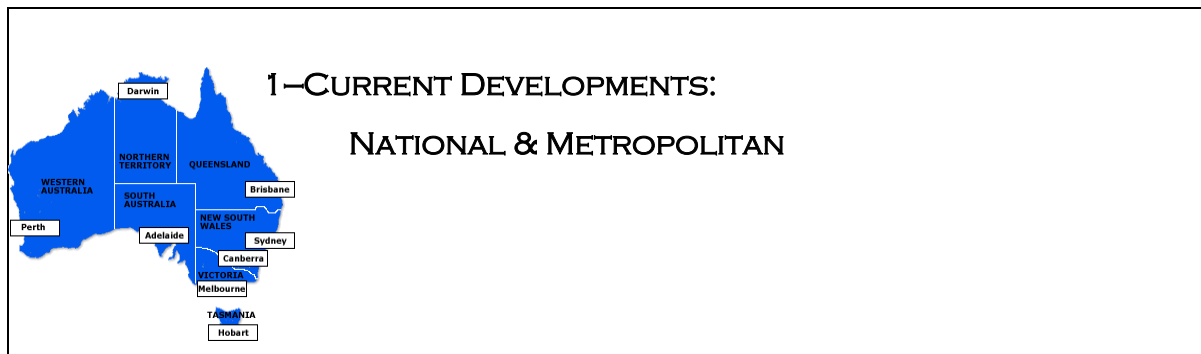
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Subscription details appear at end of *Newsletter*. [Number 1 appeared October 1999.]

Ten issues had appeared by December 2000 and the *Newsletter* has since appeared five times a year.



### 93.1.1 Fairfax Media: job cuts, strike and acquisition proposal

Fairfax Media was in the headlines for three big reasons in the first week in May: (1) it announced it was going to cut one-quarter of its metropolitan journalistic staff; (2) its metropolitan journalists went out on strike for an “unprecedented” seven days; and (3) it received a proposal from a private equity firm interested in acquiring its metropolitan assets, principally Domain and its major mastheads, such as the *Sydney Morning Herald*, *Age* and *Australian Financial Review*.

**\* The job cuts:** Fairfax Media’s chief executive Greg Hywood says the planned cuts of 125 journalist jobs will be the final stage of a major restructure that began five years ago. In 2012 Hywood bid farewell to 1900 staff, including about 350 journalists; in 2014, another 80 went from editorial; in 2016, another 100 went. In response to the announcement on 3 May that one-quarter of the 500 equivalent full-time metropolitan journalist jobs at Fairfax Media, the journalists began a seven-day strike. Fairfax is cutting costs by \$30 million in the face of declining advertising and circulations and told staff on Wednesday it is looking to cut positions across the *Sydney Morning Herald*, the *Age*, *Brisbane Times* and *WA Today*. Hywood said that from the end of this year Fairfax would be spending \$100 million a year on journalism (*news.com.au*, 3 May 2017; *Australian*, 4 and 5 May 2017).

“While we will be looking across all parts of the newsroom, at the end of the redundancy program we expect there will be significantly fewer editorial management, video, presentation and section writer roles,” the company said in an internal note. The journalists’ union, the Media, Entertainment and Arts Alliance, said in a statement that Fairfax staff were “disgusted” by the job cuts decision. “None of the other parts of the Fairfax business are worth anything without the journalism and yet it is the journalism that Fairfax always cuts,” MEAA chief executive Paul Murphy said. “The editorial staff are really angry. They think the company has made a terrible decision that is not in the best interests of the company, its audience or its staff.”

Fairfax set staff a deadline of 9 May for expressions of interest in voluntary redundancy, with a decision to be made by 12 May. Fairfax is also reducing its casual workforce with the saving of \$3 million, reviewing its third-party contracts and auditing all contributors.

**\* The strike:** Fairfax Media journalists called on 3 May an unprecedented seven-day strike to protest the axing of 125 newsroom jobs. The company expressed disappointment that some journalists were taking “unprotected industrial action” (*Australian*, 4 May 2017, p.6).

**\* The acquisition proposal:** Fairfax Media revealed that it had received a proposal from private equity firm TPG Capital to acquire Domain, its major metropolitan mastheads (including the *Sydney Morning Herald*, *Age* and *Australian Financial Review*), as well as its digital ventures. The proposal excluded Australian Community Media (formerly Rural Press Ltd), its New Zealand publishing arm, shareholdings in Macquarie Media Limited and its stake in video-on-demand subscription service, Stan. The proposal did not represent a formal offer and if it were to proceed would require approval from the Foreign Investment Review Board (*Telum Media Alert*, 8 May 2017).

**10 May:** The *Australian* reported: The Fairfax board is urging TPG Capital to increase its bid and take the company as a whole rather than sticking with its current offer, which divides the assets into two separate groups.

Mark Day commented (in his column in the Media section of the *Australian*, 8 May 2017, p.24): “So this is how the great Fairfax media dynasty ends. A once mighty voice, sliced, diced, desecrated and flogged off to a group of Yankee moneybags.” [The Fairfax media dynasty, in relation to the *Sydney Morning Herald*, ended, of course, in 1990 when “young Warwick” Fairfax muffed his bid to privatise the company that the Fairfax family had run for nearly 150 years.]

**15 May:** *Telum Media Alert* reported: Fairfax Media has announced that it has received a revised indicative proposal from the TPG Consortium to acquire the whole company for \$2.7 billion. The proposal includes Domain, the major metropolitan mastheads, its New Zealand publishing arm and Australian Community Media. The revised proposal would involve buying 100 per cent of the shares in Fairfax for \$1.20 a share. This does not represent a formal offer.

**16 May:** The *Australian* reported: Billionaire fast food king and Fairfax Media director Jack Cowin has said negotiations with TPG Capital will shift to getting the “right price” as the private equity firm yesterday sweetened its offer to \$2.76 billion. John Durie commented (also *Australian*, 16 May): The Fairfax board now has an offer for the company that at the very least is worth trying to progress by offering TPG and Ontario Teachers a look at the company’s books.

**17 May:** The *Australian* reported: Former Fairfax Media chairman Ron Walker last night endorsed TPG Capital’s \$2.76 billion move on the publisher, saying he believes they will invest in “quality journalism”.

**18 May:** A new player enters the bidding. Fairfax Media’s corporate website stated: Fairfax Media Limited on the evening of 17 May 2017 received an indicative, preliminary and non-binding proposal on behalf of funds associated with Hellman & Friedman LLC (together with affiliates, Hellman & Friedman) to acquire 100 per cent of the shares in Fairfax (on a fully diluted basis) at a price between \$1.225 to \$1.250 per share, with all consideration being in cash. The proposal assumes no dividends are paid by Fairfax from the date of the proposal to the completion (H&F Indicative Proposal). [This amounted to a bid of between \$2.82 billion and \$2.87 billion, reported the *Australian*, 19 May.]

**19 May:** The *Australian*’s John Durie commented: Control of Fairfax Media is about to change—it’s just a question of which of the two known bidders ends up putting the higher bid on the table. The Hellman & Friedman (H&F) bid arrived at Fairfax on Wednesday afternoon [17 May] just as the board was convening to decide whether to grant TPG access to its books to facilitate a higher offer. [Fairfax granted due diligence to both bidders.] Fairfax chair Nick Falloon knows H&F’s Brian Powers well from his days running PBL in the late 1990s for the Packer family, when Powers was running its private company, Consolidated Press.

**3 July:** Fairfax Media provided an update to the Australian Stock Exchange to advise that neither TPG Group nor Hellman & Friedman LLC had provided binding offers for the firm. Accordingly, Fairfax had ceased discussions with both parties.

**15 July:** The *Weekend Australian* (15-16 July, pp.1, 10) published an in-depth report that provided the background to TPG’s bid for Fairfax Media. It dealt in part with the involvement of John Hartigan and Col Allan, both formerly key lieutenants in Rupert Murdoch’s News Corp. Williams herself is a former Fairfax journalist.

### 93.1.2 Fairfax attacks ABC

Fairfax Media boss Greg Hywood has accused the ABC of spending taxpayer dollars to drive search engine traffic to its sites in a move that undermines traditional media companies and boosts the digital duopoly of Facebook and Google (*Australian*, 18 May 2017). Hywood addressed the Senate inquiry into the future of public-interest journalism. He said the ABC was creating additional pressure on commercial media by aggressively competing for the same audience that commercial media rely on by providing content for free. “Traffic is dollars and if the ABC takes traffic from us by using taxpayers’ money to drive that traffic, it’s using taxpayers’ money to disadvantage commercial media organisations,” Hywood said. “The ABC also pays Google out of taxpayers’ money—who pay negligible tax and spend nothing on local content provision—for search engine marketing.”

### 93.1.3 Survival of journalism the key issue for Amanda Wilson

Former *Sydney Morning Herald* editor Amanda Wilson blames the internet for killing the news media business model, but the big issue for her now is the survival of journalism—especially strong public-interest and public defender journalism. Wilson, the *Herald's* first female editor (January 2011-June 2012), still likes to read newspapers, but “if print disappears I don’t care”. She says: “The economics are brutal and I want a business model where people will pay and advertisers want to be in it. I get news where I want it, when I want it and I am well-informed.” She presented the annual Brian Johns media lecture for the Macquarie University’s Centre for Media History on 4 May.

### 93.1.4 Parliamentary inquiry into future of journalism

The rise of fake news, click bait and the impact of Facebook and Google’s market power on journalism will be examined by a federal parliamentary inquiry (*Australian*, 11 May 2017, p.3). A Senate select committee will conduct the inquiry, which will also examine the ABC’s involvement in rural and regional journalism as well as the role of the government in overseeing a diverse media environment. The committee has been asked to report in December. The committee will also examine the adequacy of consumer and competition laws in dealing with the “market power and practices of search engines, social media aggregators and content aggregators” as well as their “impact on the Australian media landscape”. [See ANHG 93.2.1 and 93.2.2 below.]

### 93.1.5 Melbourne’s Newspaper House sells again

Newspaper House, the heritage listed Collins Street, Melbourne, building with a glittering mural mosaic on its façade, has sold for \$35 million two years after it was acquired by listed Singapore developer/builder Lian Beng for \$22.7 million (*Age*, 26 April 2017, p.26).

### 93.1.6 People

**Anthony De Ceglie** is now deputy editor of the *Daily Telegraph*. He has been promoted from assistant editor, the position he had held at the paper since moving from Perth in March 2016 (*Telum Media Alert*, 7 June 2017).

**Kim Doherty** has resigned as editor-in-chief of the *Australian Weekly* (*Telum Media Alert*, 3 July 2017). She has been replaced by **Nicole Byers**, editor of Bauer’s *OK! Magazine* for the past seven years and a former editor of *Woman’s Day*, *New Weekly* and *TV Week* (*Australian*, 6 July 2017).

**Courtney Greisbach**, editor of the *Burnie Advocate* since September 2015, has been appointed editor of the sister paper, the *Examiner*, Launceston. She joined the *Advocate* in 2009 and was chief of staff before she became the editor (*Examiner*, 1 June 2017).

**Martin Flanagan’s** final column appeared in the *Age* on 9 June. It was about football. Flanagan, born in Tasmania in 1955, graduated in law from the University of Tasmania in 1975. In 1978, he left Australia and spent the next two years wandering the world, working on a building site in Glasgow, seeing Eastern Europe before the Fall of the Berlin Wall, finishing up in the Sudan. He is the author of twelve books, including two collections of his newspaper writing. He has also written two novels - one, *The Call*, was adapted for the stage. He has been writing for *The Age* since 1985 principally on sport, Australian culture and the relationship between black and white Australia.

**Michael Gordon** has left the *Age* after 37 years. His final column appeared on 17 June 2017, p.32. Michael is a son of Harry Gordon, former editor of the *Herald Sun* and Olympics author (see ANHG 13.15 and 75.1.3 and 81.1.6.1). [Anne O’Keefe, of Collingwood, wrote to the *Age*: Oh no. First Martin Flanagan, now Michael Gordon leaving. Can some journos please stay put?]

**Kelvin Healey** has been appointed deputy editor of the Brisbane *Courier-Mail*. He has returned from Sydney where he was the deputy editor of the *Daily Telegraph*.

**Chris Jones**, formerly deputy editor of the *Courier-Mail*, Brisbane, has been appointed executive editor of the paper and the *Sunday Mail*. He will play a key role in delivering the digital strategy of the two papers and lead a transformation project to ensure the newsroom is best structured to

deliver “great journalism” for readers across all platforms (*Courier-Mail*, 6 May 2017). Lachlan Heywood is the editor of the *Courier-Mail*.

**Margie McDonald**, sportswriter for the *Australian* for 20 years, has retired. Simon McLoughlin farewelled her in the lead item in his “A Week at a Time” column on 15-16 July, p.40. She’s covered everything from swimming and Paralympics to tennis and, most of all, rugby league. Extract: “Margie has been many things to many of her colleagues: a pioneer, a surrogate mum, a mediator, a voice of reason, a shoulder to lean on, a mentor, a source of mirth and a bloody good reporter. While other journos are brushed aside by some of the NRL’s scariest men—think Ricky Stuart and Craig Bellamy—they all answer the phone when Marg calls. Mal Meninga would nod along when Marg lectured him about his Queensland team selections, Kevin Walters inherited that role last year. She ran the gauntlet in an era when women weren’t readily accepted in dressing rooms

**Peter Miller** has been appointed chief executive officer of NewsMediaWorks. Miller has more than 25 years’ experience in the media sector and was most recently the executive director of global market strategy at Adstream, an advertising technology solutions company (NewsMediaWorks, 2 June 2017).

**Di Morrissey**, popular novelist, edits the monthly *Manning Community News*, with a print run of 6000. She says she is out of pocket “several thousand dollars each month”. That’s her contribution to the community. The news is supplied online, too (*Australian*, 12 June 2017, p.23).

**Robert Murray**, a long-time ANHG subscriber, is the author of *Labor and Santamaria* (Australian Scholarly Publishing, 2017). Murray is also the author of “An Age of decrepitude”, an article in *Quadrant*, March 2017, pp.61-63, in which he says he is debating whether to cancel his subscription to the *Age* after almost a lifetime of reading it.

**Nick Ralston**, formerly crime and justice editor of the *Sydney Morning Herald*, has been appointed news editor. Ralston joined the *SMH* in 2009 from AAP where he had been the NSW political reporter (*Telum Media Alert*, 7 June 2017).

**Jason Scott**, executive general manager of the *Courier-Mail* and *Sunday Mail*, has been appointed managing director of News Corp’s Queensland and Northern Territory operations. This gives him responsibility for the new News Corp regional dailies, amongst other papers. He will also be in charge of News Corp operations in Papua New Guinea (*Courier-Mail*, 28 June 2017).

**Jill Singer**, principally a television journalist but also a long-time columnist for the *Herald Sun*, died in early June. She was 60. Singer had been diagnosed with the rare blood disease, AL amyloidosis (*Herald Sun*, 9 June 2017).

**Rania Spooner** was one of a string of journalists mentioned by *Tel Media Alert* as departing Fairfax Media newspapers in Sydney and Melbourne. Spooner joined Fairfax in 2011 when she started working for *WAToday* and became a business reporter on the national BusinessDay team. She moved to the *Age* in 2013. The others mentioned were **Bridie Smith**, the *Age*’s science editor (16 years with Fairfax); **Stathi Paxinos**, mainly as sports reporter (20 years); **Leesha McKenny**, urban affairs reporter for the *Sydney Morning Herald* (more than 10 years); **Scott Beveridge**, video production editor, *BrisbaneTimes* (six years); **Bernard Zuel**, senior music writer and a reviewer, at *SMH* and *Age* (more than 25 years).

**Katrina Strickland**, the editor of the *Australian Financial Review Magazine* since 2014, has been appointed editor of the *Good Weekend Magazine*. The *Good Weekend* is inserted each Saturday in the *Sydney Morning Herald* and the Melbourne *Age* (*Telum Media Alert*, 5 June 2017).

### 93.1.7 Mark Day’s final column for the Media section

Mark Day wrote thus in the *Australian* on 12 June 2017: “This is my last column for Media. After 17 years, 850-odd columns of comment, analysis and many befuddled musings amounting to close to a million words, this column now emulates Monty Python’s parrot. It is demised; it has ceased to be. It has expired.” Day says he started in journalism in 1960 and was fortunate to be employed by Rupert Murdoch in Adelaide.

“Everything in the media universe has changed since then, but he remains News Corp’s only - constant. Travelling on his coat-tails was akin to being kicked in the arse by a rainbow. Any success

I may have had was enabled by this accident of birth — I lived and worked in the golden era of newspapers alongside a man who will go down in history as the most influential media player of his time. This accident has also been an enormous privilege.

“It is not quite right to say I have had a single career in journalism. Its cocoon harbours many careers. Reporting delivers thrills, ranging from meeting presidents and pop stars to getting page-one scoops; editing brings another kind of satisfaction as the leader of the teams that create products that excite, entertain or amuse its audiences. Along the way I had my own radio programs in Sydney and Melbourne and a nightly current affairs program on Melbourne television. They brought a public profile that I wore like a hair shirt.

“Stepping up to ownership delivers another perspective altogether ... when you’re responsible for putting the bread and butter on the tables of those you employ, you live under a pressure that never ceases. Column writing, which I took up when Media was launched in March 1999, has its pressures, too. It takes just a few hours to tap out 1000 words but it takes days to think about the subject, get the facts in order and test your arguments against opposing points of view. It might look easy, but the pressure to perform — and to say something meaningful, relevant and worthy of thought — is constant.”

### 93.1.8 Recent events

#### 93.1.8.1 Deaths

**Armati, John Leo:** D. 4 June 2017 in Sydney, aged 76; former publisher of 64 country newspapers in NSW that he sold in December 1995 to Rural Press Ltd for \$72 million; son of Leo Vincent Armati, a former editor of the Sydney *Sun*, and his third wife, Patricia (nee O’Conor); took over his father’s Macquarie Publications Pty Ltd at age 21 on his father’s death; expanded the company greatly, not only in the number of newspapers published but as a printer of state and national magazines; had written 38 chapters of a family newspaper memoir by the time of his death; it is the family’s intention to publish the m.s. as a book (Rod Kirkpatrick).

**Rowe, Allan Tregithew Frank (Treg):** D. June 2017, aged 88; Proprietor, J. Rowe and Son, 1954-present (third generation of Rowe family to run the family business, started in 1892). Proprietor, Western Publishers Pty. Ltd., Toowoomba, 1959-93. Joint-proprietor, Toowoomba Newspapers Pty. Ltd., 1970-present; this arose from the merger of the *Downs Star*, which was being published as a free daily, with *The Chronicle*, on 1 Oct. 1970. Western Publishers continued to publish the *Western Star*, *Roma*, and the *Gatton Star*, until their sale to APN Holdings in Aug 1992; had long and close association with St Andrew’s Hospital, Toowoomba, of which he was founding chairman of the board of governors; chaired the hospital’s fund-raising board for 46 years (Rod Kirkpatrick, “Ghost of caution haunts House of Dunn”, PhD thesis, Department of History, University of Queensland, 1995, see “biographical register”; *Chronicle*, Toowoomba, 4 June 2017).

#### 93.1.9 Weisbrot resigns as chair of Press Council

Professor David Weisbrot has resigned as chairman of the Australian Press Council following ongoing press criticism of the appointment to the council of Carla McGrath, deputy chair of left-wing activist group, GetUp! (*Australian*, 22 June 2017, p.2) Professor Weisbrot said criticism from editors, politicians, publishers and the journalists’ union over the election of McGrath was fuelled by a “campaign of misinformation”. He will finish with the Press Council on 18 July. He said McGrath had been appointed in a “fair and open process”. He added: “In fact, the whole appointment process was carried out with careful attention to good process and the requirements set down by the council’s constitution. For the record, the basis of these attacks is thoroughly misconceived, suggesting that the appointment of a public member to the council is within the gift of the chair, and that I have the authority unilaterally to ‘rescind’ that appointment.” The Press Council has said McGrath would be quarantined from any adjudication where a “real or perceived” conflict of interest could arise.



### 93.1.10 New investigations team at SMH

Senior write Michael Evans leads a new investigations team set up by the *Sydney Morning Herald*. The team includes Kate McClymont, Patrick Begley and Mario Christodoulou and will draw on the expertise of journalist in specialist areas at the paper (*Telum Media Alert*, 26 June 2017).

### 93.1.11 Some Walkley Awards categories changed

Some of the award categories for the Walkley Awards for Excellence in Journalism have been changed as the result of a review by former chair Kate McClymont and new chair Angelos Frangopoulos, the former deputy chair (*Telum Media Alert*, 3 July 2017). The changes:

- Digital journalism can now be entered into any award category.
- The headline category has been expanded to “Headline, Caption or Hook” to allow entries for short-form work such as Instagram posts, tweets and teasers.
- The introduction of a Walkey for production to recognise the work that happens behind the scenes in putting a story together.
- Entry statements of finalists will be published to add transparency to the process.
- Podcasts can now be entered in the Radio News and Current Affairs or the Audio Feature categories.



### 93.2.1 Google, Facebook and journalism

Adam Creighton writes (*Australian*, 19 May 2017, p.31): High-profile job losses at Fairfax in recent weeks are part of a worrying trend. More than 2500 journalists have been laid off by Australia’s media companies since 2011, about a quarter of the total. Meanwhile, the ranks of public relations, advertising and corporate affairs professionals have swollen by around 19,000 to 91,000, according to ABS statistics. That leaves about 12 PR people for every journalist in the country — and it certainly feels that way when I open my inbox each morning. These figures exclude the thousands of political advisers working for state and federal governments too.

Unless this army of spinners is entirely useless, such an onslaught must have compromised the quality of what journalists write and say, quite apart from their reduced numbers. The free market, it seems, is destroying journalism, or at least the salaried variety employed by companies dedicated to producing it. Or is it? In any case this is a disaster — economic, political and social — in a way the collapse of advertising would not be.

Journalists are the only effective check on government and large corporations, whose information about, and power over, citizens and customers is probably greater than at any time in history. Their incentives — to call out vested interests — are naturally aligned with the public interest more than any other job. Journalism is suffering because the advertising revenues that sustained it have been sucked away by digital behemoths Google and Facebook, which between them are earning about 85 per cent of all new digital advertising revenue. These platforms are attractive to users partly because a lot of quality content can be found on them — but the producers of that content get nothing. Thanks for the fame, but it doesn’t put food on the table!

Barely known a decade ago, Google and Facebook are among the five largest companies by market capitalisation in the world — together with Microsoft, Amazon and Apple. Facebook’s global revenue has grown from \$272m in 2008 to more than \$30bn last year. Google’s from \$20bn to more

than \$90bn over the same period. These revenues once funded the production of content — journalism, television, etc. Now they don't.

“The astonishing and precipitous decline in revenue paid to content creators has nothing to do with the idea that people are listening to less music, reading less or watching fewer movies and TV shows,” says American author Jonathan Taplin in his important new book, *Move Fast and Break Things*, predicting the bloodbath witnessed in print journalism will hit television channels in the next five years.

Google and Facebook have dramatically improved the world in many ways, improving the quality and speed of communication while slashing its cost. It's hard to imagine life without them — and that includes journalists whose productivity has been boosted by search engines. The outcomes of the free market are only as good as the rules government lays down. These rules, insofar as they relate to copyright, clearly aren't doing enough to ensure the creators of content, such as journalists, are rewarded for their work. And musicians too: one million views on YouTube nets the producer some \$US900, explains Taplin. Indeed, since the late 1980s the share of people employed as musicians in Australia has shrunk by 34 per cent.

Google and Facebook have been rewarded spectacularly for their success, but their success is having a detrimental impact on the production of other goods and services in other industries. The automobile quite rightly replaced the horse and cart; it didn't also somehow obliterate the medical profession. If it had, government would have had to change the rules. Unless they welcome an emaciated media, lawmakers will need to consider how to change copyright rules to strengthen the hand of traditional media companies. Maybe the tech giants should be obliged to pay a small fee to the owners of the content their applications display?

### 93.2.2 Google, Robin Hood and the Sheriff of Nottingham

Claims by Google that its popular News service makes no revenue from written articles are dubious assertions at best, and disingenuous at worst. Google talks like Robin Hood but acts like the Sheriff of Nottingham, writes **Darren Davidson** (Australian, 22 May 2017, pp.2, 25). In response to Senator Nick Xenophon's laudable crusade against the Google and Facebook online advertising duopoly, a spokesman for Google this month said its news aggregator displayed no ads and made no revenue from the headlines, snippets or thumbnail images it displayed. Google has done a good job of convincing some publishers it had their best interests at heart, but look closer, unpack the statements issued by a well-funded army of spin doctors and political lobbyists, and a different picture emerges.

First, Google promotes links to its news vertical in general search results. By placing the Top Stories carousel above natural search results, Google steers users to its own vertical at the expense of rivals and publishers who are excluded from Google News. The strategy is, in effect, leveraging Google's 95 per share of the Australian search market to promote its own, lesser news product over premium paid products produced by the likes of Fairfax Media and News Corp. By turning the internet's front door into a series of walled gardens, Google's heavy-handed techniques effectively lock internet users into its own ecosystem.

Content creators including musicians and news organisations have found out that the only way to reach these users is to play by Google's rules. Google's First Click Free program, for example, now forces publishers to provide access to the full text of three written news articles inside a 24-hour window, instead of one. A publisher told Media that it received a phone call from Google last year that saw one of the company's search executives push the demand for the publisher's news website to adopt First Click Free's changes. If the publisher did not comply with Google's new compliance standard, the Google executive said, the website would be placed lower in search results. In short, do as we say or else.

Professor Jonathan Taplin, the author of *Move Fast and Break Things*, a stinging polemic that traces the destructive monopolisation of the internet by Google and Facebook, has likened Google's First Click Free to “holding a gun” to a publisher's head. Google and Facebook's overwhelming dominance in the online advertising market has made it abundantly clear that publishers cannot survive by digital ad dollars alone. In the US, 85 cents of every new dollar spent on digital went to Google and Facebook in the first quarter of 2016. This matters because the media sector is fast



evolving towards a media landscape dominated by digital media, particularly mobile distribution. But not only does Google sell search ads, it sells the ad tech that is used to sell display ads on websites across the internet. Few internet users realise that the majority of ads they see online pass through one of Google's many dominant ad tech products such as DoubleClick. Most publishers rely on DoubleClick to sell inventory.

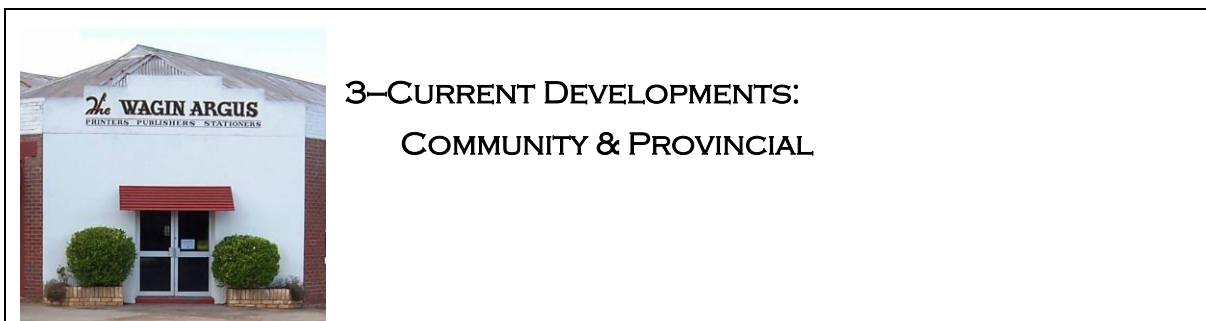
For newspaper publishers, recent growth in digital subscribers to the *New York Times*, and the *Wall Street Journal* point the way forward to building a model that can sustain journalism. Subscriptions are now critical to the future viability of newspaper publishers, but they pose a threat to Google's traffic monetisation-based advertising business model. This is why publishers with paywalls are thwarted at every turn by Google. Their model threatens to disintermediate Google by building a direct relationship with readers. And their proprietary subscriber-driven distribution platforms bypass search. This is one reason why Google refuses to crawl paywall-protected paid content, even if the publisher wishes to allow it, unless publishers enable First Click Free. Google also scrapes publishers' content. Snippets of written articles in results contain the best content from the underlying articles to discourage users from leaving Google News. The practice means users have little incentive to click through to the original source.

### 93.2.3 The content, not the channel, says Peta Credlin

Peta Credlin, former chief of staff of Tony Abbott when he was Prime Minister, writes perceptively of so-called new and social media (*Australian*, 26 June 2017). In her view, the politicians who understand the current media environment are the ones for whom Facebook, Twitter, etc., are simply "media" and not "new media" or "social media". She says, "In a media landscape that's changed almost beyond recognition, content is the game-changer rather than the means of delivery. The revolution of technology is disrupting almost every aspect of life, and business and politics is (sic) not immune. Once the medium for news feeds, journalistic updates and left-wing rants, Twitter is now a platform for announcements from the US President that's junked decades of White House spinners, diplomatic cables and those Washington types who've made a career of reading the tea leaves of the various administrations. In 140 characters or less, and often in the twilight hours, Donald Trump delivers acerbic messages that makes his official spokesman virtually redundant (hardly a bad thing)."

### 93.2.4 'OK Google, ask the *Australian* for the latest news'

The *Australian* is launching on Google Home to offer a new way for readers to hear stories directly from the newspaper, using voice-activated smart speaker technology. Audiences will be able to instantly access the *Australian*'s top news and technology stories every day with one simple voice command: "OK Google, ask the *Australian* for the latest news." The *Australian* is seeking to gain the benefit of first-mover advantage as Google prepares to sell the Home speaker in Australia following a successful launch in the US. Google and Amazon are locked in a race to create and install digital assistants in everything from cars to homes as they seek to dominate the next wave of consumer technology (*Australian*, 17 July 2017, p.24).



### 93.3.1 Newcastle: Sunday title begins

Elwyn Lang, a former managing editor of the *Mudgee Guardian*, has started a Sunday newspaper in Newcastle—a Sunday paper with a big emphasis on the print model. The first issue appeared on 2 July. The cover price is \$3 and newsagents receive a dollar of that. The *Newcastle Sunday* does have an online presence, which forms part of a subscription package. "If we break a story

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midweek we'll post it online," Lang says. But his focus is quality print. "If we do this well enough, people will go out and find it and buy it. It's only \$3 and it's going to be a super good read."

"Starting a newspaper is a bit of a rarity in today's media climate but I'm very positive. It's a new take on local newspapers. It is local. It's all about Newcastle, the Hunter, Port Stephens and down to the central coast. We have a great team of journalists, photographers, salespeople and production team. There's positivity about it and there is inspiration within the team."

Lang has experience in starting a newspaper from scratch. In 2005, he and his son Matt founded *The Weekly*, in Mudgee, which they ran successfully before selling to Rural Press. He also started a tourist magazine, *Discover Central NSW*, which he sold 18 months ago. "It is still going very strongly," he says. "It's a very good magazine. I've always been involved in newspapers and publishing in some way, shape or form."

A move to Newcastle and a comment from son Matt sent the ink in his veins coursing. Matt was working for *The Daily Telegraph* at the time in distribution and mentioned to his father the oft-repeated lament of Hunter Valley newsagents: "Why can't we get a local newspaper in Newcastle?"

Fairfax's *Newcastle Herald* publishes Monday to Saturday. Those same newsagents are the main point of sale for the *Newcastle Sunday*, and the dollar rebate is certainly an incentive to promote it. But it is also sold at Coles, service stations and other outlets.

"It is available wherever papers are now, plus a few extra places," says Lang. "I think we have about 200 distribution points but that's growing. We've been really well received. Many newsagents had posters out in advance of the first edition and they are reporting that sales have been excellent, so they will continue to push it." The print run is 30,000 and the first two editions were 112 pages. Lang says 95 per cent is local content (*Australian*, 10 July 2017).

### 93.3.2 Fairfax saves some money in the bush

**John Dunnet** writes: It is a rather unusual - and confronting - experience for a life member of a respected and venerable organisation to learn that he may outlive that organisation. This month (July) I learned that the embattled Fairfax Media group had decided on further cost-saving measures, to wit: the withdrawal of its large population of country titles from Country Press Australia and the constituent state associations. As a member of a family whose involvement in country newspapers bridges three centuries I have watched with dismay the apparent decline and fall of traditional print vehicles over the past decade and the decision by Fairfax bean-counters seemed just another blow.

In one fell swoop, a total of 133 country newspapers belonging to one proprietor have severed connections with Australia's oldest newspaper associations, leaving 237 remaining independent titles to find their own way forward. In the case of NSW, a rump of 14 independent papers will be all that remains of a state association that once encompassed more than 150 titles.

The creeping malaise of print media extinction around the globe would now be seen to be extracting a devastating toll in the states of Australia. However, the corporate misadventures of the Fairfax group and its frenetic attempts to cut and contain costs may actually cloud the picture about the health and potential of local country newspapers in the new digital, 24/7 on-line world.

While the corporate experience of running group networks of newspapers may have been unhappy in recent years there is evidence to suggest that it is still possible to produce and circulate successful, appealing newspapers on a profitable basis. American academic research into the phenomenon of 'community newspaper deprivation' has shown that the failure of some larger local papers in the United States has created social discomfort in affected communities. It seems people soon miss their local, council, social and sporting news and easy access to information about events and happenings—and local advertising. America's shrewdest businessman Warren Buffett has apparently recognised that the local newspaper model still has an upside when it comes to delivering profitable outcomes and he has been buying titles. Unwittingly perhaps, the antics and doings of U.S. President Trump seems to have sparked a renewed widespread interest in print journalism which prides itself on accuracy and depth in news reporting.

In Australia, the effect of the boat anchor of corporate financial difficulties has filtered down the line in the Fairfax group to the regions to the point that reasonable observers of newspaper quality and content have remarked on the difference now evident in the medium and larger sized publications produced by enthusiastic and confident independents compared to the decline in the appearance of once vibrant mastheads now owned by the flailing media giant.

The remaining members of the state newspaper associations and the peak body, Country Press Australia, may have waved goodbye to their hard-pressed Fairfax members but there remains a strong feeling of optimism for the future of the local papers. Indeed, across Australia new community newspapers are continuing to spring up. Some come via the route of small 16-24-page quarterfold weeklies or monthlies, others emerge in full tabloid form, but there are enough to suggest that the confidence of traditional country press associations to rebuild membership numbers is well placed.

Now, that's good news.

### 93.3.3 Swan Hill: new editor

Greg Mactaggart is the new editor of the Swan Hill *Guardian*, Victoria. He was formerly based in Tamworth as head of sport for Fairfax Media's New England-North West region in NSW (*Telum Media Alert*, 5 May 2017).

### 93.3.4 Colac: Gannons sell *Herald* to staff member

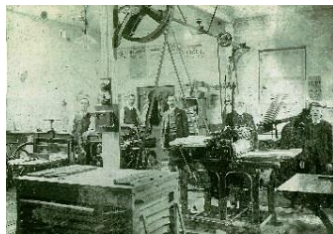
At the *Colac Herald*, Victoria, Andrea Graham was the manager one day and the owner the next. She took over ownership of the *Herald* on 1 April. She is only the fifth owner of the paper, established on 22 October 1869. Graham had worked at the *Herald* since 1990. Frank and Mary Gannon bought the paper in 1978. Frank died in 2003 and Mary continued as proprietor and became the manager (*Colac Herald*, 10 and 31 March 2017).

### 93.3.5 Gold Coast: Alice Gorman writes final column

Alice Gorman has written her final column for the *Gold Coast Bulletin*, ending a 23-year relationship with the paper. She has worked as a freelance contributor to various publications over the past 12 years. She will continue as a free-lance (*Telum Media Alert*, 26 June 2017).

### 93.3.6 APN becomes HT&E

APN News & Media Ltd has rebranded as HT&E—Here, There & Everywhere. This took effect on 8 May. The rebrand reflects the company's repositioned portfolio following the sale of its Australian Regional Media division to News Corp Australia and its demerger from NZME in New Zealand. HT&E operates metropolitan media assets across radio, outdoor and digital, including Australian Radio Network (ARN), home to the KIIs and Pure Gold networks, as well as Adshel, Conversant Media and Emotive (*Telum Media Alert*, 5 May 2017).



## 4—NEWSPAPER HISTORY

### 93.4.1 Letters to the editor (3): Ray Lloyd, Newcastle

**Rod Kirkpatrick** writes: This is the third in a series of articles about letters to the editor and the nation's keenest contributors of such items to newspapers. I am drawing on my "letters to the editor" clippings file. The *Newcastle Herald*, 27 December 1980, p.5, reported [edited version]: Mr Ray Lloyd, 65, of Wangi, is one man who would argue that the pen is mightier than the sword. Although he may not be able to prove it conclusively, he is a strong believer in the power of the

written word. A survey this month by a Newcastle University academic found that between January 1 and June 30 this year Mr Lloyd had more letters published in the *Newcastle Herald's* letters to the editor column than any other person—13 altogether. Since his first letter to the editor was published in 1969, Mr Lloyd has seen his name in print in the *Herald* more than 50 times. This year alone he has had 24 letters published. Mr Lloyd said his retirement from his job as an instrument control technician at Wangi Power Station three years ago and the extra time on his hands were the reasons for his prolific writing this year. He said youth unemployment (“the same thing happened to me”), the control of Australian assets by overseas interests and conservation were the main issues he writes on and “takes a view slightly to the left”. Most of Mr Lloyd’s letters to the editor are in answer to other letters. He gets a lot of pleasure in expressing himself through letters to the editor.

**An aside about “Sampson’s Ghost”:** In reading Stephen Harrigan’s novel, *A Friend of Mr Lincoln*, Rod Kirkpatrick noted the mention of Abraham Lincoln writing letters to the editor under the pen name of “Sampson’s Ghost”. Some internet research produced the following at <http://illinoistimes.com/article-10-the-case-of-sampson's-ghost.html>

During the summer of 1837 Abraham Lincoln represented a widow who claimed an attorney named James Adams stole land from her husband. At the time, Adams was running for probate justice of the peace in Sangamon County, opposed by Lincoln’s friend, Anson Henry. As Adams and Henry campaigned and Lincoln pushed the widow’s case forward, letters lambasting Adams written by someone calling himself “Sampson’s Ghost” began appearing in the *Sangamo Journal*. Most of the letters accused Adams of stealing land, specifically of signing land transfer papers with an “x” to forge an owner’s signature.

Evidently, Sampson was the name of another person Adams had done this to. Adams fired back with his own letters in the *Illinois Republican*, and eventually the identity of “Sampson’s Ghost” was obvious to everyone in Springfield. Lincoln’s final letters in the exchange, which lasted for months, are written under his own name. But the letters didn’t do any good. Adams died shortly thereafter, and court cases dealing with this matter were abated. As for the probate election, which took place in August 1837, Adams beat Henry 1,025 to 792.

### 93.4.2 How country editors become wealthy

*Braidwood Review and District Advocate*, 26 July 1921, p.3: Do you know why all newspapermen are rich? Says an exchange. Look at it this way: A child is born into the neighbourhood. The attending physician gets £5. The maternity hospital gets a “tenner” or so, too, in most instances. The editor gives the loud-mouthed infant and happy parents a send-off and gets £0. When it is christened the clergyman gets £1 and the editor £00. It grows up and marries. The editor publishes another long-winded article, and tells a dozen lies about “a very pretty wedding” and “the beautiful and accomplished bride”. The clergyman gets £3 (and up to £10 occasionally) and a piece of cake, and the editor gets £000. In the course of time death eventuates. The doctor gets £5 to £25, and the undertaker from £10 to £50, and the monumental man up to £250. The editor publishes a two-column obituary notice, lodge and society resolutions, etc., and gets £0000. It is no wonder, therefore, that so many editors become wealthy.

### 93.4.3 WW2 censorship (1): Long-serving officer resigns

*Sun*, Sydney, 28 February 1942, p.2:

No publicity censor in Australia has had longer service in that post than Mr. H. A. Rorke, chief publicity censor for New South Wales, who yesterday sent his resignation to the Prime Minister (Mr. Curtin). His service aggregates 7½ years —five years in the first World War and 2½ years in the present one. Mr. Rorke has kept a watchful eye on literally thousands of columns of newspaper “copy” which have descended upon him in an avalanche day after, day with hardly an hour’s lull. He said today that his duties were much more onerous during the first World War than in the present one. Then every article, report and paragraph having any relation to the war, however

remote, had to be submitted to the censor. The honour system of censorship followed by editors under the National Security Regulations had greatly eased the strain in this war.

Mr. Rorke brought to his difficult task, sound judgment, tact and a clear, swift-moving, analytical mind. In the last war, political undercurrents were more turbulent than at present, mainly through the IWW disclosures and the two conscription referendum campaigns, which were fought bitterly. "Our job is now much more tranquil than it was in those stormy days," said Mr. Rorke. "Censors then had the power to enter newspaper or printing establishments and seize the presses of any printer who, it was felt, was deliberately flouting the censorship.

"On one occasion I had to obliterate with a chisel and mallet matter which was in type in the forme in the office of a weekly publication. It was either a cartoon or an article which had infringed the censorship regulations, I forget which. We were a sort of secret service then, but no occasion for that sort of thing has arisen during this war." On the outbreak of the last war, Mr. Rorke enlisted, but was rejected for service on medical grounds. Within a few weeks he was appointed to the Censorship Department, and served right through from 1914 to 1919. His ability and judgment as a censor were remembered 20 years later, so much so that the military authorities asked him several months before the outbreak of the present war in 1939 if he again would accept a censor's post should war be declared. Mr. Rorke at once agreed, and had to forsake his business as consulting engineer in the city. "I had time only to look into my own office occasionally," he said today.

[R.B. Walker wrote in *Yesterday's News: A History of the Newspaper Press in New South Wales from 1920 to 1945*, pp.205-206: H.A. Rorke, a former censor in World War I, was appointed New South Wales Publicity Censor in December 1939 but was required to resign in February 1942 on the ground that he did not give his full time to his duties. He does not appear to have been a journalist but had a private business as an engineer. Later he claimed that political censorship had forced his resignation; [E.G.] Bonney suppressed one of Rorke's statements on the ground that it libelled him. Rorke was succeeded by an experienced journalist, Horace Mansell, for some years a public relations officer of the state government and in 1938-40 news editor and acting editor of the *Labor Daily* and *Daily News*.]

#### **93.4.4 WW2 censorship (2): *Daily Telegraph* dispatch banned**

*Courier-Mail*, 11 May 1942, p.5:

CANBERRA, Sunday. — The Chief Publicity Censor (Mr. E. G. Bonney) had acted on his own responsibility in banning the dispatch of copies of Wednesday's issue of the Sydney *Daily Telegraph* from Australia, the Prime Minister (Mr. Curtin) told the House of Representatives on Friday. Mr. Curtin was replying to a question asked by Mr. P. C. Spender (U.A.P., Warringah) on Thursday. Mr. Spender asked whether there had been a Ministerial instruction, since the issue contained a leading article urging amendment of the Defence Act to permit the employment of all Australian forces outside the boundaries of the Commonwealth. Mr. Curtin said the Chief Censor's reason for his decision was that the article would adversely affect public opinion overseas, and so be prejudicial to efficient prosecution of the war and cordial relationship between this country and the United States.

#### **93.4.5 A Sydney suburban newspaper pioneer**

*Murrumburrah Signal and County of Harden Advocate*, 12 July 1923, p.4: North Shore is entitled to the distinction of being the suburb of Sydney where the first local newspaper was published. "An Old Hand", in a contribution on "The Growth of North Sydney", to St. Mary's Literary and Debating Society (NS) in 1900, wrote as follows: "As far back as 1858 a newspaper called the *North Shore Weekly Times* was published at St. Leonards (then the name of what is now called North Sydney). It was owned and conducted by Mr. P. Jefferson Wallace and Mr. Walter Ellison Tenthall (afterwards police inspector). The young journalists (for they were mere boys) laboured under more difficulties than did John Pascoe Fawkner in producing his prints in Tasmania and Port Phillip. They were not daunted by obstacles.

Being young, and enthusiastic, bold and determined, full of courage and self-sacrifice, like most of their profession, they bravely fought those who would put them down. The burning question of the

day had able exponents in them; they were strong on the Chinese invasion when in one week of February of that year 1,000 Mongolians landed in Sydney. The paper denounced them as “an almond-eyed, rat-eating, opium-smoking, non-descript race, neither black nor white, with no manners, abominable customs, and certain to be a moral and social danger to our rising nation”. They always upheld the motto:

For the cause that needs assistance,  
For the wrong that needs resistance,  
For the future in the distance,  
And the good that we can do.

The *Weekly Times* was eminently progressive, for, even at that early date, it advocated the construction of a trans-harbour bridge. A full recount of the memorable wreck of the *Dunbar* appeared in the issue of August 22—two days after, the lamented disaster.

[The above article is an extract, from the newspaper called the *Great Northern*, published at Mosman, in its issue of April 14 last. The copy of the paper was sent to us by Mr. P. Jefferson Wallace, of North Sydney, referred to in the article. That gentleman is well over 80 years of age, and still enjoys good health. In conjunction with his brother, (the late Mr. R. B. Wallace) the *Murrumburrah Signal* was founded by them on August 6, 1881.—Ed., M.S.]

ANHG editor: The Wallaces ceased their connection with the Murrumburrah paper in October 1889. See *Freeman's Journal*, 12 October 1889, p.9.

**The death of Peter Jefferson Wallace** was reported in the *Murrumburrah Signal* on 27 June 1929, p.2, as follows:

The death has occurred at North Sydney, of Mr. Peter Jefferson Wallace, one of the oldest journalists in New South Wales. Mr. Wallace was in his 91st year. As a youth, he was attached to the staff of the *Sydney Morning Herald*. He was the founder of many country newspapers throughout the State and was a frequent contributor to the *Bulletin*, the *Sydney Mail* and other journals. On 6 August 1881, the deceased, along with his brother, the late Mr. R. B. Wallace, founded the *Signal*, and had their premises at the corner of, Neill and Bathurst streets, Murrumburrah, which is now the entrance to the railway goods yard.

We may be excused if we mention an incident which occurred to Messrs. Wallace Bros, when getting their plant from Sydney. The plant and machinery, which was marked “P.J.W.” was deposited at Harden, instead of being sent to Murrumburrah. There was also a mining plant consigned to “P.J.W.” (Mr. P. J. Walsh, licensee of the Doncaster Hotel, Harden) who was interested in McMahon’s Reef mine. The result was that portion of the printing plant went to McMahon’s Reef and portion of the mining plant to Murrumburrah. We have a copy of the first paper published by Messrs Wallace Bros, in our possession. Up to the time, of his death, Mr. Wallace retained his mental faculties, and physical health. The remains were interred in the Church of England portion of the Northern Suburbs Cemetery in Sydney.

[ANHG 66.4.15 In February 2012 mentioned that two daughters of P. Jefferson Wallace, Rena and Muriel Wallace, had set up a job-printing business in Sydney. They both set type by hand. Mentioned also: Peter Jefferson Wallace had been a well-known figure in the newspaper world of the State, being proprietor and editor at one time or another of the *South Coast Herald*, the *St. Leonard's Record*, the *Murrumburrah Signal*, the *Liverpool Progress* and the *Kangaroo Valley Pioneer*.] P.J. Wallace and Son sold the *South Coast Herald*, Dapto, in August 1905 to W.A. Lavery (*Shoalhaven Telegraph*, 30 August 1905, p.7).

There was also a Patrick John Wallace who was a printer and a journalist in Hobart and the NSW gold-mining centres of Braidwood and Araluen. He died in June 1925, aged 80 (*Nowra Leader*, 5 June 1925, p.1).

In Melbourne, the first suburban newspaper, according to the State Library of Victoria, was the *Williamstown Chronicle*, 1856. In general suburban newspapers began to appear from the 1880s onwards.

*Argus*, 4 August 1947, p.3: Mr J. F. Bracken, who has been proprietor and editor of the *Williamstown Advertiser* for 22 years, has disposed of the business to Messrs. D. and J. Williams,

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ex-servicemen. The *Advertiser* was founded in 1874 by the late Mr A. T. Clark, MLA for Williamstown, who at one time was Minister for Customs in the State Government.

*Age*, 1 September 1937, p.13: Hugh MacKibbon MacDonald, municipal employe, of McPherson-street, Moonee Ponds, whose estate was sequestrated on his own petition on July 31, was examined before the Registrar. He said in February, 1936, he and his late wife commenced publication of the *Essendon Free Press*, a weekly newspaper. His wife managed the paper in the daytime, while he was at work. The paper was delivered free at night.

The Official Receiver (Mr. Loughrey): How did you expect to make the paper pay? MacDonald: From advertisements. The paper was started with a capital of £315 and his weekly wages. Last June he was unable to meet his debts. Hilton Press, South Melbourne, which printed the paper, was the main creditor. The examination was adjourned *sine die*.

### **93.4.6 WW2 censorship (3): *Daily Telegraph* takes court action**

*Sunday Times*, Perth, 5 December 1943, p.6:

SYDNEY, Sat.: A High Court writ was issued on Thursday last by Messrs Dawson, Waldron, Edwards and Nicholls, on behalf of Consolidated Press limited, publishers of the *Daily Telegraph*, against the Commonwealth of Australia, Mr. E. G. Bonney, Chief Publicity Censor, and Mr. H. H. Mansell, New South Wales Publicity Censor. The writ calls upon the three defendants to enter an appearance in an action taken by Consolidated Press asking the court to rule that an order requiring submission to the censor of all matter intended for publication in the *Daily Telegraph* is invalid, and requesting that the censors be restrained from acting on that order.

### **93.4.7 Ned Kelly and colonial literary journalism**

Extract from *Centre for Media History Newsletter* (online), May 2017: Few people remember the names of the journalists who covered Ned Kelly's capture at Glenrowan in 1880. Yet their coverage of the siege is the source of the cultural mythology that has arisen around Kelly and his gang, inspiring numerous books, movies, television series, comics and artworks. Four Melbourne journalists travelled on the police train to Glenrowan: J.D. Melvin (*Argus*), Thomas Carrington (*Australian Sketcher with Pen and Pencil*), John McWhirter (*Age*) and George Allen (*Daily Telegraph*, Melbourne). The resulting articles recounted the incident in detail, relaying atmosphere, conversations and character so evocatively that they have linger in the Australian imagination since. They demonstrate the way journalism can operate—as the *Washington Post* first said in the 1940s—as 'the first rough draft of history'. Dr Willa McDonald and Dr Kerrie Davies recently contributed an article to *Australian Journalism Review* on the historical importance of the literary journalism of the Glenrowan journalists. Dr McDonald is acting co-director of the Centre for Media history; Dr Davies completed her postgraduate studies at the University of Sydney last year. This research is part of Dr McDonald's ongoing project tracing the history of Australia's literary journalism. The original articles and information about the Glenrowan journalists can be found on the Australian Colonial Literary Database. The database, which covers more than 30 of Australia's colonial literary journalists, was created by Dr McDonald with the assistance of Dr Buntty Avieson (University of Sydney) and Dr Kerrie Davies. Launched by the CMH in February 2015, the database is being transferred to Auslit under the auspices of the CMH.

### **93.4.8 State Library of NSW acquires Fairfax Media archives**

The State Library of New South Wales announced on 30 May that it had acquired the archives of Fairfax Media Ltd. Fairfax publishes the oldest newspaper in Australia, the *Sydney Morning*. The Fairfax archive consists of over 2000 boxes of company records, ranging in date from the 1830s until 1991. The next challenge for the Library is organising and cataloguing the archive for researchers to access.

Fairfax Media Limited, as it is currently known, had its origins in the *Sydney Herald* in April 1831, seven years before a printer named John Fairfax arrived in Australia from Warwick, England. John Fairfax was an established newspaper proprietor having founded the *Leamington Spa Courier* in 1828. Forced into insolvency after successfully defending a libel case against him, he left England with his mother, wife and three children arriving in Australia in 1838.

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The *Sydney Herald* was purchased by John Fairfax in partnership with Charles Kemp in 1841 and renamed the *Sydney Morning Herald* the following year. In 1853 John Fairfax bought Kemp's interest in the company and three years later, with his two sons, James Reading and Charles, formed the company John Fairfax & Sons Pty Ltd. For the next 133 years the company was continuously controlled by John Fairfax's descendants until the company went into receivership in 1990, one year shy of the 150-year anniversary of Fairfax ownership.

At its peak John Fairfax & Sons published nine major newspapers and a number of magazines in NSW, Victoria, and the ACT. It operated radio broadcasting and television stations, was a joint owner in a newsprint mill, and had offices in major cities throughout Australia with overseas subsidiaries based in London and New York.

The State Library has set up a blog covering progress of the work on the Fairfax archive. On 7 July it said:

The Fairfax company archive was established in 1974 with the appointment of the company's first archivist, Eileen Dwyer, the private secretary to the Editorial Manager. Although not a trained archivist, Eileen worked zealously to arrange the company's archive, creating detailed listings of records grouped together by their creating office. Eileen retired in 1993 and was succeeded by Louise Preston who worked on the archives with equal determination. Together they created a 1500 page finding aid, which remained the primary finding aid for over 1400 boxes of archives.

For 10 years between 1996 and 2006 no archivist was employed at Fairfax. In 2006 Lyn Milton was employed as part-time archivist to work through the unprocessed portion of the archive. After evaluating the record group system used by her predecessors she decided to draw a line where the old record group system ended and implemented a new "series system" to arrange and describe the archives. Instead of a typewriter and paper, Lyn used Tabularium, a database created with Microsoft Access, to manage the data and she created series based on provenance, compiling administrative histories and biographies which were lacking from the earlier finding aids.

Through the introduction of the database two systems of control came into existence—the legacy "records" group system and the new "series" system. Files that would have previously continued as part of the original record group were now being put into new series with different identification numbers. In 2009, after describing hundreds of boxes of records, Milton's contract with Fairfax ended with hundreds more boxes of records still waiting to be archived.

Nothing more was done with the records until November 2016 when the collection was transferred into the custody of the State Library of New South Wales. The size and complexity of the collection called for it to be treated as a project. The Fairfax Media Business Archive project plan consists of several phases.

The first phase focuses on those records arranged and described by previous Fairfax archivists. Consisting of approximately 1700 boxes, this component of the collection is controlled by the two major finding aids mentioned previously. It was to take a digitised version of this finding aid, extract the data into spreadsheets, clean the data, and split it into appropriate fields. In many cases the box contents are extremely detailed, with extensive listings of individual items in a file together with contextual information.

The typed pages, however, lacked a consistent layout and with handwritten notes over the pages the task of extracting the data into a spreadsheet was a time-consuming task. Since the listings resembled box lists, we also had to identify files within the listing and separate these into individual records. Over several months we extracted the digitised descriptions into spreadsheets, restructured the data into series, sub-series and file level descriptions and created basic fields such as title, scope and content, data range and notes. Spelling and comprehensibility were also checked as errors occurred in the optical character recognition process. The aim was to have all the data in the finding aid transferred into spreadsheets for the next phase of the project which involved verifying the physical contents of the boxes with the lists.

Once the spreadsheets are created we physically inspect every box, verifying the contents against the spreadsheets to ensure the data is correct. If necessary additional data is added to the spreadsheet. We attempt to keep the original order imposed by the former archivists and to verify the data against the physical record, restructure and add data where necessary. New library call numbers are allocated with the original Fairfax record identification numbers retained. Only essential preservation interventions are carried out, usually the replacement of boxes, removal of rusty metal fasteners, folder replacements, treatment for mould, etc.

The second finding aid, the Access database, will continue to be used, with slight modifications, to verify and update descriptive data of files in the system until we are ready to migrate it into the Library's system. It should be noted that the original finding aids will form part of the collection.

An additional phase of the project involved returning to the Fairfax Media warehouse to appraise a further 700 to 800 boxes of unlisted, unlabelled company records. A team of four librarians from the library selected an additional 400

boxes to be added to the collection already at the Library. These records will be described and rehoused, but the challenge will be making decisions as to where these files fit in the two existing systems of arrangement.

The final phase of the project will be to ensure the data in the spreadsheets is prepared and structured correctly for importing into the Library's collection management system. We aim to have the project completed by early 2018.

### 93.4.9 Battler Betts and his proposed new Melbourne daily

*Smith's Weekly*, 2 March 1940, p.4: MEET Harry Drysdale Betts ... not listed in *Who's Who* . . . ex-Digger . . . newspaper rebel . . . man who has given Keith Murdoch his most severe headaches, and who called the bluff of the Melbourne Tramways Board.

When another evening paper appears on the Melbourne streets in April, it will be Betts' baby — a vigorous baby, he hopes, which will gather strength enough to fight the Murdoch Press. Melbourne knows *Radio Times* well enough, but it doesn't know Betts so well. Betts is proprietor of *Radio Times*, and this weekly is the chrysalis from which will emerge Australia's newest journalistic gadfly. Ordinarily, the advent of yet another fledgling journal in Melbourne wouldn't create a ripple on the surface of public interest. Melbourne in the last 20 years has become used to daily papers that flash across the horizon, battle through an existence more or less brief, then vanish. The *Morning Post*, the afternoon *Sun*, the *Star*, all went out quickly. Will it be the same with the newest evening paper which Betts is to produce? We don't know, but we hope not. Harry Betts knows how to fight. He had to battle against terrific odds to make a success of his weekly publication, *Radio Times*, but he won through. He has shown in *Radio Times* that he is a first-class "news" man. He doesn't believe in printing a story unless it carries a punch. That is why the public took to the *Radio Times*, in spite of Keith Murdoch's strenuous efforts to destroy it.

Betts has a background no less interesting than his present ambitions. "I returned from the last war with nothing more in mind than a desire to become a journalist," he told *Smith's*. "For years I tried to break into the game. But I had no luck. So I came to the conclusion that if I ever was to be a journalist I would need my own paper. And the new evening paper I'm going to put on the streets in April is the result."

But there's more to the episode of Betts and his struggle to become a newspaper man than just the story he told *Smith's*. To give the news behind the news in chronological order, we go back to July 1934. In that month Harry Betts, playing a hunch, launched *Radio-program*, a pocket-sized production that listed programmes from every station in Australia that would supply them. Other programmes that weren't supplied he went after, and got. For some time, the cheeky newcomer was looked upon by the *Herald* proprietary with haughty indifference. When it was found that *Radio-program* was getting somewhere things began to happen. For some reason unexplained, but capable of being guessed at very accurately, the Melbourne broadcasting stations refused to make their programmes available. *Radio-program*, rightly or wrongly, openly attributed this to the influence of the *Herald* and 3DB. That was in August 1934. After a strenuous fight the boycott was broken down. The following month radio firms which had advertised in *Radio-program* withdrew their support. In part, that situation still exists.

October 1934 brought trouble with the newsagents. Betts sent out canvassers — planned a house-to-house delivery. The Victorian Authorised Newsagents' Association — much of whose business is done with Murdoch publications — declared this unethical and declined to handle *Radio-program*. But the Victorian Newsagents' Association, under the lap, wanted to see Betts win. Its members have all the sporting instincts that respond to a game fighter. They didn't want to squeeze Betts out. Betts carried on and opened 300 new agencies in every sort of small shop that would take his paper.

*Radio-program* prospered to such an extent that in July 1936, two years after its first appearance, Betts was in a position to publish a broadsheet *Radio Times*. Paper was obtained from stocks of the defunct *Star*. Betts contracted with a firm in North Melbourne to print the paper. This firm had purchased cheaply the rotary press on which the *Morning Post* had been printed, and which the *Herald* proprietary had taken over when it absorbed the *Morning Post*. The press had been lying idle for years. Nobody knew how to operate it. Betts made a deal with the *Age* and secured the services of *Age* machinists. Always one to look ahead, he learnt all he could about the running of the old press while the *Age* men were on the job.

As things turned out, he was wise. Unexpectedly, Betts was informed that the P.I.E.U.A would not permit the *Age* machinists to work his press. He set to work himself, got hold of an assistant, and between them they got *Radio Times* out somehow. Printing in the first issues was pretty terrible. However, they persevered... kept the paper going... and got expert assistance in the long run. Just about this time, somebody discovered that city newsagents, to comply with customers' demands, were carrying *Radio Times*, but secretly in most cases. The pressure had been put on them to boycott Betts, and newsagents didn't like it. Guess yourself who applied the pressure.

Again prohibition was clamped on, tighter this time. *Radio Times* published pictures of *Herald* inspectors visiting the agencies. It was all most annoying to Sir Keith and his executives. Even the sub-agents were brought within the scope of the ban. This time, Betts had to go to work again to secure mediums for the sale of *Radio Times*. He succeeded in getting 1000 small shops. In all the suburbs, to carry it for him. By this time the business of bringing out a weekly paper of 24 pages made it necessary for Betts to secure new office premises. His eye fell on the Melbourne Tramways Board building, opposite the G.P.O., near the corner of Spencer and Bourke Streets, just vacated by the board, which had taken over a new building. Betts secured tenancy under an agreement that was to be converted to a lease, and took possession.

In the meantime, the Tramways Board got wind of the fact that the P.M.G.'s Department was looking for further office space. Negotiations were opened and failed. But the board still believed it could make a better deal than the one with Betts. Trouble was, however, to get Betts out. Direct action was decided upon. The letting agreement expired one week-end. Lease was to commence on the Monday. Betts was advised on the Friday night that tramways employees were in the building padlocking doors and hailing up windows. He obtained entrance through a window at the top of a fire-escape, planted his own men and legal adviser in the building, and was present on the Monday morning when board members arrived in force to take possession. While an argument was proceeding in the street, Betts' men in the building levered open the front door from inside. As Betts entered, board representatives called on police to arrest him for illegally breaking and entering.

When it was pointed out that Betts had not broken in, but that his men had broken out, and that no offence against property had been committed, forces of the board retired in disorder. Betts was left in possession. Lease was not further contested. Betts signed for six years. A little later, Betts successfully arranged an agreement with the P.M.G.'s Department under which the department sub-leased from him two floors of the tramways building. This was the agreement the board had tried but failed to get. With his own rental more than covered by the new arrangement, Betts sought newer and larger premises, found them in King Street, and there he is to-day — ready, willing, and able to give Keith Murdoch a bigger headache than ever.

Ironically enough, the old "Herald" press is still printing *Radio Times* in North Melbourne. In the building of which he is now the tenant, Harry Betts is placing two Goss presses, secured on long terms from the *Sydney Sun*. Remainder of his plant — linotypes, stereos, and so forth — is in process of installation. Harry Betts sits at his desk in his King Street office, planning a job that is bigger than anything he has attempted previously, but one that does not daunt him because of its size. He declares there isn't in his project one penny of money that isn't his own; that he has been informed that he won't get advertising, and that there'll be other troubles. But he'll show what nuisance value is, and the Melbourne public will laugh with him at the new crop of headaches he will give Sir Keith. Betts has already shown how resourceful he can be. "I'll print news that won't be colored by political or commercial considerations, and, If I go down, I'll go down fighting," he told *Smith's*. Well, it's going to be an interesting scrap to watch. [Thanks to Peter Gill for drawing the ANHG's attention to this article.]

### **93.4.10 Meet Jennie Scott Griffiths, feminist editor and Red-ragger**

Jennie Scott Griffiths (née Wilson) has been described as a feminist editor who agitated for women's rights, workers' rights and peace. Dr Patricia Clarke first came across the name of Jennie Scott Griffiths as a speaker at an anti-conscription meeting in Queanbeyan in 1917 when researching an article on Canberra women in World War I (Griffiths is featured in images on the cover of this issue of ANHG). She had heard of other speakers but not of Griffiths, so she was surprised to find eight boxes of her material in the manuscripts collection of the National Library.

Dr Clarke has written an article, “Jennie Scott Griffiths: A Texas-born ‘Red ragger’”, in the NLA’s *Unbound*, No. 3, June 2017. Here’s an extract:

In June 1913, just three months after the birth of her tenth child, Hazel, Jennie was appointed editor of *The Australian Woman’s Weekly* (AWW), a periodical for women begun in 1911 that continued for ten years (not to be confused with *The Australian Women’s Weekly*, which started in 1933).

When Jennie took over, the AWW was similar to most other women’s papers of the era, with the exception of the feminist papers: Louisa Lawson’s *Dawn* and the short-lived *Woman’s Voice*. The AWW ran pages of lavishly illustrated fashion notes plus household hints, short stories, serials and a children’s section.

Jennie had only her ‘Editorial Chat’ and a column in which she replied to correspondents to express her opinions on controversial social and employment issues affecting women, to criticise the conservative views of others and to note the activities of socially radical organisations such as the Feminist Club and antiwar groups. She was also able to include occasional articles on then advanced social subjects, such as Margaret Sanger on birth control, and she wrote a series herself on women activists.

Jennie also filled in for Mary Gilmore editing the women’s section of *The Australian Worker* on occasion, and contributed to Sydney’s *The Sunday Times*, the Brisbane Labor paper *The Daily Standard*, Britain’s *The Social Democrat* and the Sydney-based *The International Socialist*, all papers where she could express her socialist, antiwar and feminist views more openly.

During 1916, Jennie’s support for antiwar movements, anti-conscription and radical and feminist causes escalated. In *The Australian Worker* in March 1916, she argued that women needed to change the political, social and economic conditions created by male dominance in the public sphere.

Dr Clarke’s article is at: <http://www.nla.gov.au/unbound/jennie-scott-griffiths-a-texas-born-red-ragger>

### 93.4.11 Scissors and Paste database and tool

The Scissors and Paste Database is a collection of manual transcriptions from British newspapers (1789-1850), alongside originals from colonial and American newspapers. It aims to be a central repository of reprinted news across the 19th-Century Anglophone world. In order to facilitate the discovery of new reprints and reuses, the site also contains the *Scissors-and-Paste-o-Meter*, which allows users to view possible instances reprints and reuses across multiple digitized newspaper databases. It is the work of Dr Melodee Beals, of the Department of Politics, History and International Relations, Loughborough University. <http://scissorsandpaste.net/>



5—RECENTLY PUBLISHED

### 93.5.1 Books

**Natale, Simone**, *Supernatural Entertainments: Victorian Spiritualism and the Rise of Modern Media Culture*, (Penn State University Press), now in paperback.

The author vividly depicts spiritualism’s rise as a religious and cultural phenomenon and explores its strong connection to the growth of the media entertainment industry in the nineteenth century. He frames the spiritualist movement as part of a new commodity culture that changed how public entertainments were produced and consumed. <http://www.psupress.org/books/titles/978-0-271-07104-6.html>

**Rolls, Mitchell, and Johnston, Anna**, *Travelling Home: ‘Walkabout Magazine’ and Mid-Twentieth-Century Australia*. Anthem Press. 260pp. Price about \$35 to \$40.

Spanning five central decades of the twentieth century (1934-1974), ‘Walkabout’ was integral to Australia’s sense of itself as a nation. By advocating travel—both vicarious and actual—*Walkabout* encouraged settler Australians to broaden their image of the nation and its place in the Pacific region.

In this way, *Walkabout* explicitly aimed to make its readers feel at home in their country, as well as including a diverse picture of Aboriginal and Pacific cultures.

### 93.5.2. Articles

**Clarke, Patricia**, “Jennie Scott Griffiths: A Texas-born ‘Red-ragger’”, *Unbound*, No. 3, June 2017. A feminist editor who agitated for women’s rights, workers’ rights and peace.

**Day, Mark**, “Reform process stalls yet again as Fairfax takeover heats up”, *Australian*, Media section, 22 May 2017, p.24. Discusses the Federal Government’s review of the Australian Communications and Media Authority.

**Flanagan, Martin**, “Dear The Age, thanks for being there”, *Age*, Saturday 13 May, p.29. A review of the *Age*’s influence since the author joined it.

**Kohler, Alan**, “Regulate the new media”, *Australian*, 30 May 2017, p.29. Facebook and Google are the new technology utilities. Discusses the Senate inquiry into the future of public-interest journalism and the implications of Facebook and Google for public-interest journalism.

**Mitchell, Chris**, “Delicious ironies as Fairfax chair creates chance for virtual auction”, *Australian*, Media section, 22 May 2017, p.25. [Mitchell says: “At the peak of its Saturday print circulation the *SMH* in the early noughties was selling 410,000 copies.” ANHG has checked the ABC figures for the early noughties and the top Saturday *SMH* circulation was 386,500 in the six months to 31 December 2001.]

**Wright, Tony**, “Farewell to a giant of journalism: Michael Gordon is an inspiration, and the most decent of men”, *Age*, 16 June 2017, p.19. An article commemorating Michael Gordon on the day of his departure from the *Age* where he had been a journalist since 1973, and political editor since 2013.

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