

Exterior of the *Albany Advertiser* building, 2003. The first West Australian country newspaper, the *King George's Sound Observer*, was published, briefly, at Albany in 1868 (see ANHG 65.4.1).

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

1 – CURRENT DEVELOPMENTS: NATIONAL & METROPOLITAN

69.1.1 FAIRFAX MEDIA (1): \$2.7 BILLION LOSS

Fairfax Media recorded a net after-tax loss for 2011-12 of \$2.732 billion. The company reported writedowns of \$2.94 billion that virtually halved the company's net assets. The company planned to pay a dividend of 1 cent per share. The carrying value of the mastheads has more than halved, from \$3.3bn at 26 June 2011 to \$1.3bn at 24 June 2012. (*Australian*, 24 August 2012, p.19).

Darren Davidson reported (*Australian*, Media section, 3 September 2012, p.26) that News Corporation wrote down its assets by \$2.8 billion and APN News & Media cut the value of its New Zealand assets by \$320 million (Aust.).

Gine Rinehart ally Jack Cowin spent \$440,000 on shares in Fairfax Media after his recent appointment to the company's board. Fairfax CEO Greg Hywood spent about \$100,000 boosting

his shareholding in mid-September as Fairfax's share price languished below 50c (*Weekend Australian*, 15-16 September 2012, p.27).

69.1.2 FAIRFAX MEDIA (2): AFR'S PARTNERSHIP WITH *FINANCIAL TIMES*

Financial Review Group announced on 31 July a partnership to publish extensive global business news and analysis from the *Financial Times* each weekday across print and digital platforms. Michael Stutchbury, editor-in-chief of the *Australian Financial Review*, said the *FT* tie-up would supplement "our existing source of quality global business, finance and political writing which already includes The Economist, The New York Times and the Harvard Business Review". *Financial Times* now runs to two full pages in the newspaper each day. It includes news and commentary from the *FT*'s stable of writers such as chief economics correspondent Martin Wolf, and the Lex column, described as the oldest and arguably the most influential business and finance column of its kind in the world. *FT* content will begin appearing in the Financial Review within a week."

The content partnership with the *FT* is announced as Financial Review online subscribers break through the 20,000-mark, up 144% since December last year. Online subscriber growth has been spurred by the release of the Financial Review's app for iPad which has achieved well over 42,000 downloads since its launch in late May.

69.1.3 ACCC APPROVES NEWS BID FOR CONSMEDIA

The Australian Competition and Consumer Commission has approved News Limited's \$2 billion bid to acquire James Packer's controlling share of Consolidated Media Holdings. ConsMedia has a 50 per cent shareholding in Fox Sports Australia and 25 per cent of the shares in pay TV operator Foxtel. The ACCC's green light clears the way for News to own 50 per cent of Foxtel and 100 per cent of Fox Sports. News already owns 25 per cent of Foxtel and controls the cable company's management. However, the News bid needs the approval of Kerry Stokes who owns a 25 per cent stake in ConsMedia; he has already sought ACCC clearance to bid for the shares in ConsMedia that he does not already own (*Australian*, 3 August 2012, p.21).

News Limited plans to bundle its newspaper mastheads into Foxtel subscription packages on a trial basis if its bid to gain a 50 per cent shareholding is successful (*Australian*, 7 September 2012, p.2).

69.1.4 READERS TELL ETHNIC NEWSPAPER TO RETAIN BROADSHEET FORMAT

Readers of Australia's biggest selling Arabic newspaper, *El Telegraph*, have told the editor they do not want the paper's format changed from broadsheet to tabloid. Editor Tony Kazzi asked the readers their opinion and they rejected the possible change. *El Telegraph* has recently changed from three issues a week to five. *El Telegraph* was launched in 1970 by Eddie Obeid, former NSW Labor MP, and its circulation has grown steadily from about 10,000 to 35,000, reports Paul Cleary (*Australian*, Media section, 30 July 2012, p.27). Australia Middle East Media acquired *El Telegraph* in 2010. Like *El Telegraph*, the *Australian Chinese Daily* remains committed to the broadsheet format.

69.1.5 REDUNDANCIES: FAIRFAX AND NEWS

Fairfax: Nick Leys, diarist for the *Australian's* Media section, suggests that 2012 will be remembered as "the year of the great redundancy". He reported (3 September 2012, p.27) that while Fairfax Media watched a generation of journalists walk from its newsrooms the previous week, News Limited had been a little coy about its own departures. News would not put a figure on how many staff members were accepting redundancies or being made redundant. Leys proceeded to report on three separate "redundancy drink functions" – at the *Herald Sun*, *Sydney Morning Herald* and *Age*. On 27 August, p.31, Leys reported that former *Age* editor-in-chief Paul Ramadge had provided some telling figures when he had spoken at the New News conference on the day that the Fairfax redundancies had closed. Ramadge had said that when he had started working at the *Age* in the 1990s, there had been an editorial staff of 450. When he had become editor-in-chief in 2008, there had been 408. A week ago there had been 285 and, after the redundancies, he estimated there would be 215.

News: Tucked away in the business section of the *Australian*, on Page 43, on 5 September was a report, "Editorial redundancies at News". News Limited had announced more redundancies as it outsourced some operations to editing production house Pagemasters and implemented newsroom changes. The restructure, due to be completed on 29 October, was expected to affect about 65 positions nationally, with about half of these positions coming from the News Central subbing operation. The rest would come from newspapers in Queensland, reported Nick Leys and Stephen Brook. "We will see a reduction in the number of positions as a result of these changes," editorial director Campbell Reid told staff. "We will seek to achieve this through a combination of attrition, redeployment and redundancy." Sub-editing roles at community newspaper titles in NSW, Victoria, Queensland and South Australia will be moved to Pagemasters by the end of October. Remaining jobs in the News Central team will be reduced as a result. News Limited has pledged that Pagemasters "will sub to our specifications and we will protect the quality of sub-editing via a detailed service level agreement".

69.1.6 PEOPLE

Gay Alcorn, editor of the *Sunday Age*, stepped down in early September and took on a writing role at the *Age*. Deputy editor Mark Forbes replaced her (*Sunday Age*, 26 August 2012). Other recent key Fairfax Media appointments: *Sydney Morning Herald* Monday-to-Friday print editor, Richard Woolveridge; *SMH* Saturday editor, Judith Whelan; online editor, Conal Hanna; tablet editor, Stephen Hutcheon; *Sun-Herald* editor, Kate Cox; *Age* weekday print editor, Mark Fuller; *Age* Saturday editor, Margie Easterbrook (*Australian*, 23 August 2012, p.3).

Neil Breen resigned on 11 September as editor of the *Sunday Telegraph*, Sydney, after six years. He will leave News Limited at the end of October after 20 years. His successor has not been announced. He said he had not been sacked nor had he had a falling out with management over the changes taking place in our business. He will explore career opportunities outside newspapers (*Australian*, 12 September 2012, p.2).

Stephen Brook, editor of the Media section of the *Australian*, has returned to a senior writing on the newspaper. Nick Tabakoff is the new Media editor (*Australian*, Media section, 3 September 2012, p.27).

David Fagan, editorial director of News Queensland, after two years as editor-in-chief of Queensland Newspapers and eight years as editor of the *Courier-Mail*, talked to *Mediaweek* (30 July 2012, p.10) about the changing role of newspapers in meeting audience demand.

Amanda Gome has departed Eric Beecher's Private Media as chief executive officer after the company indicated it was changing direction. Private Media publishes SmartCompany, Crikey and a suite of mainly financial websites (*Australian*, 26 September 2012, p.21).

Michelle Gunn has been appointed as the first female editor of the *Weekend Australian* (*Australian*, Media section, 10 September 2012, p.27).

Jessica Irvine, the economics journalist who used to write "The Irvine Index" in the *Sydney Morning Herald*—and you've probably heard her on radio and seen her on TV—has shifted to News Limited as national economics editor (*Mediaweek*, 17 September 2012).

Ruth Lamperd and **Stephen Drill**, of the *Herald Sun*, were named joint winners of the 2012 Sir Keith Murdoch Award for Excellence in Journalism at the News Limited awards night on 21 September. They won with their investigation into a cancer cluster at Victorian Country Fire Association's Fiskville training site. Lamperd also won the Scoop of the Year award for her first report on the issue (*Australian*, Media section, 24 September 2012, p.28).

Kate McClymont, investigative reporter, *Sydney Morning Herald*, was Person of the Week in *Mediaweek*, 3 September 2012, p.7. She did not take a redundancy package from Fairfax.

Sid Maher has been named political correspondent for the *Australian* in place of Matthew Franklin. Maher has recently married AAP political journalist Andrea Hayward (*Australian*, 27 August 2012, p.31).

Melvin Mansell, who has supervised the introduction of a seven-day newsroom for News Limited in Adelaide, was interviewed by Neil McMahon in *Mediaweek*, 20 August 2012, p.9. The newsroom brings together the newsgathering abilities of the *Advertiser*, *Sunday Mail*, the

AdelaideNow website and Messenger's community titles. Mansell is state editorial director for News and has responsibility for the Northern Territory and Western Australia, too.

Peggy Perkin, widow of legendary *Age* editor Graham Perkin, died on 1 September after a stroke. She was 81 (*Mediaweek* online, 4 September 2012).

Simon Pristel, formerly the editor of the *Herald Sun*, has joined the Seven Network as its Melbourne director of news (*Australian*, 31 July 2012, p.3).

John van Tiggelen, editor of the *Monthly*, was posed "Ten Questions" in the *Australian's* Media section, 13 August 2012, p.29

Robert Whitehead, a former editor of the *Sydney Morning Herald*, has been named to lead Fairfax Media's metro mastheads into the paid content era. His new role as head of marketing for the metro media division also embraces the switch to tabloid next March of the *Sydney Morning Herald* and the *Age*. He will be responsible for all consumer marketing including brand, promotion, sponsorship, subscriptions acquisition, retention and communication (*GXpress Digital*, 25 September 2012).

Geoff Wilkinson, who has left the *Herald Sun* after about 40 years of crime reporting and a few years as media director for the Victoria Police, was the subject of "Ten Questions" in the Media section of the *Australian*, 10 September 2012, p.27.

Amanda Wilson, the most recent former editor of the *Sydney Morning Herald*, will present lessons for writers at the "The Senses & Stillness Retreats" in Penestanan just outside Ubud in Bali from 29 October until 4 November (*Australian*, 24 September 2012).

69.1.7 BRIEFS

- On Friday 27 July 2012 the three main Fairfax dailies, the *Sydney Morning Herald*, Melbourne *Age* and *Canberra Times*, began publishing an eight page tabloid Olympics supplement. The supplement was virtually identical in all three papers.
- On Monday 30 July, the mastheads of the *Sydney Morning Herald* and the *Age* were in red (instead of the usual black) to commemorate National Blood Donor Week and encourage donations.
- The *Melbourne Weekly*, the Fairfax-owned free sheet that changed the southern real-estate advertising market, has closed after 978 issues (nearly 20 years). The sheet has been absorbed by the *Weekly Review*, which was launched by former *Age* real estate journalist Anthony Catalano. Fairfax Media paid \$35 million for a half-share of Catalano's Metro Media Publishing in December (*Australian*, Media section, 23 July 2012, p.26).
- Lazard Asset Management emerged in the week of 13-17 August with a stake of more than 5 per cent of Fairfax Media Ltd's shares after investing about \$62 million in the stock (*Australian*, 17 August 2012, p.10).
- The *Walkley Magazine* has published an issue (No. 72, July-August 2012) principally devoted to digital photojournalism.
- The Australian Press Council will strengthen its guidelines covering the use of images of dead and dying people and those related to journalists interviewing patients in hospital and nursing homes (*Australian*, Media section, 27 August 2012, p.29).

69.1.8 CIRCULATIONS DIVE

The weekday edition of the *West Australian* was the only national or metropolitan newspaper title to record an increase in circulation for the three months to 30 June this year compared with the same period last year. And that increase was minimal: its circulation rose by 387, or 0.20 per cent. The *Sun-Herald*, Sydney, recorded a decrease of 18.66 per cent (79,599 sales) as it slipped from 426,559 sales to 346,960. Its sales have fallen by 38.01 per cent (212,765) since the comparable audit period in 2002. The circulation figures of 10 years ago, provided below, provide interesting comparisons. Mark Day comments on the latest circulation and readership figures in his "On Media" column, *Australian*, Media section, 13 August 2012, p.26, and Sally Jackson (on

page 28) writes about the overall increase in the newspaper audience (i.e. print plus digital) despite the circulation decline. And Neil McMahon interviewed *West Australian* editor Brett McCarthy who made it clear that the newspaper was still the most important part of the company's news production (*Mediaweek*, 27 August 2012, p.12).

Circulation now				Ten years ago	
	April-June 2012	April-June 2011	% variation	6 months to June 2002	% variation to 2012
National					
<i>Australian</i>	129,363	130,307	-0.72	130,497	-0.87
<i>Weekend Australian</i>	285,644	293,411	-2.65	297,540	-4.00
<i>Aust Financial Review</i>	71,061	73,769	-3.67	89,274	-20.40
<i>AF Review</i> (Sat)	75,575	79,590	-5.04	90,980	-16.93
New South Wales					
<i>Daily Telegraph</i>	350,059	354,393	-1.36	406,220	-13.83
<i>Daily Telegraph</i> (Sat)	325,501	329,366	-1.17	335,438	-2.96
<i>Sunday Telegraph</i>	610,253	621,982	-1.89	727,036	-16.06
<i>Sydney Morning Herald</i>	170,666	200,194	-14.75	229,000	-25.47
<i>Sydney M. Herald</i> (Sat)	292,413	342,979	-14.74	400,000	-26.90
<i>Sun-Herald</i>	346,960	426,559	-18.66	559,725	-38.01
Victoria					
<i>Herald Sun</i>	463,543	488,600	-5.13	548,764	-15.53
<i>Herald Sun</i> (Sat)	454,318	485,300	-6.38	515,598	-11.89
<i>Sunday Herald Sun</i>	529,063	573,600	-7.76	570,647	-7.29
<i>Age</i>	169,582	197,200	-14.01	197,700	-14.48
<i>Age</i> (Sat)	238,818	275,000	-13.16	318,900	-25.11
<i>Sunday Age</i>	194,040	227,100	-14.56	199,350	-2.66
Queensland					
<i>Courier-Mail</i>	189,733	199,284	-4.79	215,371	-11.90
<i>Courier-Mail</i> (Sat)	250,988	274,513	-8.57	343,323	-26.89
<i>Sunday Mail</i>	450,922	484,711	-6.97	601,851	-25.08
South Australia					
<i>Advertiser</i>	172,899	173,957	-0.61	203,582	-15.07
<i>Advertiser</i> (Sat)	231,519	238,215	-2.81	280,490	-17.46
<i>Sunday Mail</i>	271,293	284,401	-4.61	345,407	-21.46
Western Australia					
<i>West Australian</i>	195,394	195,007	+0.20	207,793	-5.97
<i>West Australian</i> (Sat)	301,923	318,454	-5.19	385,871	-21.76
<i>Sunday Times</i>	274,955	283,524	-3.02	346,041	-20.54
Tasmania					
<i>Mercury</i>	40,240	43,513	-7.52	49,895	-19.35
<i>Mercury</i> (Sat)	55,665	59,074	-5.77	65,308	-14.77
<i>Sunday Tasmanian</i>	52,590	56,297	-6.58	58,425	-9.99
<i>Sunday Examiner</i>	37,206	39,684	-6.24	42,012	-11.44
Northern Territory					
<i>NT News</i>	18,977	19,985	-5.04	22,152	-14.10
<i>NT News</i> (Sat)	28,874	29,960	-3.62	31,774	-9.13
<i>Sunday Territorian</i>	21,034	22,036	-4.55	27,084	-22.34
ACT					
<i>Canberra Times</i>	28,550	30,968	-7.81	38,694	-26.22
<i>Canberra Times</i> (Sat)	46,879	51,186	-8.41	72,080	-34.96
<i>Canberra Times</i> (Sun)	29,134	31,639	-7.92	39,075	-25.44

* Figures from Audit Bureau of Circulations.

69.1.9 PACKER'S MAGAZINES SOLD TO GERMAN PUBLISHER

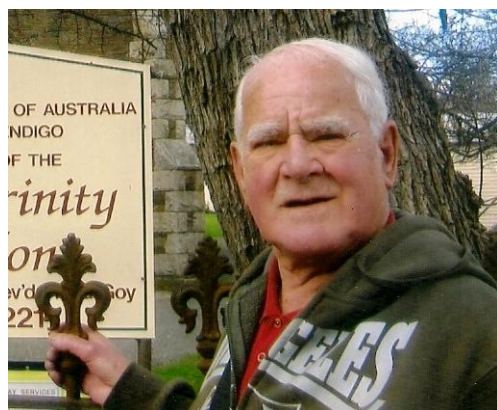
Debt has forced the Nine media group to sell the magazine empire built up over decades by the Packer family. Nine Entertainment chief David Gynge has confirmed the sale of Australian Consolidated Press for \$500 million to the German group, Bauer. ACP publishes such titles as the *Australian Women's Weekly*, *Woman's Day* and *TV Week*. The sale will help the private equity owned business from breaching debt covenants that would have left it at the mercy of its lenders (*Age*, 5 September 2012).

69.1.10 NZ HERALD CONVERTS TO TABLOID

Victor Isaacs writes: New Zealand's biggest newspaper, the *New Zealand Herald* of Auckland, owned by APN changed its weekday editions to tabloid format from Monday 10 September. The big Saturday edition will remain as a broadsheet, and the *Herald on Sunday* was already a tabloid. The change is more than to page size. The paper has been comprehensively redesigned to give a cleaner, more modern look. The *New Zealand Herald's* website and iPad editions have also been redesigned. This change follows a change to broadsheet of APN's NZ regional dailies.

69.1.11 WELCOME TO DEL PIERO

On Monday, 17 September, the main page of the sports section of the *Sydney Morning Herald* (page 24 of the tabloid section) was, except for an advertisement, all in Italian. This was to welcome Alessandro Del Piero to the Sydney soccer football team.



69.1.12 UNSUNG CONTRIBUTOR

Larry Noye, of Melbourne (pictured left last month during a visit to Maldon), regularly sends the ANHG editor envelopes of newspaper clippings.

The ANHG expresses its sincere thanks to Larry, 84, who, in his own words, was a full-time journalist in Footscray, Hobart and Canberra (1981-1995). He is the author of *O'Malley MHR* (about King O'Malley, 1858?-1953, a native American who became an Australian federal politician; his dominant interest was banking).

69.1.13 RECENT EVENTS

69.1.13.1 DEATHS

Coleman, Robert Gordon ("Bob"): D. 21 August 2012, in Melbourne aged 90; long-serving Melbourne *Herald* feature writer and columnist. Cadet, *Border Morning Mail*, Albury, 1940-41; the *Footscray Mail*, 1941; AIF to 1946; rejoined *Footscray Mail* 1946-48; *South-West Times*, Bunbury, 1948; *Truth* and *Daily Mirror*, Melbourne, Adelaide, Hobart 1949-50; civilian journalist with army public relations 1950-53; *Argus*, leader of law courts staff, 1953-57; joined Melbourne *Herald* when *Argus* closed and reported courts 1957-60; general reporter 1960-66; features 1966-68; cadet counsellor 1968-69; from then until his retirement he wrote features and a column, "That's Life". Two books: *Reporting for Work* (ed.), published by HWT in 1970, and *Above Renown*, a biography of Victorian Chief Justice and Governor Sir Henry Winneke (1988); was a regular contributor to the *ANHG Newsletter* (source: Kim Lockwood).

Kennedy, Alan Thomas: D. 30 August 2012, aged 64; sporting editor of *Morning Bulletin*, Rockhampton; former sports writer at *Daily Mercury*, Mackay (*Daily Mercury*, 31 August 2012).

Malseed, Russell Clive: D. 10 August 2012 in Melbourne, aged 78; joined *Age* as cadet journalist in early 1950s and, after short period as a general reporter, became a sub-editor; appointed chief sub-editor in 1972 by editor Graham Perkin; in early 1980s, was given responsibility for training editorial staff, particularly the subs, on how to use the new computerised editing and typesetting equipment; after leaving the *Age*, he was twice invited to China as a "foreign expert" to teach at the China School of Journalism at Beijing University; in

Melbourne, he taught English to migrants, earning an award for this volunteer work (*Age*, 16 August 2012, p.20).

Saulwick, Irving David: D. 1 August 2012 in Melbourne, aged 82; public opinion pollster whose polls were published by the *Age* and *Sydney Morning Herald*, 1971-1994 (*Age*, 6 August 2012, p.14).

69.1.14 COVER PRICES RISE

The cover price of the *Weekend Australian* rose from \$2.60 to \$3 on the weekend of 29-30 September and of the weekday *Australian* from \$1.70 to \$2 on 1 October.

2 – CURRENT DEVELOPMENTS: ONLINE

69.2.1 WOMEN'S AGENDA LAUNCHED

Eric Beecher's Private Media has launched its latest online title, *Women's Agenda*. Aimed at career-minded women who want to keep their finger on the workplace pulse, the free online magazine is the seventh to emerge from the Private Media stable as it eyes audiences and communities that it says have been abandoned or ignored by mainstream media. Beecher hopes that *Women's Agenda* will attract from 100,000 to 200,000 female readers a month which would make it Private Media's second largest title. Crikey is its largest (*Age*, 8 August 2012, p.9).

69.2.2 ONLINE REVENUE CAN BE SIGNIFICANT

The number of daily newspapers in the US, Atlantic and Pacific markets charging for online content is expected to hit the 500 mark this year. Media futurist Ken Doctor told the Future Forum conference in Sydney in September that experience had shown paywalls could lift revenue by 10 per cent if newspapers offered unique, deep content at a smart price with, in particular, a good mobile experience (*Australian*, Media section, 10 September 2012, p.25).

69.2.3 SOCIAL MEDIA AND CIVIC ENGAGEMENT

University of Melbourne researchers will use the next federal election to test the capacity of social media to increase civic engagement in the political process and enhance political journalism. The project, called Citizens' Agenda, will be conducted by the university's Centre for Advanced Journalism in partnership with Fairfax Media and social media group OurSay. It will involve town hall meetings and community forums in key seats. Researchers believe this will be the world's first social media intervention, exploring the potential for media organisations to pursue a "citizens' agenda" to influence both political reporting and the conduct of an election campaign (*Voice*, Melbourne University, 10 September 2012).

69.2.4 CANBERRA TIMES' IPAD APP

On 22 September the *Canberra Times* introduced an iPad app. Subscriptions were free for an unspecified introductory period. The app was advertised in a wraparound with the main section of the newspaper on 22 September.

3 – CURRENT DEVELOPMENTS: COMMUNITY & PROVINCIAL

69.3.1 APN'S NEW CHAIRMAN

Peter Hunt, founder of corporate advisory firm Greenhill Caliburn, has been appointed non-executive chairman of APN News & Media Ltd. He replaces Gavin O'Reilly, who resigned as chief executive of APN's 29.5 per cent major shareholder, Independent News & Media, earlier this year, ending four decades of control of the indebted Irish and South African newspaper company by the O'Reilly family (*Australian*, 31 July 2012, p.23).

69.3.2 MACKAY: QUICKLY INTO PROFIT

Mackay Telegraph boss Darren McVean has told the *Australian* (Media section, 30 July 2012, p.27) that the Queensland paper became "profitable within weeks of launch". The *Telegraph* began publication on 10 March 2012 (see ANHG 67.3.1). On Saturday, 28 July, the *Telegraph*

issue contained 152 pages. The *Telegraph* is owned by Queensland Media Holdings, which also now publishes the *Central Queensland Telegraph*, Rockhampton (see ANHG 68.3.5). The papers are printed at the Townsville facility of News Limited and at Fairfax Media's Ormiston (Brisbane) plant. The circulation figures in 69.3.3 below show that the *Daily Mercury*, Mackay, lost 9.45 per cent of its circulation in the three months to 30 June.

69.3.3 CIRCULATION: REGIONAL DAILIES

The only regional daily to record an increase in the audited period to the end of June was the *Gold Coast Bulletin* (up 221 sales, or 0.61 per cent). The remainder recorded declines of from 0.33 per cent (Broken Hill) to 11.05 per cent (Gympie). And, of course, the *Daily News* on the Tweed coast is no longer a daily printed publication. It closed on 3 December 2011.

Newspaper	April-June 2012	% Variation	Newspaper	April-June 2012	% Variation
Border Mail, Albury (M-S)	23,317	—3.77	<i>Daily Mercury</i> , Mackay (M-S)	13,812	—9.45
<i>Western Advocate</i> , Bathurst (M-F)*	3,375	—6.25	<i>Sunshine Coast Daily</i> (M-S)	18,010	—9.44
<i>Barrier Daily Truth</i> , Broken Hill (M-S)*	5,804	—0.33	<i>Fraser Coast Chronicle</i> (M-S)	8,445	—8.77
<i>Daily Liberal</i> , Dubbo (M-F)*	4,456	—7.21	<i>North West Star</i> , Mt Isa (M-F)	2,657	—1.74
<i>Daily Examiner</i> , Grafton (M-F)	4,830	—8.35	<i>Morning Bulletin</i> , Rockhampton	15,583	—10.26
<i>Northern Star</i> , Lismore (M-S)	12,700	—5.41	<i>Chronicle</i> , Toowoomba (M-S)	21,034	—8.75
<i>Maitland Mercury</i> (M-F)*	3,961	—7.06	<i>Townsville Bulletin</i> (M-S)	27,006	—1.71
<i>Herald</i> , Newcastle (M-S)	44,879	—6.70	<i>Daily News</i> , Warwick (M-S)	2,870	—7.42
<i>Central Western Daily</i> , Orange (M-S)*	4,748	—4.39	Courier, Ballarat (M-S)*	17,640	—5.81
<i>Northern Daily Leader</i> , Tamworth (M-S)*	7,084	—3.55	<i>Advertiser</i> , Bendigo (M-S)*	12,794	—4.07
<i>Daily Advertiser</i> , Wagga Wagga (M-F)*	10,735	—6.64	<i>Geelong Advertiser</i> (M-F)*	26,638	—5.25
<i>Illawarra Mercury</i> , Wollongong (M-S)	23,376	—8.94	<i>Sunraysia Daily</i> , Mildura (M-S)*	7,139	—4.76
NewsMail, Bundaberg (M-F)	9,410	—6.49	<i>News</i> , Shepparton (M-F)*	9,268	—5.08
<i>Cairns Post</i> (M-F)	22,106	—8.74	<i>Standard</i> , Warrnambool (M-S)*	12,066	—4.70
<i>Gladstone Observer</i> (M-S)	7,026	—3.73	Advocate, Burnie (M-S)	21,416	—6.29
<i>Gold Coast Bulletin</i> (M-S)	36,378	+0.61	<i>Examiner</i> , Launceston (M-S)	28,908	—9.11
<i>Gympie Times</i> (T-S)	4,748	—11.05	Kalgoorlie Miner (M-S)	5,232	—5.90
<i>Queensland Times</i> , Ipswich (M-S)	9,685	—9.19			

* Circulation for January-June, Audit Bureau of Circulations.

69.3.4 BEAUDESERT: HODGSONS SELL TO FAIRFAX

Mark and Gail Hodgson sold the *Beaudesert Times* and associated publications and printery to Fairfax Media Ltd at the end of August (*Beaudesert Times*, 5 September 2012, p.5). The Hodgson family had owned *Beaudesert Times* since January 1930 when Mark's grandfather, Frank, became the sole proprietor. Frank Hodgson died in 1948, aged 59, and son Roy took the reins at age 22. Roy himself died in 1976, aged 49, and son Mark, aged 22, became the principal. Beaudesert is in the Gold Coast hinterland south-west of Brisbane. Fairfax already owned the *Redland Times* at Cleveland and the printery at Ormiston (see Rod Kirkpatrick's *Purposely Parochial*, pp.92-94).

69.3.5 STANTHORPE: BORDER POST 140 YEARS OLD

In the period surrounding its 140th anniversary on 20 July, the *Border Post*, which serves Stanthorpe and the Granite Belt of southern Queensland, published a number of articles by editors, journalists and others who have been a part of the paper's history. For example: Sid Maher (Canberra press gallery journalist who wrote his first newspaper story as a Year 11 work experience student at the *Border Post* in 1982), "Still vital in your day", 12 July 2012, p.6; Ken

Whitton (former owner, 1977-1993, and editor much of that time), “Looking at our history, 17 July 2012, p.9; Robyn Murray (former editor who worked at the paper for 17 years from 1986), “Reporting our unique ability to work together”, 19 July 2012, p.4; and Peter Whitton (former part-owner and manager, 1993-2000), “Looking back with pride”, 24 July 2012, p.4. Reporter Daniel Elliott wrote an article, “A reluctant columnist”, 5 July 2012, p.4, about Enid Hamilton who contributed a hand-written social column for 22 years; she is now 90.

69.3.6 CASTLEMAINE: FUTURE OF NEWS

The Centre for Advanced Journalism at the University of Melbourne held a “Future of News” forum at Castlemaine on 5 September. Speakers were Dr Margaret Simons, of the centre; Jeff Jones, editor, *Castlemaine Mail*; Andrew McKenna, founder, *Castlemaine Independent*; and Leon Dwyer, director, *Ballarat Independent*.

69.3.7 ST ARNAUD: WILL NEWSPAPERS SURVIVE?

Rod Kirkpatrick writes (18 September): It’s not every day you receive a letter and a package of goodies from a 96-year-old female newspaper editor, but I received them this afternoon. Ella Ebery sent me a copy of the typed notes for the speech she made when she addressed the Rural Press Club of Victoria in Melbourne on 31 August about her career and her views on whether newspapers would survive. She also sent me a copy of the report of the speech in the 12 September issue of the *North Central News*, St Arnaud, the paper she edits, and a copy of what work-experience student Kasey King wrote about the future of newspapers after a week-long stint at the *North Central News*. In her letter, Ebery said she had been treated royally at the dinner. “Down the other end of town, there was a farewell to 40 redundant journos of the *Herald Sun*. Seems the rural papers are holding, but not the big ones. Am still recovering from my adventure,” she wrote on 10 September. “At nearly 97, I probably should have known better. I typed the speech as I am subject to breathless episodes and thought someone may have to read it, but I got through.”

On the survival of newspapers, Ebery said: “I believe that newspapers can survive if they are produced with passion and dedication and in their own unique format in a computerised world, giving our readers what they will not get from other sources. As long as we live in communities people will want to know the whys and wherefores of what is happening around them and how it may affect them. Our readers want to know the things we want to know and if we continue to give them that with truth, accuracy and respect and a quality product we will have a hope of survival.”

69.3.8 NEWCASTLE AND MOUNT ISA: NEW EDITORS

Fairfax Media has new editors at Newcastle and Mount Isa. Chad Watson, a fifth-generation Novocastrian, has replaced Roger Brock as editor of the *Newcastle Herald*. Brock departed in the same week that three other top Fairfax editors departed in Sydney and Melbourne. At Mount Isa’s *North-West Star*, Brad Thompson has replaced John Schalch, a former editor of the *Morning Bulletin*, Rockhampton.

Chad Watson—featured in *Mediaweek*, 24 September 2012, p.10—says that for regional papers to survive and to thrive they must “drill down” on local coverage, not water it down. “It’s no longer enough for us to just set the agenda. We deliberate, we fascinate, we agitate and we celebrate, but most of all we participate. Our print masthead declares the *Newcastle Herald* as “the voice of the Hunter” and that motto underpins everything we do.”

69.3.9 WOLLONGONG: OFFSHORE SUBBING LACKS ONSHORE KNOWLEDGE

In the final week of September, editorial staff at Fairfax Media’s *Illawarra Mercury* were awaiting a response to their concerns about offshore subbing operations. The newspaper’s house committee had written to Fairfax Regional Media chief executive Allan Browne detailing serious errors in the production work of staff in New Zealand and demanding the subbing jobs be returned to in-house. “Headlines are often poorly written, without verbs, and show no flair or effort to attract the reader,” the committee said. “Numerous factual errors are being made in news stories, and particularly sport, which once again displays an ignorance about current events . . . One story mentioned the Liberal government led by Julia Gillard.” Browne said the jobs would remain in New Zealand (*Australian*, 25 September 2012).

4 – NEWSPAPER HISTORY

69.4.1 BLACKALL: WHEN THE LIGHT IS ON EARLY AT 52 THISTLE STREET

Barcoo Independent editor Sally Cripps wrote a reflection (6 July 2012, p.2) on the history of papers in the Blackall district. She mentioned C.J. James, one of the founding printers of the first Blackall paper, the *Western Champion*. James kept a diary and wrote the following observation about the start of the paper: “[The first six months of our existence as journalists] was a period of real hard graft; has it ever been otherwise with me? Morning after arrival sent wife a telegram: ‘arrived last night at 9. Everything satisfactory.’ I actually was inclined to be homesick but when I started in the office at 8.30am I had plenty to take up my attention. My first job was to make large and small rollers and adjust the press. It was announced the *Western Champion* would be published on Saturday morning, June 21, so a time of rush commenced.”

Sally Cripps observed: “My comment 133 years later—what’s changed? If you see the light on in the early hours at 52 Thistle Street, it’s only me writing stories. I may not have to make rollers but I do battle with a computer instead. And I can now send my husband an email to say I’ve arrived in town for another week of newsgathering. C.J. James sounds like a man after my own heart—passionate about bringing his community the news that really matters at a grassroots level.”

69.4.2 CIRCULATION, 1881-1934: NEWCASTLE MORNING HERALD

Reliable circulation figures are difficult to obtain for 19th century Australian newspapers, but here are some claims by the *Newcastle Morning Herald* over half a century from the 1880s (the *Herald* began publication on 3 April 1876, as a daily):

14 Jan 1881: Claims 25,000 circulation a week—“being thousands greater than any other journal out of the Metropolis”.

11 May 1889: Selling 2000 more copies a week than at beginning of 1889.

27 Nov 1919: Daily circulation, 20,596 for the three months ending 31 August 1917. Audited by Thomas Davis, Sheedy, and Co., Public Accountants, Newcastle.

14 June 1919: Average daily circulation, for three months ended 11 December 1918 (after deducting all agents’ unsold papers) was 21,892 copies daily. – Herbert Priestley, FSAA, FCFA. Newcastle and Sydney, 7 Feb 1919.

14 April 1921: Daily circulation 23,433.

2 April 1934 (*Newspaper News*): Daily circulation of *Newcastle Morning Herald* 24,075.

The *Australian Town & Country Journal*, 14 August 1886, p.20, demonstrated the interest in circulation figures with this note under the heading, “Answers to correspondents”: “As we are constantly receiving inquiries from all parts of the colonies respecting the circulation of the various metropolitan newspapers, it will save much time and trouble if we now once and for all give the real facts. The *Sydney Evening News* is the most successful evening newspaper in Australasia. It has a daily circulation of over 60,000 copies. Among the weeklies, the *Town & Country Journal* occupies—far and away—the pride of place, its circulation being three times as large as that of any other weekly newspaper in these colonies.” [Nothing too specific here in terms of actual figures.]

64.4.3 CAIRNS AND MACKAY: WHEN TWO PAPERS CEASED PUBLICATION

Rod Kirkpatrick writes: For about 30 years, despite intensive research on a number of occasions, I had not been able to determine the precise date on which two north Queensland newspapers ceased publication. They were the *Cairns Post* [Mark 1]—published between 1883 and 1893; and the *Mackay Standard*, 1877-1919. Now, with the aid of Trove, I have been able to obtain the dates I wanted. Previously, my best estimates were that *Cairns Post* had ceased publication about September 1893 and the *Mackay Standard* in March 1919. The second estimate was much closer to the mark than the first.

The *Cairns Post*, which has absolutely no connection to today’s *Cairns Post* [which is a descendant of the *Morning Post*, which started on 5 June 1895] ceased publication in May 1893.

In the final extant issue, dated 20 May 1893, the *Cairns Post* reflected on its 10 years of service to the town: “Since the earliest days of Cairns, the *Cairns Post*, it will be remembered, has been held in high respect and the best interests of the district have been advocated in its columns. Through its medium every industry has been advertised and encouraged, and as a friend of the people the interests of all have been advanced...” The *Post* couldn’t quite acknowledge that this was its last issue (I suspect it was hoping for a miracle within the next seven days), but appealed to “the public, our subscribers and supporters, to endeavour directly and indirectly to continue to give their support towards the maintenance of the *Post*, a newspaper which, though we say it ourselves, has been a credit to the district”. The *Singleton Argus*, of 3 June 1893, p.3, noted that the *Cairns Post* was one of three Queensland newspapers that had suspended publication. The date of the *Singleton Argus* issue suggests that it is almost certain there was no issue of the *Post* after that final extant issue of 20 May 1893.

The *Mackay Standard*, which began publication on 10 December 1877, appeared daily from 3 April 1911. Fire destroyed its building and plant on 20 December 1918 and the paper resumed publication in January 1919 with assistance from its competitor, the *Daily Mercury*. The *Daily Standard* ceased publication on 15 March 1919, a report in the *Morning Bulletin*, Rockhampton (25 March 1919, p.8), stated. The *Standard* said that “the heavy expense of publishing a daily paper under war conditions had handicapped the resources of the shareholders, and when the late fire completely destroyed the premises and plant it was felt that to renew everything was too much to ask of those who would have had to provide the capital, and it was therefore decided to close down, publication ceasing with the issue of Saturday, the 15th instant”. John McKerihan, who had been the managing editor of the *Standard*, became a distinguished sub-editor on the *Daily Mercury* for the next 21 years until he died on 10 November 1940 (see Rod Kirkpatrick, *Purposely Parochial*, p.38).

69.4.4 THE FIRST DAILY IN AUSTRALIA

Rod Kirkpatrick writes: One recent sunny weekend in Mackay I was continuing my process of culling my many boxes of newspaper-history research printouts and notes when I looked at a series of five “Newspaper in the Classroom” charts produced by the *Australian*, apparently in the mid-1970s. Chart 4 focused on the history of newspapers. It reproduced the front pages of various newspapers, some from overseas. The final page featured on the chart was one from the *Maitland Mercury*, which was described as “the first Australian newspaper to be published daily”. Ouch! *The Maitland Mercury* (the first newspaper on which I worked as a journalist) was established on 7 January 1843 and is the oldest provincial newspaper in NSW, but it was a long way from being the first daily in NSW, let alone Australia. Dailies had been published in all six colonies, in both capital cities and provincial towns, before the *Maitland Mercury* became a daily on 1 January 1894. The first newspaper published daily in Australia was the *Sydney Gazette*, established in 1803 and published daily from 1 January to 10 February 1827. In NSW provincial districts, the following centres had daily publications before Maitland: Braidwood, Albury (two before Maitland), Singleton, Morpeth, Gulgong, Newcastle (six), Dubbo, Goulburn, Bathurst (four), Wagga Wagga (two), Narrabri, and Broken Hill (four). Victoria’s country centres had published far more dailies than NSW by 1894.

69.4.5 LITHGOW MERCURY MISSES EDITION

Advocate, Burnie, Wed 30 January 1946, p.2—SYDNEY, Tuesday.—For the first time in 60 years, the *Mercury* newspaper, of Lithgow, on the N.S. Wales western coalfields, missed publication today. There was no heat to melt the metal for its type. Lithgow has been without gas since midnight on Friday because of a strike.

69.4.6 A FUNNY KIND OF DAILY

Maitland Mercury, 7 January 1869, p.2: The *Scandinavian Advertiser*—A new penny daily journal has started in Sydney, bearing this rather singular title. It is a mid-day paper; and if cheapness, and cheap advertisements, can alone secure success, the *S.A.* ought to be very successful. It has chosen the very difficult path of “humorous” writing as its distinguishing characteristic, and this makes it a very pleasant paper to glance over. But whether the fun can be kept up daily – week after week, month after month, year after year remains to be seen. Satirical writing, or fun and malice combined, is perhaps the easiest of all styles, and requires the least

expenditure of mental ability. But humorous writing, fun without malice and with sparkle, is only possible to a few writers in every hundred ; and is exceedingly difficult to “pump up” to order every day for any writer. That at least is the apparent lesson taught by the lives of London journals.

69.4.7 THREE TENTERFIELD PAPERS COMBINE

In July 1915, three Tenterfield (NSW) newspapers—the *Tenterfield Star* (estab. 1871), the *Tenterfield Intercolonial Courier* (1892) and the *Northern Age* (ca 1914)—combined under the *Star* masthead after “lengthy negotiations”. According to the *Northern Star*, Lismore (16 July 1915, p.4), the transaction put “an end to the most suicidal of all newspaper policies—cut-throat competition”. The *Tenterfield Star* had absorbed the *Tenterfield Record* (1885) on 1 July 1892.

69.4.8 PORT KEMBLA GAINS A STAR

Barrier Miner (Broken Hill), 7 October 1937, p.1: A new bi-weekly newspaper began publication on September 30. Under the title of *Illawarra Star*, it is being published at Port Kembla, on the South Coast [of NSW], on Thursday and Monday afternoon. Mr Jack Bridges, one of Australia’s best known journalists, is the managing editor. [The *Sydney Morning Herald*, 19 October 1937, p.13, reported that Kembla Newspapers Pty Ltd, with a capital of £10,000 (\$20,000), was running the new paper. Directors were Barbara C. Wentworth, Charles F.T. Jackson and Harry V.R. Hyams. The paper appeared daily in 1939-40.]

69.4.9 VICTORIAN GOLDFIELDS NEWSPAPERS

Argus, 30 January 1860, p.5: Besides its theatres and local correspondents, Lamplough boasts of its *Advertiser*, the fourth issue of which I had the honour of perusing while eating my mutton at the Lexton. The leader is, of course, in very large type, and severely leaded. The burden of its strain is a solicitation for support, put in the most naïve and undisguised manner. I sincerely trust the appeal may not be in vain, particularly as the sheet of foolscap, printed on one side only, is distributed gratis.

In my early digging days I have a vivid recollection of a gratis print of the same size, and containing very little more matter, termed the *Trumpeter*, bursting upon Ballarat one fine morning, and shortly afterwards becoming almost a recognised organ of opinion. I am not sure it was not finally incorporated with one of the present dailies of that great mining city. In that case, however, the proprietor, editor, printer, reader, and collector (for I believe all the functions were performed by the same individual) was indefatigable in all the departments. I hope this little anecdote will be taken in good part by the gentleman who attends to the *Lamplough Advertiser*, and that he will not snuff me out in a single article, for my unwarrantable impertinence.

69.4.10 PRIMITIVE PRODUCTION FACILITIES AT BAIRNSDALE

Argus (Melbourne), 2 August 1870, p.7: The *Mitchell River Herald* [Bairnsdale] continues to make its appearance under circumstances of difficulty. “Our printing and composing room,” says our young contemporary, “is simply a horse-box, 16ft. wide by 14ft., made into one room by taking down the partition which before divided it into two loose boxes—in short, only a subdivision of a stable, the building itself being principally occupied by equine tenants. However, the new printing office is now nearly completed, and before the next number appears we hope to have emerged from the stable and permanently established ourselves in more comfortable quarters.”

69.4.11 MAITLAND MERCURY: DISTRICT ORACLE FOR LOWER BALONNE

Queenslander, 14 March 1885, p.413 (Colonial Fragments by E.K.V.)

The Lower Balonne in the sixties: The greater part of the country was taken up by men of small means, whose earth hunger was moderate and who were contented with a ten or fifteen mile frontage—for nobody dreamt of paying Government rent for back blocks. Many of the stations were built on opposite sides of the river, facing each other not only for mutual protection but for co operation as well; for some of the country was stocked as far back as the forties, and the Balonne blacks were perfect terrors—of a very different stamp to the out- West tribes. And it must also be remembered that breech-loaders and revolvers were unknown. I myself have seen some of the old flint-and-steel carbines that were used by some of the old pioneers on the Moonie.

The entire trade of the district was with Maitland, to which place the fat cattle, boilers, hides, and tallow used to be sent, and from which stores and rations were received. The cheques and orders were all drawn on New South Wales, and the *Maitland Mercury* was the district oracle.

69.4.12 DEATH RATE AMONG COUNTRY NEWSPAPERS

Kilmore Free Press, 25 May 1911, p.2: The death-rate amongst country papers in Queensland has been heavy this year, Last year the Gympie *Miner*, established in 1880 [actually, 1878], put up the shutters and went out of the business for good. The *Miner* had hardly time to be decently buried before the *Port Denison Times*, the oldest paper in North Queensland, established in 1864, flickered out. In its last two years no less than thirteen different editors had tried to pump oxygen into the dying paper, amongst them being two well-known Australian bards—Francis Kenna and E. S. Emerson (“Milky White”). The last editor, A. V. Vennar, was only called in when the patient was gasping, The *Geraldton [Innisfail] Sentinel*, which had been sickly since its birth, also succumbed, and that tragedy was followed by the death of the *Ravenswood Mining Journal*, whose plant is now being a shifted to Proserpine—one of the districts which “white” sugar is making to boom. The *Clifton Courier* has changed hands and another country newspaper is advertised for sale. Evidently the running of country newspapers at present is not a very easy job.

69.4.13 REALITY CHECK AT MAYTOWN

Rockhampton Bulletin, 24 Nov 1876, p.2: Judging by the leading article in the issue of the *Golden Age* [Maytown, Qld] of the 4th instant, the proprietor of that journal has discovered that it is not possible for a newspaper man to live on the smell of an oil rag, or to carry on a publication without the co-operation of the residents of the town and district in which it is issued. In reference to the apathy of business men in regard to advertising, and miners in subscribing to the journal, the proprietor moans as follows:

“The storekeepers complain that they are not doing any business, and that consequently they cannot advertise, and the miners say that the times are too bad, and that they cannot afford to take the paper ; but we notice when they come into town the publicans reap the benefit of any spare cash that they may happen to be possessed of, and the newspaper, a journal especially for their benefit and interest, is ignored, and the unfortunate proprietor is thrown on his own resources, without means to procure the common necessities of life. As matters are at present, the proprietor does not feel justified in increasing his difficulties, and unless some action is taken in the matter by the public, he will be compelled to stop the publication of the *Golden Age*. It was his intention to have enlarged the journal to double its present size, had he met with the support he naturally expected, but under the present circumstances its publication must cease, unless it receives additional support.”

69.4.14 THE FIRST NEWS SHEET IN THE NORTH-WEST OF WA

Northern Times, Carnarvon, WA, 8 October 1910, p.3: Twenty years ago there were no newspapers in the Nor'-West, and mail communication was not only irregular, but long intervals occurred between steamers from the south. Sometimes, during the willy-willy season, seven to eight weeks would elapse between mails, and consequently the doings of the outside world were little known to the pioneers of the northern ports. Roebourne was the then principal town in the Nor'-West, and its port, Cossack, was the centre of the pearling industry, a position now occupied by Broome. Mr E. H. Angelo was a junior clerk in the Government Resident's office in Roebourne, and it occurred to him that something might be done in the way of obtaining and circulating news regularly. He therefore arranged with the *West Australian* newspaper to send him a press telegram twice a week, giving all the principal items of news. On receipt of these Mr Angelo copied out the telegrams carefully on a sheet of foolscap, and, by means of a gelatine pad, much in use in offices at that time, printed off about seventy copies. The sheet was headed “Latest Telegrams”, and at times advertisements were published on the margin and back. Copies of this, the first circulating medium in the Nor'-West, were readily sold at 1s. (10c) each, subscribers being found not only in Roebourne and Cossack, but also in the district and pearling grounds.

After this sheet had been going for about eight months, Mr Angelo entered the service of the Union Bank, and had to discontinue his journalistic venture. The people of the Roebourne district, however, had by this time become so accustomed to receiving news regularly that they

immediately called a public meeting, and formed a company for the purpose of purchasing a plant and running a paper. Dr H. T. Kelsall, now of Perth, was, we believe, the chairman of this meeting, and it was attended by all the principal inhabitants of the two towns. A plant was soon afterwards purchased in Port Darwin, and the first issue of the new journal was made on August 8, 1891.

The *Nor'-West Times* was the title under which this journal made its first appearance. A couple of years later, Mr. H. B. Greyer joined Mr. Wilkie Watson in partnership, and started the *Northern Public Opinion* in Roebourne, the former journal occupying an early grave. Within three years, the partners produced the *Pilbarra Goldfields News* at Marble Bar. The *Public Opinion*, ceased publication in 1902, and in 1906 Mr. Geyer was back in the North-West, and established the *Northern Times* in Carnarvon. Since then the *Broome Chronicle* and the *Hedland Advocate* have appeared on the scene.

69.4.15 BROAD SOUND MANUSCRIPT NEWSPAPERS

Some Queensland historians know that the *Broad Sound Gazette* began publication at St Lawrence (north of Rockhampton) early in the second half of 1862. Now, Trove is making it easier to find out more about this publication. It was a manuscript newspaper that began at the very beginning of July. The *Rockhampton Bulletin*, 5 July 1862, reported: "The first number of [the *Broad Sound Gazette*] came to hand yesterday." It had news from Waverley, Tooloombah and Glenprairie. The Rockhampton correspondent of the *Courier*, Brisbane, 12 July 1862, p.3, reported (datelined 10 July): "Through some mysterious channel, a sheet of blue [xxx?] post written on all sides, in not the neatest style, had reached town from that lank and dank hole, yclept [by the name of] Broad Sound. It is styled the *Broad Sound Gazette*. The writer blandly says the first few copies will be issued gratis until the printing plant arrives, which he daily expects. Shades of Tom Pepper!" The *Broad Sound Gazette* survived only a few issues, at most. It was replaced by another manuscript newspaper, the *Northern Times and Broad Sound Advertiser*, in late September. Extracts from the first issue were published in the *Darling Downs Gazette*, Toowoomba, reported the *Courier*, 4 October 1862, p.3. Whether a second issue appeared is unclear.

69.4.16 'ONE-MAN SHOW' AT GERALDTON (INNISFAIL), QLD

Cairns Post, 1 March 1890, p.2: A correspondent was writing about a voyage from Cairns to Townsville via the *SS Palmer*: "At Geraldton the *Palmer* goes alongside a good wharf, and there I met a journalistic phenomenon in the editor of the *Geraldton Independent*. Mr Greenwood, the gentleman in question, slings his own type, and is everything on the establishment (down to the printer's devil) in his own person. Mr Greenwood grew communicative and informed me that he worked so hard that his hands were generally covered with printer's ink and gum, and in consequence he was often unable to shake hands with people when they came to congratulate him on a soul-stirring issue. He seemed in low spirits but he revived considerably when I told him how some of the newspapers were run in Cairns, and made him a present of some back numbers of *Tit-Bits*, and a pair of scissors. Without joking, however, he produces, single-handed, a paper (in book form) which is lively in tone and smartly written; and considering the disadvantage under which it is produced it is well got up. Mr Greenwood does not receive the support he deserves, but his paper will grow with the town. He speaks gratefully of the notices his effort received at the hands of the press, and of the "lifts" the *Boomerang* gives him." [The *Geraldton Independent* was published for at least 12 months from early 1889.]

69.4.17 WONDER AT THE WEEKLY

The *Australian Women's Weekly* began running a small feature on unusual Australian newspaper names in 1969. The second such feature (8 October 1969, p.18) mentioned a paper at Goomalling, Western Australia: the *Central Districts Herald-Tribune with which is incorporated the Goomalling Gazette, Toodyay Herald, Wongan-Ballidu Budget, Dowerin Guardian, North Eastern Courier, Wheatbelt Tribune*.

69.4.18 DEATH OF JOHN JOSEPH SULLIVAN

Sydney Morning Herald, 4 August 1936, p.7: Mr J.J. Sullivan, proprietor of the *Cowra Guardian* for the past 17 years, died suddenly at the weekend. He was born at Cathcart about 56 years ago. He gained his first newspaper experience in the Cooma *Express* office, then conducted by the late Mr Gus Miller, MLA. Later Mr Sullivan joined two of his brothers in establishing the *Gundagai Independent*, which was afterwards carried on by the late Mr Patrick Sullivan. Later, Mr J.J. Sullivan acquired the Coonamble *Independent*, which he conducted for about 10 years, afterwards owning the Leeton *Irrigator*, which he sold and purchased the *Cowra Guardian*. Mr Sullivan was one of the early presidents of the Country Press Association. [Rod Kirkpatrick writes: He established the *Orange Star* on 21 May 1926, intending to make it an afternoon daily in 1927. He closed it on 25 January 1927. He also owned the *Carcoar Chronicle* and the *Bondi Daily*, Sydney.]

69.4.19 RUNNING A COUNTRY NEWSPAPER

69.4.19.1 SUCCESSFULLY

Alexandra and Yea Standard, Gobur, Thornton and Acheron Express, 10 July 1903, p.3: The Grafton *Grip* thus prescribes for the successful running of a country newspaper: “(1) Mix a large quantity of smooze with a great quantity of sponge, and kow-tow to everything and everybody, including the town pump. (2) Take a great interest in all local movements, especially those to which advertising and job printing are attached. (3) Do not cultivate a large mind. (4) Never adopt an outspoken, independent attitude. (5) Do not have the courage of your opinions, and never give offence even to the local nightman as he may be a possible subscriber. By strict attention to these matters you will go ahead, and your district will stay where it is. If you cannot follow out these instructions you must put up with less butter on your bread.”

69.4.19.2 UNSUCCESSFULLY

Horsham Times, 20 Jan 1914, p.6: In the following manner, Mr Fred Thompson unbosoms himself prior to relinquishing control of the *Port Douglas and Mossman Record*, after 12 years’ worry and ingratitude:—“It seems incredible that there should be so many people in the world so studiously exact in the proper observance of their religious duties, yet so criminally callous of either truth or even honesty. Shallow-minded individuals in small communities sometimes reach the very apex of their alleged sense of alleged humor by referring disparagingly to the local newspaper. It is, of course, quite beyond the depth of their weak intellect to realise that the more unpretentious the print the more soul-dragging is the lot of the proprietor, and anyway no country newspaper costs more than the price of a long beer, and the majority only half, so that the person who cannot spare its cost, whilst wasting his money on beer, deserves to die in the horrors. Like everyone else, the newspaper man must cut his cloth according to his measure. He cannot afford to pay compositors for setting up lengthy reports of local happenings with an occasional four column speech of some well-paid legislator unless the revenue received by him from advertisements and subscriptions justifies the cost. Yet there are many vaporous critics who never subscribe to any newspaper who appear to think it the duty of the struggling country newspaper man to publish in his paper all the latest telegraphic information sporting news, and racing tips, so that they can read the paper in some hotel back parlor, or borrow it from a neighbor, and thus in two weeks’ time save the cost of a long beer, a cigar, or a packet of cigarettes. This is the sort of thing the average newspaperman has to put up with, and the writer has had more than the average share of it.” Even when you give the newspaper to some people, in order to get a circulation, they complain that you should print in larger type.

[On 12 March 1914, Fred Thompson, the above editor, bobbed up in Darwin as editor of the *Northern Territory Times & Gazette*. Read what he wrote in his introductory editorial, on page 2 of that edition, by searching that issue of the digitised newspaper via Trove.]

69.5.1 BOOKS

Beahm, George (editor), *The Sun King: Rupert Murdoch in his own words*, Hardie Grant Books, Melbourne/London, 190pp., paperback, \$17.95, available from Dymocks / SBS Books. Includes a chronology.

69.5.2. ARTICLES

Brown, Malcolm, “A privilege to report the news and fight injustice” *Sydney Morning Herald*, 18 August 2012, News Review section, p. 12. Malcolm Brown’s valedictory after 40 years with the *SMH*.

Coleman, Peter, “The little engines that might”, *GXpress*, August 2012, pp.30-31. The author examines Fairfax Media’s plan to print its flagship metro titles at its much smaller regional print sites. Discusses, for instance, how realistic are the aims of converting the *Sydney Morning Herald* and the *Age* to tabloid on 4 March 2013 and closing the Chullora (Sydney) and Tullamarine (Melbourne) plants by June 2014.

Craven, Peter, “Rinehart could be Fairfax’s saviour”, *Australian*, Media section, 30 July 2012, p.26. Her conservative views are not the end of the world, the author contends.

Day, Mark, “It’s murder out there for newspapers”, *Australian*, Media section, 30 July 2012, p.26. This is one of the rare newspaper articles where circulation figures over a decade are compared. But the author also reports that the *Sydney Morning Herald* lost 4 per cent of its circulation during that month (July 2012) along with “a catastrophic year-on-year fall of nearly 100,000 copies for [the] *Sun-Herald*”. [See ANHG 64.1.18 for full comparison of metro circulations for June 2001 and June 2011.]

Day, Mark, “A launch that broke grip of 1950s torpor”, *Australian*, Media section, 20 August 2012, p.24. Day, a third-year cadet on the *Australian* when it was launched, writes about Don Davies’ memoir. Davies, 80 on 26 August, was “one of the key operatives” in the establishment of the newspaper in Canberra in 1964. Davies’ book, *A Miracle Every Day*, includes a [facsimile] selection of daily critiques of the *Australian*, written by its founder, Rupert Murdoch. Davies has donated a collection of dummy editions of the *Australian*, created before the launch of the paper, to the National Library of Australia.

Glasgow, Will, “Anxious times for newsagents”, *Financial Review*, 16 July 2012, p. 39. Discusses impending changes to the distribution strategies of newspaper publishers which could threaten the livelihoods of newsagents.

Gordon, Michael, “How Murdoch’s scoop got Whitlam”, a pointer to the Jenny Hocking extract. *Sun-Herald*, 26 August 2012, p.2 (also *Sunday Age*, p.3, and *Sunday Canberra Times*, p.8). See below.

Guthrie, Bruce, “An intern really hits the male on the head, if you’ll pardon The Hun”, *Sunday Age*, 12 August 2012, p.15. The hurly-burly of the newsroom can be too robust for some. This article discusses the case of the journalism intern who did an internship at the *Herald Sun* and later denounced the paper in an article in the Melbourne University student publication, *Farrago*.

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Kerr, Christian, “An insult to the memory of many”, *Weekend Australian*, 25-26 August 2012, p.18. A Press Council ruling should make fans of Finkelstein stop and think, argues the author. Steve Waterson’s comment, “Giving in to the green-ink brigade”, is included below the Kerr article.

- Kirkpatrick, Rod**, "Leonora hoists the flag", *GXpress*, August 2012, pp.38-39. The story of a remarkable young Victorian woman, Leonora Gregory, who resurrected a newspaper at Croydon in far northern Queensland. The second part of this article ("From the Gulf to Fleet Street") is available online only through www.gxpress.net [The first part is, too].
- McCann, Terry**, "Fairfax a business no one wants to purchase", *Daily Telegraph*, 4 September 2012, p.27.
- Murphy, Katharine**, "Read all about it: journalism has a future", *Age*, 3 September 2012, p.11. If balance is a pillar of the new media, then truth will still win out, argues one of the Fairfax journalists who has not taken a redundancy. She says modern journalism should be about providing clarity in the clamour.
- Prisk, Judy**, "The longest, liveliest conversation I've ever had", *Sydney Morning Herald*, 5 September 2012, p.11. The farewell column from the *herald's* first readers' editor. She offered a parting thought for those who share their ideas in print or online: "Be polite when you are being critical; use humour, or at least be engaging and thoughtful, when you want to make a point. It is so much more effective."
- Schubert, Misha**, "Behind their often prickly public personas, politicians too are human," *Sunday Age*, 26 August 2012, p.17. The final column of the *Age's* national political editor who spent a decade in the Canberra press gallery. She took a redundancy.
- Shanahan, Dennis**, "Marr amazed at how media spun so much from so little dirt in Tony's tale", *Australian*, 20 September 2012, pp.1-2. Discusses the changes in political reporting that have arisen when 24-hour news, minority government, superficial reporting, instant commentary and gotcha journalism collide.
- Sheil, Pat**, "Clue: puzzles for half a ton of gold", *Sydney Morning Herald*, 21 September 2012, page 2. A profile of David Plomley, who has been compiling crosswords for the *SMH* for 52 years.
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- Van Niekerk, Mike**, "Taking a swipe at Fairfax, Media Watch ditches its own standards", *Sydney Morning Herald*, 6 September 2012, p.11. Analyses *Media Watch's* coverage of the author's reasons for departure from Fairfax and says the coverage was inaccurate.
- Verrender, Ian**, "End of an era: how the Murdochs lost control", *Sydney Morning Herald* Business Day section page 7, 24 July 2012.
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