



The editor of this newsletter turns 70 next month, so, perhaps, it is appropriate to present a pictorial flashback. This is how I had to do some of my early research on newspaper history. I was photographed in the file room of the *Maryborough Chronicle*, Queensland (now the *Fraser Coast Chronicle*), on 21 April 1992. Of course, by then, microfilm was certainly available but some of the microfilm readers and printers were nowhere near the quality in use now. And Trove and digitised newspapers were a long way in the future. See some of my journalism reminiscences, 73.4.2.

## AUSTRALIAN NEWSPAPER HISTORY GROUP

# NEWSLETTER

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### **Publication details**

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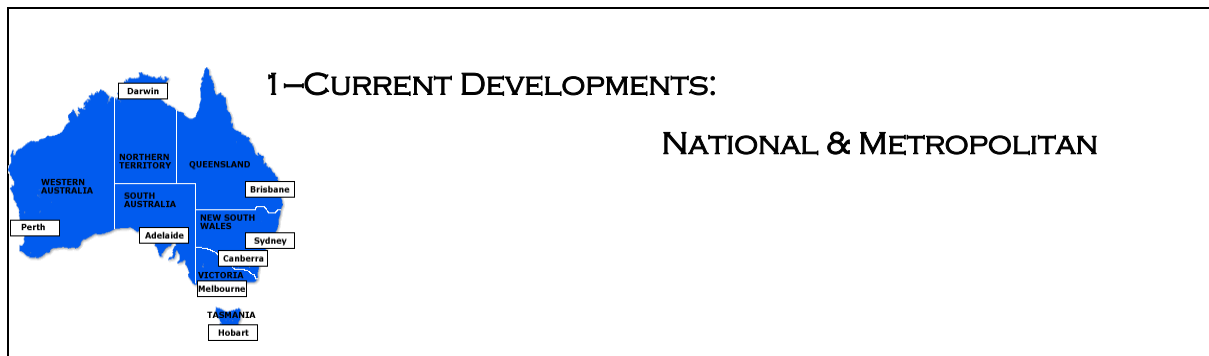
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**Deadline for the next *Newsletter*: 30 September 2013.**

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.

**A composite index of issues 1 to 75 of ANHG is being prepared. It will be completed shortly after No. 75 appears in December and will be available only on CD and through the AMHD website.**



### 73.1.1. Rupert split (1): Marriage

Rupert Murdoch has filed for divorce from Wendi Deng. Murdoch, the chairman and chief executive of News Corporation, took this action in the New York Supreme Court on 14 June. The divorce papers state that “the relationship between husband and wife has broken down irretrievably”. Murdoch, 82, and Deng, 44, married on 25 June 1999 on his 50m yacht, *Morning Glory*, in New York Harbour. The marriage produced two daughters, Grace, 11, and Chloe, nine. Murdoch has requested that custody of the daughters be shared between Deng and him. Deng, a Chinese-born graduate of Yale University, met Murdoch when she worked for New Corporation’s Star TV subsidiary in Hong Kong.

This will be Murdoch’s third divorce. In 1956 he married Patricia Booker, a former shop assistant and flight attendant from Melbourne. They had one child, Prudence (b. 1959). Murdoch divorced Patricia in 1967.

In April 1967, Murdoch married Anna Maria Torv, daughter of an Estonian father and a Scottish mother. Murdoch met Anna when she was a cadet journalist on his Sydney evening newspaper, the *Daily Mirror*. As the editor of the *Mirror*’s cadet in-house newspaper, she decided to interview the boss, Rupert Murdoch. The rest is history. They had three children: Elisabeth (b. 1968), Lachlan (1971) and James (1972). Murdoch divorced Anna in 1999.

A few months later, Murdoch married Wendi Deng. A pre-nuptial agreement signed before their wedding will dictate Deng’s claim to a share of his \$US11 billion wealth. His second wife, Anna, reportedly received a \$US1.7 billion divorce settlement (*Times*, London, 15 June 2013; *Age*, Melbourne, 14 June 2013; William Shawcross, *Murdoch*, pp.88-89 and 123-124).

### 73.1.2 Rupert split (2): Business

News Corporation shareholders have approved a plan to split the conglomerate into two independent firms, one focusing on entertainment and the other on newspaper publishing. The vote was not a surprise since Rupert Murdoch and his immediate family hold a majority of the voting shares. The Australian arm of News Corporation, News Limited, changed its name to News Corporation Australia on 1 July and adopted a new logo, based on the handwriting of Rupert Murdoch and his father, Sir Keith Murdoch (*Australian*, 27 June 2013).

*News Corp* Australia

### 73.1.3 News Ltd editorial changes

**Brisbane, Perth, Gold Coast:** David Fagan, Queensland editorial director for News Ltd, left the company on 21 June after 30 years with either the *Courier-Mail* or the *Australian*. He joined the *Courier-Mail* in 1983 before News Ltd became the owners in February 1987. [See Nick Leys, “News veteran Fagan reflects on long career”, *Australian*, Media section, 24 June 2013, p.25.] The editor of the *Courier-Mail*, Michael Crutcher, has also departed. Chris Dore, former editor of the *Sunday Times*, Perth, is the new editor of the *Courier-Mail*. [See “Ten Questions”, *Australian*, Media section, 1 July 2013, p.25.] The new editor of the Brisbane *Sunday Mail* is Peter Gleeson, former editor of the *Gold Coast Bulletin*. Catherine Webber, who began her career in 1995 as a general news reporter on the *Gold Coast Bulletin* and has most recently been assistant editor of the *Daily Telegraph*, is the new editor of the Gold Coast paper. Rod Savage, who had been leading the

editorial efforts in the launch of “news+” (news’s new digital offering; see 73.2.1), is the new editor of the *Sunday Times*, Perth (*Australian*, 13 June 2013).

**Melbourne:** News Ltd announced on 14 June that *Herald Sun* editor-in-chief Phil Gardner would leave the company on 17 June after 28 years. He has decided to pursue a career outside News Ltd. Gardner arrived in Australia from South Africa in 1985 with \$200 in his pocket and worked his way through the ranks in a variety of roles in Melbourne and Adelaide to become editor-in-chief of Australia’s biggest selling daily newspaper, the *Herald Sun*. He played a central role in driving the transformation program in Melbourne with the establishment of a single editorial desk and a seven-day newsroom. Gardner began his career as a cadet reporter on the *Rand Daily Mail* in Johannesburg, South Africa, in 1981. He joined the Herald and Weekly Times in 1985. During his time at the company his roles included founding editor of *mX*, widely recognised as one of the world’s best commuter newspapers; sports editor of the *Herald Sun*; editor of the *Sunday Mail* in Adelaide; and editor-in-chief of the Herald and Weekly Times.

**Adelaide:** David Penberthy, the new editor of the *Sunday Mail*, Adelaide, was featured as “Person of the Week” in *Mediaweek*, 10 June 2013, p.6. Penberthy, a former editor of the *Daily Telegraph*, Sydney, says his instincts now are “much more web-oriented than print”. He began his journalism career as a cadet on the *Adelaide Advertiser*.

### 73.1.4 Hywood says Fairfax ready to abandon print

Fairfax Media CEO Greg Hywood has told an international audience that he is preparing the company to abandon printed newspapers entirely “in three, five or 10 years”. He told the World Congress of the International Newsmedia Marketing Association in New York, “Print revenues have been going down and are going down faster now.” To the extent print newspapers have a future, he said, they will be “expensive, bespoke and narrowly distributed”. Pressed on when Fairfax papers in Sydney and Melbourne might reduce frequency to a few days a week, Hywood declined to offer more specifics. He did add, however, that just dropping a day or two might have a minor impact on fixed costs, and “you can lose revenue without comparable savings”. (Rick Edmonds, 6 May 2013, pointer.org)

All the big negatives seemed to arrive at once for Fairfax, Hywood said:

- A base of classified ads, important to its Saturday weekend papers, held on for most of the past decade but now is falling precipitously.
- The papers had a lot of soft, heavily discounted circulation of the sort American papers began peeling back mid-decade. “We have completely rejected circulation as a valued metric,” Hywood said. “Advertisers want audience, readership and engagement.”
- The Fairfax papers have strong competition from Rupert Murdoch’s market-leading News Corp. Murdoch won’t say so, but many think one of his objectives is to drive the Fairfax titles out of business.
- The company’s share price has fallen from \$6.10 around the turn of the century, and \$5 as recently as 2007, to around 40 cents.

### 73.1.5 Dramatic growth in print

*GXpress* (June 2013, pp.12-15) and *Mediaweek* (17 June 2013, pp.8-9) reported on the 65<sup>th</sup> World Newspaper Congress, held in Bangkok. Peter Coleman reported (*GXpress*, p.12) that Bangkok’s Post Publishing said most of the company’s recent dramatic growth had come from print, even though mobile and TV may feature strongly in its future (see also, “The resilience of print”, p.15). James Manning (*Mediaweek*, p.8) reported that Andrew Holden, the editor of the *Melbourne Age*, spoke of the “fundamental power of journalism”. An important fundamental was that journalists bore witness to what was happening in our community.

### 73.1.6 Fairfax aims to cut costs further

Fairfax Media announced on 6 June that it would deliver another \$60 million in cost savings this year. It has launched a review of its newspapers, magazines, radio stations, websites and digital products, declaring that “profitability is everything” (*Australian*, 7 June 2013).

### 73.1.7 First meeting of Audited Media Association

The inaugural board meeting of the Audited Media Association of Australia was held on 15 May, bringing together members of the Audit Bureau of Circulations and the Circulations Audit Board, which announced in March they would merge under the new brand. The new board has nine representatives from the media, two from advertisers and three from ad agencies. The chairman, and one of the media representatives, is Stephen Hollings, who is also director of sales strategy at News Limited. The AMAA provides the media industry with independently audited data covering sales and distribution of print, digital, web and email publications and events. Before the meeting the ABC issued a clarification of its rules to end confusion over requirements for the reporting by its members of audited sales data for their digital publications. The ABC clarified that the reporting of digital sales was not becoming mandatory, meaning publishers can choose not to release audited circulation data and subscription numbers for their online publications. However, from 1 July, once a publisher chooses to release such information for a publication the audit rules say it must continue to do so. Publishers who do report are also required to break down topline digital circulation data into separate categories showing sales of enhanced digital editions, website subscriptions and replica versions (*Australian*, 15 May 2013).

### 73.1.8 Second magazine delivery day mooted

**Mark Fletcher** writes on the *Newsagency* Blog that 69.5 per cent of newsagents prefer Wednesday as the second magazine delivery day of the week according to his survey of newsagents. He received 407 responses in four days. Only 13.8 per cent of those responding preferred Thursday, the day selected by the magazine distributors. Fletcher asks: “So, magazine publishers and distributors...are you prepared to reconsider the decision and actively consult with newsagents? We sell close to 50 per cent of all magazines sold in Australia. We’d appreciate being part of the conversation on such a business critical move.”

### 73.1.9 People

**Steve Foley**, of the *Age*, retired in late May after a four-decade career spanning several mastheads that included the *Australian*. He finished as news director of the *Age*. He edited the *Age*'s 272-page book, *Reflections: 150 Years of The Age* (2004) [*Australian*, Media section 20 May 2013]

**Bryan Frith** has retired after 56 years in journalism and 41 years of writing a business column in the *Australian*. His final column appeared on 28 June 2013 (*Australian*, Media section, 1 July 2013).

**Robert George Mundle**, of Main Beach, Queensland, was awarded an Order of Australia Medal in the Queen's Birthday Honours for service to sailing and journalism (*Australian*, 10 June 2013). See other journalism recipients of awards, 73.3.6.

**Robert Whitehead**, a former *Sydney Morning Herald* editor, has retired from Fairfax Media (*Australian*, Media section, 20 May 2013).

### 73.1.10 Newspapers and confidence

The confidence that Americans have in newspapers has slipped from 28 per cent in 2011 to 25 per cent in 2012 and 23 per cent in 2013. Confidence in television news is up from an all-time low of 21 per cent in 2012 to 23 per cent in 2013. Read more at GALLUP.com

### 73.1.11 The *Australian* and the Australian Press Council

*Weekend Australian*, editorial, 1-2 June 2013: To understand the intrusiveness of press oversight in Australia, and the danger it presents to freedom of information and expression for citizens, it is crucial to consider what has driven recent developments. The motivation came from a Labor/Greens coalition government confronting difficulties and seeking to apportion blame. Referring to coverage and commentary about government dysfunction and leadership tensions, politicians dubbed News Limited the “hate media” and accused it of campaigning for “regime change”. For good or ill, this sulking coincided with revelations about phone hacking and other unethical practices in British

newspapers, mostly in the News Corporation stable. Julia Gillard seized the chance to increase pressure on the press, demanding “to see News Limited answer some hard questions”. While Ms Gillard never detailed those hard questions, the rest is history.

The Finkelstein media inquiry ran to a predictable script, with a range of activists pushing for media controls and government responding with a form of print media regulation—which it later abandoned in the face of opposition from a public enamoured with press freedom. Eager to foster public confidence, News Limited and other media organisations had agreed to double funding to the Australian Press Council to bolster self-regulation. The silliness of these events is now clear because the government’s grievances against the *Australian* and other News Limited papers have been exposed as false. Denied leadership rumblings turned into a Kevin Rudd challenge in February 2012 and a second aborted spill this year. During these crises most of our reporting and commentary was confirmed or echoed directly by cabinet ministers. Stephen Conroy stopped blaming the media long enough to declare Mr Rudd “had contempt for the cabinet, contempt for the cabinet members, contempt for the parliament”. The Prime Minister also chimed in, saying “there has been a long-running destabilisation campaign here”.

Suddenly “regime change” wasn’t a media preoccupation but an internal reality. The accuracy of our reporting was vindicated and the government’s attacks on the media revealed as a deliberate political ploy. This serves to demonstrate, not media malfeasance, but exemplary reporting and analysis in the face of political intimidation. Yet the APC now seems to have been emboldened by this history and is in danger of misconceiving its role. It should be an arch-defender of press freedom and robust contests of ideas. But instead of addressing errors of fact or inadequate provision for redress or clarification, it is seeking to arbitrate matters of public taste, political correctness and personal offence... In December [it] adjudicated against an opinion piece by James Delingpole (“Wind farm scam a huge cover-up”) published in the *Australian* on May 3, 2012. The article appeared on our opinion pages, clearly relaying the writer’s strongly held views, yet the APC found it had erred in likening green-energy subsidies to a “kind of government-endorsed Ponzi scheme” and caused offence with a ribald quote from an anonymous farmer. [Extract only.] See also 73.5.2 Shanahan.

**8-9 June:** The *Weekend Australian* reported that Press Council chairman Julian Disney had stood down from a panel hearing a complaint against the *Australian* to avoid accusations he had prejudged the matter. The issue at the heart of the complaint is whether it is legitimate for newspapers to publish criticism and comment about Press Council decisions. This came to a head in December when the *Australian* published a highly critical commentary by British journalist James Delingpole about the Press Council’s adverse assessment of an earlier Delingpole article, also published in the *Australian*. Delingpole wrote in December that he stood by every word of his earlier piece, published in May 2012, and believed free speech in Australia was “dead as a dodo”.

### **73.1.12 The West axes dozens of staff**

The *West Australian*, Perth’s only daily newspaper, has announced it will axe at least 40 staff in the editorial department, and possibly another 60 from other departments, the *Australian* reported on 12 June. Seven West Media, the owners of the paper, wanted to make redundant 20 senior journalists, 13 other reporters and seven clerical staff. Voluntary redundancies were being sought, and so CEO Chris Wharton would not confirm the final number of job losses.

### **73.1.13 Recent events**

#### **73.1.13.1 Deaths**

**McMahon, Peg:** D. May 2013, aged 95; joined the *Age* in 1956 as a finance writer; left in 1960s to work as an industrial relations reporter for the Wagga Wagga *Daily Advertiser*; moved to Melbourne in 1967 to become a sports writer for the *Sun News-Pictorial*; returned to *Age* as a sports writer as remained there until her retirement; wrote the “Women and Sports” column from 1977-86 and took a particular interest in golf; she is regarded as one of Australia’s first female sports writers; devoted much of her long life to promoting equality of women’s sports coverage and women’s participation in sport (*Age*, 1 June 2013).

**Pearson, Christopher:** D. 8 June 2013 in Adelaide, aged 61; established the *Adelaide Review* in 1984, sold it in 2002 and managed The Wakefield Press; edited the journal *Labor Forum* in the early 1980s; on politics, he published both Mark Latham and Tony Abbott; in 1980s and 1990s, wrote occasional columns and articles for numerous newspapers—including the *Sydney Morning Herald*, the *Age*, and *Courier Mail*; from 1997-2001 he was a columnist for the *Australian Financial Review*, but he then switched to the *Weekend Australian*; his final column, published on 8 June, p.20, was an obituary of Howard Twelmtree, the *Adelaide Review*'s one-time food critic (*Sydney Morning Herald*, 14 June 2013). See also 73.5.2, Abbott.

### 73.1.14 Gillard deposed, Rudd restored

On Wednesday night, 26 June, Julia Gillard was deposed as Prime Minister. She lost the leadership of the Labor Party to Kevin Rudd, in a Caucus ballot, 42-57. She had deposed Rudd three years and two days earlier. The *Australian's* banner headline on 27 June 2013 was: "THE RUDD RESURRECTION". Stephen Conroy, the Ministers for Communications, was among the Gillard Cabinet members who stood down immediately.

### 73.1.15 Sunday newspaper cover prices rise

From Sunday, 21 July, the cover prices of the News Ltd Sunday newspapers in Brisbane, Sydney, Melbourne and Adelaide will rise by 50c to \$2.50. The Hobart Sunday title will rise by 20c to \$2.20. The Perth and Darwin Sunday papers will remain at their current prices, \$2.20 and \$1.30.



#### 73.2.1 New digital strategy for News Ltd

The *Herald Sun* and the *Daily Telegraph* launched online enhancements in the week of 12-18 May as part of a new "metered model" for digital subscription. *AdelaideNow* and the *Courier-Mail* online followed in June. The sites' extra content, known as news+, is led by Fox Sports News 24/7 live streaming, match highlights and entertainment shows including Rugby HQ. In months, more subscriber-only sports content will be added, such as videos of goals and tries from games still in play. There are plans for online access to top lifestyle, parenting and cooking publications.

A full digital subscription costs \$1 for the first 28 days, then \$4 a week. A home-delivered Sunday newspaper can be added for 50c a week. A package including weekend papers is \$5.50 per week. Full digital subscription plus seven-day paper home delivery will be \$9 a week. Under the new metered model, *Herald Sun* website visitors can view five articles a week for free. By registering, users can read another 10 articles a week. Digital subscribers get full access. News Limited believes it is "paving the way for commercially sustainable models for quality journalism" in Australia (*Herald Sun*, 9 May 2013, p.8).

News Limited is hoping 20 to 25 per cent of online visitors to its Dailytelegraph.com.au and HeraldSun.com.au websites will register to read stories online after it introduced the news+ system of paid digital subscriptions in mid-May. The system gives readers of the *Telegraph* online access to five stories a week before they're required to register, and an additional 15 before they are asked to pay for enhanced content that includes access to the national News network of websites as well as premium sports content from Fox Sports. For *Herald Sun* readers it's five before users are asked to register and an additional 10 before they are asked to pay. News.com.au, which is now the top news site in the country, will remain free.

News's editorial director Campbell Reid said 800 journalists, or one-third of News Limited's journalistic staff, had been trained on the new Methode editorial software with 40 titles now using it, and the *Manly Daily* would soon become the company's first daily publication to make the switch (*Australian*, 27 May 2013; see also Neil McMahon, "Selling online content: it's all about quality", *Mediaweek*, 27 May 2013, p.7).

The *Courier-Mail* online became a metered paid website on Monday, 3 June. Its metering system is based on the same principles as the *Herald Sun* and *Daily Telegraph* websites. The *Australian* (31 May 2013) reports that three regional titles—the *Cairns Post*, *Townsville Bulletin* and *Gold Coast Bulletin*—are likely to be added to the metered sites at a later date.

### 73.2.2 Newspaper and real estate advertising online

**Victor Isaacs** writes: Real estate advertising is still a very profitable area for newspapers. This is because these ads achieve the best results if they are big and glossy. Hence, newspapers put a lot of effort into retaining this category of ads. However, this genre has also migrated to the internet. Newspapers have retained the business for themselves by also moving into the internet and providing package deals. Advertisers can advertise in hard copy newspapers, or in the internet sites, or in both. Many advertisers choose to advertise in both mediums, although some are internet only.

There are therefore two main internet sites in Australia - both associated with the two major newspaper publishers. *Domain.com.au* is the site offered by Fairfax Media in association with their newspapers. *Realestate.com.au* is the site offered by News Ltd in association with their newspapers. Hence, the traditional rivalry between these two companies carries over into the digital world.

Strangely *realestate.com*, as well as covering Australia, also covers the real estate market in New Zealand, although News Ltd does not own any newspapers there. *Domain.com.au* does not cover New Zealand, although Fairfax does own newspapers there.

There are other internet companies, which appear to be smaller:

- *homesales.com.au*
- *onthehouse.com.au*
- *allhomes.com.au*, which dominates the internet advertising market in Canberra, but is yet to make a significant impact in the internet market elsewhere.

### 73.2.3 Brisbane Times update

**Neil McMahon** reports (*Mediaweek*, 20 May 2013, p.8): When the Brisbane Times, Fairfax Media's digital-only news operation in the Queensland capital, won an international media gong in New York on 1 May, it was a landmark moment in the life of a venture that had celebrated its sixth birthday only a few weeks before. The International News Media Association award, recognising the *Brisbane Times*' campaign to provide rail commuters with free Wi-Fi, signaled that the website is making its mark as it goes about taking the fight to the *Courier-Mail*. For *Brisbane Times* managing director Simon Holt, the award—in the INMA awards digital audience usage and engagement category—was a fillip, coming just seven months into his tenure... When [Holt] won the PANPA Hegarty Prize in 2008, he used the bursary to look closely into the changes transforming newsrooms globally. "I spent six to eight weeks looking at newspapers in the US and Europe and that was all with digital progress... I just made a call at that point that that's where my career had to go and I pursued that." Holt has been a key player in the dramatic shift in strategy by Fairfax over the past year. He was instrumental in the planning of the digital-first strategy, and [before] moving to Brisbane last October had been in charge of the *Canberra Times* website.

### 73.2.4 Guardian launches Australian website

The *Guardian's* Australian website was launched on Monday, 27 May, under the editorship of Katharine Viner. Its address is <http://www.guardian.co.uk/australia/> On the first day the number of Australian visitors to the *Guardian's* site jumped by about 91,000 (80 per cent), from an average

of 113,645 a day (to the old British site) to 204,672, according to data from Experian Hitwise (*Australian*, 3 June 2013). The number of visitors dropped to 174,760 on the second day (28/5), 167,674 on the third day, and 137,983 on the fourth. Local readers were automatically redirected to the new Australian landing page, although once there, they could toggle back to the British site. Apparently, the Swan Hill *Guardian* suddenly received a huge upsurge in traffic because so many people mistakenly clicked on its site.

### 73.2.5 Fairfax metered paywall from 2 July


Fairfax Media announced in the first week in June that it would launch digital subscriptions for its major metropolitan mastheads the *Age* and *Sydney Morning Herald* across Australia, New Zealand and other Asia-Pacific countries on 2 July (*Australian*, 6 June 2013). It said it would use a metered model, offering 30 free articles a month across its websites and mobile sites before readers are asked to pay. The launch subscription offer started at just \$1 for the first month, and will cost between \$15 and \$44 after that depending on the print and digital products selected. The tablet apps will have a “freemium” model, with some sections remaining free to access. A full tablet subscription costs \$21.99 each month after the first, which is free. Fairfax started digital subscriptions for its content for readers in North America, Europe and the Middle East in March. The company’s sister WAToday, Brisbane Times and Canberra Times websites will remain free.

Fairfax said last month the *Sydney Morning Herald* and *Age* had combined website visitors of more than 3.7 million a month, more than 1.2 million tablet downloads and 456,000 average daily unique browsers on their m-sites.

Subscribers will also be given access to new additions such as Zoom, a research tool that provides access to archived stories, Shortbooks (interactive e-books written by Fairfax journalists on particular topics), and the company’s My Benefits rewards program for Australian residents.

### 73.2.6 *mX* launches free app

The free commuter newspaper, *mX*—which serves Melbourne, Sydney and Brisbane—has launched a free app, for both Apple and Android. Publisher Fiona Mellor says the app is intended to complement the printed product, not replace it. It is intended more for a morning commute rather than an afternoon one, when the printed product is available (*Mediaweek*, 3 June 2013, p.7). The app announcement was made in *mX* on 27 May.



**3—CURRENT DEVELOPMENTS:**

**COMMUNITY & PROVINCIAL**

### 73.3.1 Miller appointed APN CEO

Michael Miller, newly appointed chief executive of APN News & Media, was one of News Limited’s quiet achievers. And it is that hands-on operational experience that is “precisely what the company needs,” according to chairman Peter Cosgrove. Miller was News’ NSW regional director, a position to which he was moved almost a year ago as part of Kim Williams’ reorganisation (and rebalancing) of the group’s publishing structure. He joined News in 1992 after a couple of years as a media analyst with Commercial Economic Advisory Service of Australia (CEASA). From an analyst role in News’ marketing department, he started a steady upward rise with roles as marketing director of Herald & Weekly Times and then News Limited itself, before heading to Adelaide as managing director of Advertiser Newspapers. He was a director of News from 2004-13, and was also a director



of carsguide.com.au, the Committee for Sydney, Waratahs Rugby and the Audit Bureau of Circulations. A directorship at Fox Sports Australia is also on the CV (*GXpress.net*, 6 May 2013).

### 73.3.2 Melbourne: Seven community papers close

Seven Fairfax community newspapers across Melbourne's southeast closed last month after they had been deemed commercially unviable by the publisher. Thirty-four jobs were lost. From 17 June, Metro Media Publishing ceased publishing the *Knox Weekly*, *Monash Weekly*, *Casey Weekly Cranbourne*, *Casey Weekly Berwick-Pakenham*, *Maroondah Weekly*, *Peninsula Weekly*, and *Frankston Weekly*. The company's communications director John Hine said the jobs lost were across the editorial, media sales and production departments. Chief executive Antony Catalano said the closure of unprofitable titles would allow the company to invest in new products and expand into new markets. He said MMP had taken control of the businesses following its merger with Fairfax and although losses had been reduced, the papers remained unprofitable. Catalano said MMP would focus on its market-leading publications including the *Dandenong Journal*. MMP was continuing to distribute 18 newspapers and magazines, including the *Weekly Review*, he said.



### 73.3.3 Albany: 125<sup>th</sup> anniversary edition of *Advertiser*

ANHG has **Douglas Sellick** to thank for receiving a copy of the 16-page 125<sup>th</sup> anniversary feature of the *Albany Advertiser*, which began life on 14 May 1888 as the *Australian Advertiser*. Page 3 carries an article, by Josh Nyman, about the paper's history. [It fails to mention that the first Western Australian newspaper outside the Perth/Fremantle axis was published in Albany: the *King George's Sound Observer*, which first appeared on 27 August 1868.] There are articles about the paper's production staff (p.8), photographers (pp.9, 10), advertising staff (p.12) and journalists (p.14). And now Albany volunteers are slowly digitising the files of the past 125 years.

The digitisation program, run by the Albany Historical Collection at Albany Public Library, was set up in 2010 after receiving grant money through Lotterywest. With the grant, the group bought a book scanner, micrographics reader, large format scanner and optical character recognition software ABBYY Finereader. The *Advertiser* was last printed at Albany on 22 May 2003. It has since been printed in Perth (initially at Victoria Park and since 2006 at Herdsman) by the owners, West Australian Newspaper Holdings Ltd (now part of Seven West Media). The circulation is given now as 5576 per issue, but the print run was 9000 in 2003 when the final Albany-printed issue appear.

### **73.3.4 Mackay: e-paper subscription rates announced**

The *Daily Mercury*, Mackay, has announced subscription rates for its epaper (a digital reproduction of the actual pages in the printed newspaper). You can begin with a six-day free trial. Then if you wish to continue, it's \$14.95 if you pay by the month, \$82 for six months, and \$144 for 12 months. If you are a six-day-a-week print subscriber, the digital subscription will be \$24 a year.

### **73.3.5 Queen honours 3**

Three country newspaper identities received Order of Australia Medals in the Queen's Birthday Honours in June. They are: Maureen Faye Oates, editor of the *Huon Valley News*, Franklin, since 1986 and a staff member for 45 years; Patrick Francis Sullivan, owner-editor of the *Gundagai Independent* since 1970 (and only the fourth editor of the paper); and Roel Ten Cate, Parkes, a former managing editor of the *Parkes Champion-Post*. In each case, the award was for service to both journalism and the community.

### **73.3.6 Jobs go in Fairfax regional titles**

Fairfax has confirmed 75 full-time jobs in advertising production for its regional media titles will be axed as it outsources some work and centralises pre-press for most regional publications in four hubs, reports Lara Sinclair (*Australian*, 18 June 2013). The company said in a statement the cuts, which followed three weeks of discussions with the Australian Manufacturing Workers Union, would result in redundancies if employees could not be relocated. The four hubs are located in Wagga Wagga, Ballarat, Albury and Launceston. Pre-press work for *Focus*, *Australian Senior* and titles handled in Morwell, Sale and Newcastle will not be included in the changes. Advertising production and services firm 2adpro will take on some work. In a letter to staff on 14 June, Fairfax said the changes would affect 23 regional pre-press sites and would take 12 months to complete, resulting in only "small teams" remaining in each of the four hubs. The cuts would begin in South Australia and Western Australia, followed by Queensland and northern NSW, and central and southern NSW.

### **73.3.7 Mackay, Rockhampton, etc.: *Telegraphs* in financial strife**

Liquidators arrived in Mackay on 15 July to take control of the financially pressed Queensland Media Holdings Pty Ltd, publisher of the Mackay and Toowoomba *Telegraphs*. Solicitor Greg Smart, who represents a creditor owed \$270,000, said the liquidators, BRI Ferrier, would conduct a preliminary investigation into whether the business was "viable" and decide whether the papers would continue to be printed. The *Queensland Telegraph*, published in Rockhampton and Gladstone, had already ceased publication after 12 months. It now appears only online (*Daily Mercury*, 16 July 2013, p.5; *Mackay Telegraph*, 21-23 June 2013).

### **73.3.8 Narrabri: *Courier* celebrates centenary**

The *Courier*, Narrabri, celebrated its centenary on 7 January this year. It has been in the Dunnet family since 1920 when John Shearer Dunnet bought it. Third-generation family members, John and Ian Dunnet, took over in 1987. John retired from the business in 2007, leaving Ian (editor) and wife Wanda (manager) as owners. Ian stepped back from the editorship this year, appointing Ben Rossleigh, 25, who joined the paper from Sydney at the end of 2012 (*PANPA Bulletin*, March 2013, p.11).

### **73.3.9 Ballina print centre to close**

APN News & Media Ltd will close its six-year-old Ballina print centre during the week ending 2 August. This will affect 15 permanent staff and 25 casuals. Several staff members will transfer to other APN print centres (Yandina, Toowoomba or Rockhampton). Most of the papers printed at Ballina will be shifted to the Yandina print centre on the Sunshine Coast. The main papers printed at Ballina are the Lismore and Grafton dailies, the *Northern Star* and the *Daily Examiner* (source: APN public relations office, phone call to ANHG, 15 July 2013).

### 73.3.10 South Aussies pay more

Since 15 May, News Ltd has been adding a freight surcharge of 80c to each newspaper on the West Coast of South Australia and Kangaroo Island. News says that these have been loss-making routes for a number of years.



#### 4-NEWSPAPER HISTORY

### 73.4.1 NZ photographic archive bound for Arkansas

This is a developing story. Here is Part 1, from a 3 May report in the *New Zealand Herald*:

**Part 1 (3 May 2013):** History has a price and New Zealand's photographic history is being shipped to Little Rock, Arkansas. Veteran sports photographer Peter Bush was shocked by Fairfax Media's decision to sell its newspaper photo archive to an American firm. Fairfax has told Auckland staff it will be shipping photo archives for most of its Australian and New Zealand newspapers to the Rogers Photo Archive, a company based in Little Rock. The company will send back digital versions of the photos, but will keep the original prints, including photos of Sir Edmund Hillary. Fairfax was allowed to hold on to some archival prints so they are available for the 60th anniversary of his conquering of Everest. Fairfax picked up much of the archive when it bought Independent Newspapers in 2003. It is understood that most of its Australian and New Zealand newspaper archives are affected, though the scale of the collection probably means some photos will not be shipped. In Auckland the archive includes photos from the discontinued *Auckland Star*, the *Sunday Star-Times*, *Sunday News* and *Truth*.

"I am staggered," said Bush, the legendary lensman who worked for the *Auckland Star* in the 1950s, *Truth* in the sixties and *Sunday News* in the 1970s. "This is a contemporary record of New Zealand history. It has sporting events like important rugby matches, and the Commonwealth Games." It is understood that the United States firm sought a deal to obtain the [NZ] *Herald* archive several months ago but was rebuffed.

Fairfax editor in chief Paul Thompson said the company weighed up the impact of sending archive prints offshore, and approached the National Archives to take a role in keeping the prints here. But it would have cost tens of millions dollars to digitise pictures which were currently not being properly stored. Fairfax had lost some photos during the Christchurch earthquakes. He said the Rogers Archive deal did not involve Fairfax getting any cash in hand, and Fairfax retained the copyright.

**Part 2 (21 May 2013):** If your job is to stop national treasures being exported, is allowing them to rot away at home a preferable outcome? That was the conundrum for Ministry for Culture and Heritage chief executive Lewis Holden, when Fairfax Media opted to send its photo archives to Rogers Photo Archive in Arkansas, the United States, to be digitised. The ministry pointed out that the Protected Objects Act prohibited the export of photos older than 50 years without permission, which Fairfax group executive editor Paul Thompson admitted was a surprise. Holden and Fairfax have now reached a deal to stop those photos from being sent overseas permanently, but which protects the archive. Fairfax has a temporary export permit that ensures photographs deemed of national significance are protected.

Photos taken before 1963 will be evaluated by ministry specialists to see if they are protected national treasures. Fairfax will pay for those to be repatriated. Photographs taken between 1964 and 1973 will also return to New Zealand at Fairfax's expense if deemed to be of national value, even though there is no legal obligation to do so. Important photographs taken since 1973 will be

identified. The ministry will be informed ahead of time if any of these photographs are destined for sale, giving Kiwis the chance to bid. Fairfax holds five to eight million photographs, negatives, transparencies and the like. The original hard copies will remain in Arkansas. Up to 10 per cent of these originals can be sold by Rogers at auctions of rare photos, and on websites such as eBay. Fairfax retains copyright to all images.

### 73.4.2 Times flies (1)

When I disseminated *ANHG No 72* on 7 May, I wrote a short reminiscence in my email to electronic subscribers under the heading “**Time flies**”. Several people responded positively, encouraging me to think about writing a few more lines from time to time. Firstly, for the ANHG record, here is what I wrote in the email on 7 May: On this date 51 years ago I began my journalism career. I started as a cadet journalist at the ATN Channel 7 News Division in the dungeons of the Epping studios of the six-year old station. The Fairfax company was the major shareholder.

The newsroom had an AAP teleprinter, a fax machine and telephones. Allen Glover was the news director, Harry Robinson the news editor, and the journalists whose names I can recall were Tony Stackhouse, Barrie Smart, Ian Evans, Ray Owen and Martin Chipperfield. Joan Brammall came along later. News readers were Kevin Sanders, John Bailey and sometimes Rodney Milgate, who later won fame as an artist.

ATN had an office in the *Sydney Morning Herald* and *Sun* building on Broadway and we used to receive the “blacks” of the stories that *Sun* reporters wrote. The ATN journalist at the SMH building was mainly responsible for sending cameramen and interviewers (announcers or news readers who had the right quality “voice”) out on assignments.

Until I bought a car 16 months later, I would walk to the Epping studios from my parents’ home at West Denistone—it took 30 minutes. Because of my interest in sport, I was often given a Saturday shift and was soon responsible for putting together the entire 10 or 11 minutes Saturday night sports segment. Of course, most news films were “silent” (and so needed scripting) rather than “SOF” (sound on film). After we had typed the originals of our stories on a typewriter, the news editor would review them and a typist would retype the edited version with four carbon copies. The original went to the news reader and the carbons to the director in telecine, the audio operator, the journalist on duty in the studio, etc.

And now a little more: At the beginning of 1964, I began thinking strongly that there had to be more to journalism than TV. So I spoke to several senior colleagues individually about what my next career step should be. They all recommended I join a country newspaper because of the variety of experience I would gain. On 15 June 1964 I joined the *Maitland Mercury*, an afternoon daily in the Hunter Valley, as a D-grade journalist. The *Mercury*, the oldest provincial newspaper in NSW (estab. 1843), was owned by Australian Consolidated Press (with Sir Frank Packer as principal). John Bollard, a former editor of the *Horsham Times*, was on loan from the *Daily Telegraph* as editor because the *Mercury* had lost its hard-headed editor, John Richardson, and a promising young journalist, David Lonsdale, to the *Canberra Courier*. Fairfax introduced the weekly *Courier* on 2 July 1964 as part of its strategy for defending the *Canberra Times* from the imminent launch in Canberra (on 15 July 1964), of the *Australian*. Fairfax had taken over the *Canberra Times* from the Shakespeare family in May 1964 when Arthur Shakespeare alerted Fairfax that Murdoch as about to begin publication in Canberra. The Fairfax group and the Shakespeare family had an agreement (see Gavin Souter, *Company of Heralds*, pp.353-359) for just such a circumstance.

At the *Maitland Mercury*, I had a bylined sports column on the back page after two weeks (“Sport in Focus”), but had no other bylines, even though I wrote a dozen or so stories a day. I was promoted to a C-grade position after two months. This helped financially because I was to marry a month later. Two months after I became a C-grade, *Canberra Courier* editor Richardson offered me a B-grade, which I refused after giving it some thought. Ten months later, I became a B-grade at the *Mercury*. The *Newcastle Morning Herald’s* Maitland correspondent, Cherry Allomes, was miffed. “I waited 28 years for promotion from C to B grade,” he said. I waited 14 months (probably more because of the required AJA grading structure than any brilliance on my part). Allomes and I got to know one another because he was also the Maitland correspondent for the *Sydney Morning Herald* and I was the *Daily Telegraph* correspondent. We often filled in for one another at such

events as the Maitland trots or greyhounds. Allomes, a few years later, died when his car was swept off a flooded culvert as he drove to Dungog to report the shire council meeting.

In January 1971, after a year as editor of the *Manning River Times*, Taree, I joined the *Canberra Times* as a sub-editor and we rented a house at Hughes for three months from the newspaper. Fairfax had bought about 50 houses, costing about £500,000 (\$1m) in the mid-1960s to house new staff (see Souter, p.357). I moved my young family to the national capital, partly to work at the *Canberra Times* but also so that I could study journalism at the Canberra College of Advanced Education. I was in the second batch of students to study journalism there. I had heard about the course when, as the Taree editor, I attended a weekend seminar on provincial journalism at the University of New England, Armidale, in August 1970 (it turned out to be the final seminar; viz. *Country Conscience*, p.182). David Swain, senior lecturer in professional writing at the Canberra CAE, was one of the UNE speakers.

That seminar changed the course of my life, opening up to me, eventually, the opportunities to teach journalism, to be a much better editor the second time around (at Orange, 1982-87) and to immerse myself in newspaper history. During my Canberra studies, 1971-75, events at home (the Whitlam Government's rush to reform) and overseas (the Pentagon Papers and Watergate) enlivened discussion and assignments. I graduated on 30 April 1976 with a B.A. in Professional Writing. In my final year, I wrote a 50,000-word history of the Department of the Media, introduced when the Whitlam Labor Government came to power in December 1972. [My paper is held by the manuscript section of the National Library.]

Seven months before graduating, I became a lecturer in journalism at the Darling Downs Institute of Advanced Education, Toowoomba, after working for three years as a journalist in the Federal public service. While at the Department of Social Security, I wrote the Medibank (now Medicare) booklet that was mailed to every home in Australia, and I coordinated the publishing program of the Henderson Commission of Inquiry into Poverty. While with the Department of Health, I served as acting press secretary to Health Minister Doug Everingham for six weeks in July-August 1975. We moved from Canberra six weeks before the dismissal of the Whitlam Labor Government.

### **73.4.3 *Canberra Times* and digitisation**

As part of the impressive Trove project, the National Library of Australia has digitised the *Canberra Times* up to 1954. To coincide with the centenary of Canberra celebrations, an agreement with the *Canberra Times* now allows for digitisation up to 1995. An amount of \$80,000 has been raised to help finance this. The NLA is appealing for more support for the project. Details are at [www.nla.gov.au/supportus/](http://www.nla.gov.au/supportus/) Donations of at least \$2 are tax deductible. See: "Join us in celebrating Canberra's centenary", *National Library of Australia Magazine*, June 2013, p.32.

### **73.4.4 New online catalogue for Butlin Archives**

A new online catalogue for the Noel Butlin Archives (including the papers of the MEAA, the AJA and the PKIU) is now available.

### **73.4.5 Conflict in early Adelaide**

*South Australian Gazette*, 28 April 1838, p.3: We have occasionally gathered from the journals of the neighbouring provinces their opinions on the state and prospects of this young colony, and presented them to our readers. We shall continue to do this, even when such opinions are evidently founded on misrepresentation. The *Sydney Colonist* has for its correspondent a Mr. Morphett, and we therefore can only expect from Dr. Lang the impressions made upon his mind by statements colored according to the ideas of a party which places the order of authorities in the province thus:— First and Chief—The "Commissioners' Governor"—Mr. Fisher. Second —The Emigration Agent—Mr. John Brown. Third and last —The Crown—represented by Captain .J. Hindmarsh, R.N., K.H., Her Majesty's Governor and Commander-in-Chief. Such are the democratic temptations held out in the *Cornwall Chronicle* by Mr. Morphett's friends (Gouger and Co.) to induce respectable settlers to emigrate to South Australia! The *Sydney Gazette*, which supposes that the political squabbles forced upon the Government here by the misconduct of the

Commissioners' authorities, must tend to destroy the colony, strangely misunderstands its position.

The editor of the *Sydney Monitor* takes the correct view of these matters in the following paragraph: — "Our contemporary, the editor of the *Sydney Gazette*, who generally stalks on stilts, and deals much in superlatives, represents the fracas between the late Secretary and somebody else, and a few other quarrels arising from Mr. Gouger's party and the colonial party, as quite destructive to the colony. He speaks of "that faction-torn colony". This would be ridiculous in any other journal than the *Sydney Gazette*. Neither the colony nor the government are or can be affected by this petty affair; and it is for want of other public amusement at Adelaide that the affair made so much noise. The office of Secretary can be soon filled up if the holder render himself unsuitable for its duties. The public business goes on just the same."

We have great pleasure in extracting the following from the *Sydney Monitor* :— A letter has been received from a newly arrived emigrant in South Australia by his relative in Sydney, from which the following are extracts : "Fairplay, secured, my settled conviction is, that South Australia must succeed, and become in course of years a great colony. But I admit there must be important modifications in the present machinery. The point whereon much confusion here has arisen, is the connection of the Land Commissioner with the Government. This connection has been rendered more inconvenient by the selection of a gentleman not suitable to the office; at least such is the opinion of many here, but I do not engage in politics. But the general opinion is, that whoever fills the situation, the connection I speak of must be dissolved, and the sale and survey of the land be managed under more defined regulations, and by persons who have no political duties whatever to perform. I shall soon commence sheep-farming, which was my object in coming here. Our pasturage lands are beautiful and sound, and the sheep thrive astonishingly well. Some of your spirited sheep owners should send a few thousand good ewes here. The return would be great."

#### **73.4.6 *Argus*, hot metal and memories**

One thing leads to another. On 14 June, ABC-TV screened in the Victorian State edition of 7.30 a segment on a reunion of former employees of the *Argus*, which closed on 19 January 1957. The segment included fascinating archival footage of the newspaper in the hot-metal era. The next morning Margaret Van Heekeren, a senior lecturer in journalism at Charles Sturt University, Bathurst, emailed to the Australian Media History list the link to the 7.30 segment. Your editor duly sent the link to the ANHG list and I mentioned that one of the faces at the reunion was Peter Gill, an ANHG subscriber. John Langdon, of the Fairfax Media library in Melbourne, found the segment fascinating. Among the faces he saw were Ron Carter, chief football writer, and John Kiely, later at the *Age* as a journo and a very senior sub and editor. Kiely had written a great story about "the stone".

I recalled the article, "Tears from a stone" (*Age*, 11 May 1979), and retrieved it from my hard-copy files. It began: "Around the world, the stones are disappearing. Within a few years, they will have vanished in Australia's capital cities. These are the composing rooms of newspaper and printing houses—worlds of flongs, formes, galleys, chases, Winklers and Ludlows. The stone as we have known them, fume-filled, ink-stained, noise-wracked caverns crammed with Heath Robinsonian machines, are giving way to air-conditioned, computerised photocomposing rooms—the new technology. There are regrets." And he goes on to tell about them. If Kiely's article interests you, see also: David Austin, "Cold from the press", *Age*, 19 July 1983, p.11; and "After 152 years, the *Herald* farewells Gutenberg" (p.1), "How the *Herald* was produced...and how we do it now" (p.2), and Alan Peterson, "The clickety-clack of the *Herald* is no more" (p.16), all in *Sydney Morning Herald*, 27 March 1984.

In response to Margaret Van Heekeren's email, Dr Collette Snowden, of the University of South Australia, wrote: "When I worked at the *Swan Hill Guardian*, we had a part-time journalist (semi-retired) who had worked on the *Argus*. Bill was incredibly gruff, but also extremely helpful in developing necessary journalistic skills, especially in writing ledes and dealing with the local Court—I hope I am passing this wisdom on to my students in some small way."

### 73.4.7 Reporting Parliament, 1898

The *Catholic Press*, NSW, 20 August 1898, p.9, published the following article, headed: "Life in the Reporters' Gallery. Note taking: How People Get Their Parliamentary News." Special, for *Catholic Press*.

The reader of the morning paper as he wades through the dreary columns of parliamentary news gives never a thought to the great machinery of reporting which enables him to thus early possess himself of all the facts of the proceedings of the previous night. Parliamentary reporting is an art that might be well said to have reached perfection. Everything is carried out with such precision and such accuracy that it would be almost impossible to improve upon it. The reporter's gallery is under the supervision of a committee comprising representatives of the daily papers. At the beginning of each session the rules of the committee are sanctioned by the Speaker, and an officer of the House deputed to see that they are carried out. The seats in the gallery are allotted, the front row being occupied by the daily paper representatives, each man having a separate desk. The seats that are not occupied by the daily reporters are distributed amongst the representatives of the other papers. This procedure is of comparatively recent date, and remedies a great inconvenience in so far that it keeps from the gallery a number of persons who crowded in on big nights, and seriously interfered with the men at work.

The four daily papers, the *Herald*, *Telegraph*, *News*, and *Star*, have each a room set apart to themselves. The *Herald* and *Telegraph* have the two largest immediately behind the gallery doors, while the *Star* and *News* have two smaller rooms at the end of the passage. Each room is furnished with tables, chairs, and a couch, is well lighted, and has a commodious fireplace. On going to the House in the afternoon the reporters take their directions from the leader of the staff, and in turn go into the gallery.

If there is little doing "long" turns are taken, but if there is a big debate the turns are taken about 20 minutes. The first thing that engages attention in the afternoon are the piles of printed matter, setting forth the business of the sitting, the questions asked by Members and answered, by Ministers. All of these are in print, and the work of paragraphing them is not very laborious. This done the debate is closely followed. Having taken his short hand notes during his "turn", the reporter retires to the room where he transcribes the speech, while another takes his place in the gallery, in this way the debate is followed in an unbroken chain, and the "copy" is sent off to the office by boys.

Each room, by the way, is connected with the office by telephone, and in this way, if anything important crops up suddenly as the papers are going to press the office is communicated with and the paper held back, or a special edition issued. It is then that the reporters put in some good work. In the notorious Dean case, when exposures and replies were being made in both Houses, day after day, the evening papers did some smart work in putting the speeches in full on the streets within a half-hour after the last words of the different speakers had been uttered. With the morning papers it is different. They must close copy at a certain time, so that the papers may be sent by the 3 o'clock newspaper train. After that time is not of such very great importance, for an hour or so.

Gallery reporters have a hard life, especially when the debates are important. Under any circumstances the confinement in the gallery and the continuously monotonous 'nature of the work tells upon them, and it is no uncommon thing to see a reporter who has walked home at 3 or 4 o'clock in the morning back at his work at 9. He has his general work to do all day, and he has to take his chance as to whether he may be at the House till only 11 that night or 11 next day.

He gets his meals at the House, or at a handy restaurant for which the office provides, or he may go home to his tea; it is an optional matter with him, so long as time permits, but he must be at his post punctually or there will be trouble in store for him. A great deal of responsibility rests with the reporter in reporting certain people, though he generally follows instructions. If it is a Minister or a prominent authority on the particular subject under debate he takes a fun note. If it is one of those many members who carry no weight in the House, such as the member for Yass, they write him up as he goes along, but they are obliged to keep their ears open for any little joke which he might accidentally be guilty of. Then again he may write a speech up fully, and for want of space or for some other reason the sub-editor will run the big blue pencil through it.

With many years' experience reporters get to know almost what certain men are going to say as soon as they open a sentence, while there are other speakers whom they can never make, head or tail of, men who do not complete one sentence in ten, at times. Several members of the last Assembly were noted for this. In addition to the reporting the reporter has other work to do such as interviewing Members after an important speech. This practice is becoming very general of late years, and it is no uncommon thing to have to interview certain Members a dozen times on practically the same subject.

Besides the reporters there are in the gallery the leader writers and those who write notes. These confine their work to longhand if they write in the gallery. They may hear the speech and write a leader as they go, or they may write the leader from the proofs of the reporter. Their work must be carried out very expeditiously, and it is; but they have this pull over the reporters, that they do not work 24 hours a day. Of course, that is the reward of many years of hard drudgery in the gallery — a training that makes men very broad in their views, and which has given to us the finest of journalists.

#### **73.4.8 *Index to Argus, 1880-1889***

The *Index to the Argus* (Melbourne) for 1880-1889 is now available through the State Library of Victoria. Only a limited number of hard-copy editions have been printed. See 73.5.1, Hirst.

#### **73.4.9 *Headline news on postage stamps***

Australia Post has produced a series of four 60c postage stamps that feature newspaper front pages reporting epic events: the end of World War II, 1945; the Moon landing, 1969; Cyclone Tracy destroys Darwin, 1974; and Australia wins the America's Cup for the first time, 1983. The stamps will be released on 23 July and will be withdrawn from sale on 21 August.

#### **73.4.10 *The 1912 fire at the Townsville Daily Bulletin***

*Northern Miner*, Charters Towers, Friday 18 October 1912, p.5: About 9.30 last night Mr. Ellis, the secretary of the *Townsville Bulletin*, went to the back of the office and discovered that the place was on fire. He gave the alarm. The Fire Brigade was rung up, and on arriving, found the water pressure very poor. The place was alive with flame, and the Linotypists, who occupy the top story, barely escaped with their lives. The place was gutted, the machinery and heavy rolls of paper falling to the basement with deafening crashes as, the floors were burnt away.

A high wind is blowing, and the greatest fear entertained for the adjoining places, although the big brick walls are hoped to prevent it spreading. The staff succeeded in locking all the company's books in the strong room. The fire started in the engine-room. Shortly before 12 o'clock the brick wall, which ran up through the centre of the building, collapsed, and crashed through the ground floor to the cellar.

Fireman J. H. Foley, who was close by, was carried, to the cellar with the debris. He was promptly extricated and taken to the hospital in an unconscious condition. He sustained concussion of the brain, and is badly cut about the head and burned about the arms and chest. The doctor holds out hope that he will pull through, but it will be three or four days before anything definite is known.

The *Bulletin* will be published to-day from the *Evening Star* office, and a few thousand *Northern Miners* will be sent to Townsville by this morning's train. [The fire destroyed early files of the *Bulletin*, which began publication on 5 September 1881 as a bi-weekly. The *Northern Miner* and the *Townsville Daily Bulletin* had been under the same ownership since June 1910 when the North Queensland Newspaper Company Limited was formed.]

#### **73.4.11 *First steam cargo up the Murray***

*South Australian Register*, 31 March 1853, p.3: Messrs. Randall's little steamer, the *Mary Ann*, started on her interesting voyage up the River Murray on Friday, the 25th inst., at about 12 o'clock. It was intended to go about thirty miles the first day. Her cargo consists of 112 bags of flour, 24 do. bran, 5 do. biscuit, 69 do. sugar, 21 boxes of tea, 4 cases sundries, 400 lbs. tobacco, and about 4



tons fuel. The boat would have been off on the previous Tuesday, but two of the men left on the morning of that day, which caused the detention. We are sure that we are only echoing the general voice of the colony when we express our best wishes for the successful termination of the trip and the adventure. Great results will doubtless arise in the course of a very few years from this actual commencement of steam-navigation on the Murray. It will be one of the most gratifying tasks of the Adelaide journalist to record from time to time the rapid growth of the important traffic which will inevitably be created by the facilities about to be afforded by steam communication on the waters of that noble stream.

### 73.4.12 Trove and the 10 millionth page

Ten million pages of historic Australian Newspapers are now available in Trove, with the arrival of the Saturday, 31 July 1915, edition of the *Leader* from Orange, NSW. This was the final daily issue of the *Leader*, which had appeared daily since 2 September 1901. Its rival, the *Western Daily Advocate*, also ceased daily issue on 31 July 1915; it had been a daily since 9 May 1904. Both the *Leader* and the *Advocate* became tri-weeklies; they amalgamated on 1 October 1945 to become the *Central Western Daily*, which is still published.

There are now 100 million articles available through Trove. This represents a significant milestone for the National Library initiative, the Australian Newspaper Digitisation Program, which was launched in 2008 as a project to provide free access to text-searchable digitised Australian newspapers. Digitisation of the *Leader* has been sponsored by Central West Libraries, the regional library service for the Orange district, the NSW Government Country Libraries Fund, the Library Council of NSW and the State Library of NSW.

As noted in the National Library “Behind the Scenes” blog, it’s very fitting as Australia prepares to mark the centenary of the First World War that a 1915 edition is the paper to mark this milestone.

At 1.02pm (AEST) on 27 June, Trove had recorded 94,376 newspaper text corrections that day, 3746 images had been received from users in June, 18,840 items had been tagged that week, 1696 comments had been added during the month, and 586 works had been merged or split during the month. Trove receives about 70,000 visits a day. See also: *Australian*, Media section, 8 July 2013, p.25.



*Orange Leader* staff (and dog), ca 1900.  
Central West Libraries acc#805951

### 73.4.13 Breezes of popular approval: a shipboard newspaper

*Moreton Bay Courier*, 13 June 1857, p.3: [The *Lightning Gazette*] is the name of a post quarto publication printed weekly, on board the ship *Lightning*, during her late voyage from Liverpool to Melbourne. Too much encouragement can hardly be given tending, to foster such efforts as have in this instance resulted in the weekly production—even on shipboard—of a printed journal; which as regards every quality, size excepted, would equal many, and surpass some of those published on shore, with all the advantages of machinery, and the various appliances of ordinary production. To the parties more immediately concerned the regular issue of such a publication is a means of relief from the *ennui* attending a long voyage, which must be experienced to be fully appreciated. And in a judicious selection of extracts, or a casual perusal even, the general reader may often find more or less of amusement, and perchance something of instruction too.

The *Lightning Gazette*—so we gather from the last number —was edited by Archibald Childs, Esq., M.D., and whatever, may be this gentleman’s qualifications in the more legitimate walk of his own profession, he certainly seems to have discharged the arduous duties of Editor with much ability, good taste, and general satisfaction. In addition to the general run of advertisements, correspondence, and leading articles, the *Gazette* seems to have afforded a very convenient means of communication between the captain and his passengers; and when we remember that they numbered near 400 souls, this object alone will assume sufficient importance to justify, and repay some trouble in the accomplishment. Nearly every number contains a letter from Captain Enright, which taken as a whole, reflects very much credit upon him both as a commander and a gentleman. They are fraught with sanitary injunctions, prudent advice, encouragement under difficulties, and tend generally to produce security, harmony, and comfort.

With a view of giving our need of encouragement to such efforts, and at the same time of affording some selections of interest to our readers, we have marked several passages as extracts, but the present claims upon our space will compel us to reduce their number and curtail their length below our original design. The introductory article of the first number contains a specimen of composition, which for the appropriation and combination of nautical terms, gives it somewhat an air of novelty, and if it should smack too much of the glowing strains of Yankee journalism, to commend itself to our more common-place mode of expression, the reader must remember that in all probability it was produced under the exhilarating influence of recovery from the effects of general seasickness: “It is, therefore, with hopeful confidence that we launch our literary craft on the current of the passengers’ favor, assured that if we guide our course by the polar star of truth, taking care to avoid the sand-banks of prejudice, the rocks of malice, and the whirlpools of angry contention, we shall experience in our course the welcome breezes of popular approval.”



Clipper ship *Lightning*



## 5—RECENTLY PUBLISHED

### 73.5.1 Books, special issues of journals

**Kirkpatrick, Rod**, *A Short History of the Australian Country Press*. Mackay, Qld: Australian Newspaper History Group, 2013. 275pp. Among the features of this book are the first histories of the country press in Tasmania and Western Australia, as well as a detailed history of the South Australian country press; and 19<sup>th</sup> century chronologies of the births and deaths of country newspapers in each colony. Available from author for \$50 plus \$8 postage and packing. See contact details at head of this newsletter.

**Ryan, Colleen**, *Fairfax: The Rise and Fall*. Melbourne: Melbourne University Press, 2013. 288pp. An edited extract, “The Fairfax purge”, appeared in the *Weekend Australian*, 15 June 2013, p.15. In the same issue, on p.3, Nick Leys wrote about the book. Neil McMahon interviewed Ryan (*Mediaweek*, 24 June 2013, p.9). Mark Westfield reviewed the book, *Weekend Australian Review*, 29-30 June 2013, pp.20-21. Ean Higgins reported on the book launch, *Australian*, 3 July 2013, p.3. See also “Beecher” and “Carson” in 73.5.2 below.

*The Australian Women’s Weekly: Celebrating 80 Memorable Years 1933-2013: A Journey Through the Decades*, 132 pages, paperback, \$9.95.

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**Royal Historical Society of Victoria**, *Victorian Historical Journal*, 239 A'Beckett St Melbourne, www.historyvictoria.org.au/ Vol.84, No. 1, June 2013. This is a special issue mainly about Victorian newspapers. It was funded by the Edward Wilson Trust. Wilson was editor of the *Argus* from 1848 to 1855 and proprietor from 1848 to 1878. The articles of interest, with their abstracts are:

**Hirst, John**, "On Indexing the *Argus*". Based on a lecture to the Royal Historical Society of Victoria in August 2012, it describes the project, headed by the author and now 30 years old, to bridge 'the gap of 50 years in the indexes of the Melbourne newspaper, the *Argus*. I

**Morrison, Elizabeth**, "David Syme's Role in the Rise of the *Age*". This article examines David Syme's management of the Melbourne *Age* newspaper business from 1860 until his death in 1908. Syme is credited with achieving the daily's exponential rise in circulation but this article considers the extent to which he was aided by circumstances and people.

**Nolan, Sybil**, "The Second Generation: Geoffrey Syme. Managing Editor of the *Age* 1908-42". Melbourne spawned three newspaper dynasties, the Symes, the Mackinnons and the Murdochs; Geoffrey Syme became managing editor of the *Age* after his father David Syme's death; provides a brief sketch of the man, describes the editorial legacy he inherited from his father and how he developed it, and briefly compares him with his counterpart at the *Argus*, Captain Lauchlan Mackinnon.

**Yule, Peter**, "W.L. Baillieu and the Growth of the Herald & Weekly Times, 1889-1931". Between 1895 and 1930 William Lawrence Baillieu built one of Australia's greatest business empires. From the 1890s he was the major shareholder in what became the Herald and Weekly Times Ltd, and the financial success of the company added greatly to his wealth.

**Lourie, Amanda**, "Promotion of 'Useful Knowledge': The *Argus* and Science in 1850s Colonial Victoria". The *Argus* newspaper was a supporter and promoter of science as vital to the progress and prosperity of the colony of Victoria. In its support of science, the newspaper facilitated the development of scientific societies and promoted individual scientists such as William Blandowski and Baron Ferdinand von Mueller.

**Lane, Sharron**, "The *Argus* and Miss Sutherland". A study of Melbourne's most successful child rescue advocate. Miss Selina Sutherland, focusing particularly on her relationship with the media in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries; argues she harnessed public support and fundraising by developing close relationships with key members of print media, including investigative journalist John Stanley James ("The Vagabond") and the editors of the *Argus*.

**Holsworth, Carol**, "The *Bendigo Advertiser*: Historical Notes". Traces growth of this newspaper from its first issue in December 1853 to the last issue under the proprietorship of the Mackay family in December 1918. It demonstrates the significance of a robust newspaper in consolidating community identity and forging communication links.

### 73.5.2 Articles

**Abbott, Tony**, "Man of letters who opened windows on the world," *Weekend Australian*, 15-16 June 2013, p.20. Christopher Pearson, a long-time columnist for the *Australian*, was a complex character, writes the Federal Leader of the Opposition, after the death of Pearson.

**Beecher, Eric**, "End of the print run", *Monthly*, July 2013, pp.34-37. Where is the journalism we need going to come from now? This article appeared in condensed form as "Fine print lost as the money vanishes", *Australian*, Media section, 1 July 2013, pp.24, 26.

**Cannon, Michael**, "Shaping the *Herald*: Sir Keith Murdoch seen through his confidential memoranda", *Inside Story* (<http://inside.org.au/shaping-the-herald-sir-keith-murdoch-seen-through-his-confidential-memoranda/>). As managing editor of the Melbourne *Herald*, Keith Murdoch battled employers, sensation-mongering and overly large headlines in a remarkable series of notes to his senior executives, writes the author in this essay first published in *Nation* in June 1963.

- Carson, Andrea**, “Billions lost, boards to blame: Colleen Ryan on the rise and fall of Fairfax”, *The Conversation*, 1 July 2013 (<http://theconversation.com/billions-lost,boards-to-blame-cooleen-ryan-on-the-rise-and-fall-of-fairfax>)
- Griffen-Foley, Bridget**, “Torn in two parts”, *Inside Story* (<http://inside.org.au/torn-in-two-parts/>) 21 June 2013. On the 40<sup>th</sup> anniversary of the publication of John Douglas Pringle’s *Have Pen: Will Travel* (Chatto & Windus), Professor Griffen-Foley reviews his “self-deprecating account of a much-admired career”. At different times, Pringle edited both the *Canberra Times* and the *Sydney Morning Herald*.
- Hull, Crispin**, “Forget the hype about left-wing bias in the news”, *Canberra Times*, Forum section, page 2, 25 May 2013.
- Kenins, Ian**, “Boom of the bush telegraph”, *Australian Geographic*, July-August 2013, pp.74-81. While metropolitan newspapers shed staff and revenue, small country papers are gaining readers by publishing all the news that’s fit to print in their communities.
- Kirkpatrick, Rod**, “Long steps in four colonies”, *GXpress*, June 2013, pp.34-35. Sorting out the facts in the history of Thomas Strode, who was a pioneering printer in four Australian colonies.
- Knight, Elizabeth**, “Media rivals facing brave new world” *Sydney Morning Herald* Business section, p.7, and *Age* Business section, p. 7, Saturday 8 June 2013.
- Kruger, Colin**, “Break-up could breathe new life into News”, *Sydney Morning Herald*, Weekend Business, pages 6 and 7, and *Age* Business Daily, pages 10 and 11, 18 May 2013.
- Murphy, Mitchell**, “Special tribute to the Hodgsons”, *PANPA Bulletin*, March 2013, p.11. A former *Beautesert Times* editor reflects on the Hodgson family and its sale of its Beautesert newspaper and printing business to Fairfax Media.
- Ryan, Colleen**, “More lost than cash in fading Fairfax”, *Australian*, 17 June 2013, pp.23, 25. The author of a new book on Fairfax (see 73.5.1) discusses the implications of the significant weakening of Fairfax’s major newspaper.
- Samuels, Brian**, ‘Gawler, “The Colonial Athens”, and South Australia’s first local history and first public museum’, *Journal of the Historical Society of South Australia*, Vol. 40, 2012, pp.41-52. The *Bunyip* began publication at Gawler 150 years ago this September. Samuels gives considerable detail on characters involved in the history of the *Bunyip* and journalism.
- Shanahan, Dennis**, “Press Council in Disneyland”, *Australian*, 5 June 2013, p.10. Life’s tough when judgments turn on quotation marks. Anyone for pizza? The *Australian*’s political editor says a few words in praise of *Media Watch* host Jonathan Holmes and a few words in criticism of the Press Council. [Holmes’s final *Media Watch* was shown on 1 July 2013.]
- Wallace, Chris**, “Tragedy of Rupocracy”, *Canberra Times*, Panorama magazine, Saturday 18 May 2013, p.5. Discusses the radical years of Rupert Murdoch at Oxford University.
- Warden, Ian**, “Four more decades of print now in digital”, *Canberra Times*, Saturday 8 June, 2013, p.5. Forty more years of the *Canberra Times* (1955-95) are being digitised and placed on the National Library of Australia’s Trove website.
- Waterford, Jack**, “Jack reminisces on a lifetime tracing halls of parliament”, *PANPA Bulletin*, March 2013, pp.28-29. The editor-at-large of the *Canberra Times* reminisces about 40 years of involvement with reporting and commenting on parliament.

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