



PANPA Bulletin news now

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New deputy for Oz

A NEW deputy chief executive has been appointed for *The Australian*, with outgoing deputy Nick Leeder to become managing director of Google Australia and New Zealand.

Brett Clegg, formerly deputy managing editor, will step into the role of deputy chief executive, reporting to chief executive Richard Freudenstein as of March 1.

Mr Freudenstein said: "Brett takes on this role at a very exciting time in the history of *The Australian*. Our print operations are in great shape – we were one of only two newspapers to grow circulation at the last ABC audit.

"This year we will continue to develop our online, mobile and tablet operations, introduce digital subscriptions and significantly expand our events program. Brett's depth of newspaper experience and industry knowledge will be invaluable to *The Australian*".

Before working at *The Australian*, Mr Clegg spent almost a decade with the *Australian Financial Review*, and

Continued page 2



Elizabeth Campbell of the Gold Coast Bulletin carbon council, part of the One Degree program

News Ltd scores carbon goal

AUSTRALIAN publisher News Ltd has announced the company is carbon neutral and believes that auditing figures, soon to be released for 2010, will show a 20 percent reduction in

emissions for last year.

Making the announcement, News Ltd chairman and CEO John Hartigan said that since launching the company-

Continued page 2



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Fairfax launches property video

AUSTRALIAN publisher Fairfax Media has launched a real-estate specific online video offering, Domain TV.

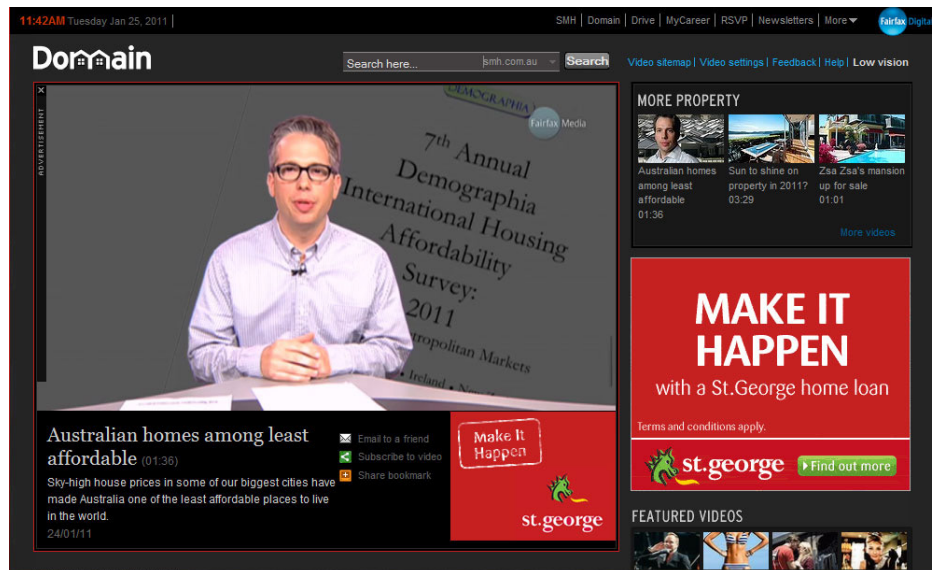
In a statement, the publisher said Domain TV aimed to “deliver unique and diverse video content aimed at Australians in the residential property market”.

Specifically, Domain TV will feature three new video series:

- A news and analysis program, featuring reports on the Australian property market
- A homebuyer lifestyle series, featuring a number of miniseries on aspects of home ownership
- A local expert series, focusing on suburbs of Sydney, Melbourne and Brisbane, and what it's like to live there

The new content will be housed on the existing Fairfax site, domain.com.au in a new video player on the homepage.

The project was developed and managed in collaboration with OMD Digital and Fuse – OMD's integrated



Chris Zappone presents a video on the new Domain TV site

content specialists.

At launch, Domain TV is being sponsored by St George bank.

Sivea Pascale, general manager brand and marketing at St.George, says the sponsorship follows from the bank's long-term sponsorship of the Property sections across smh.com.au, theage.com.au, Brisbanetimes.com.au and

WAtoday.com.au.

“At St.George we're committed to offering home buyers expert advice and we're delighted to partner with Fairfax Digital to launch Domain TV. This exciting new online real estate service is an Australian first, which will offer home buyers extensive online video coverage on Australia's real estate market.”

New deputy CEO

From Page One

spent several years in investment banking with Macquarie Group and with chartered accounting firm Ernst & Young.

News Limited chairman and chief executive, John Hartigan, thanked Mr Leeder for his major contribution to the company, saying “Nick is a tremendously talented executive who has exceeded our expectations at every turn.

“Together with Richard, he tripled traffic and revenue at News Digital Media and over the past twelve months has brought new focus and drive to *The Australian's* commercial operations.

“He leaves with our thanks and very best wishes for the future.”

Carbon neutral News Ltd

From Page One

wide 'One Degree' initiative in 2007, News Ltd had achieved reductions of 18.4 percent in financial year 2010, and he was “confident” auditing would show a 20 percent reduction in calendar year 2010.

“In June 2007 we launched One Degree, setting aggressive targets to cut carbon emissions across every part of our operations,” Mr Hartigan said.

“We started with one idea and a singular commitment, auditing over 85 percent of operations and identifying 179 carbon reduction projects to change how we approach every aspect of our business.

“As a result we have cut almost 30

percent of vehicle fleet emissions, business travel is down by 22 percent through the use of video conferencing and we have invested in more energy efficient equipment to reduce emissions from lighting, cooling and printing.”

In addition to increased energy efficiency and purchasing renewable energy, News Ltd was able to achieve its carbon neutral status through the use of carbon offsets.

The company had its own carbon footprint audit and analyses verified by an independent consulting company, Cventure LLC (Cventure), and then purchased Voluntary Carbon Standard carbon offsets to counterbalance emissions.

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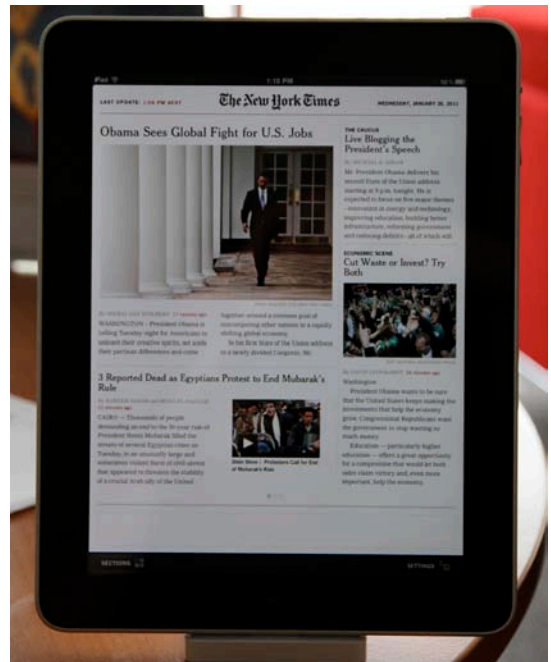
THE *New York Times* is preparing multiple subscription packages for the website and other digital content.

The *Wall Street Journal*, relying on an anonymous source, claimed the new system would be implemented next month, and packages would consist of an Internet-only subscription for unlimited access to the *Times* site, a website and iPad subscription bundle, or full website access bundled with print subscriptions.

The source claimed the *Times* planned to

charge US\$20 a month for the iPad and website bundle, and US\$10 for the website-only subscription.

Online readers will get free access to a certain number of articles per month before they are prompted to subscribe, the same model as that implemented by the *Financial Times*. This approach is aimed at increasing subscription revenue, without losing the audience figures that drive online ad sales, which currently account for around US\$100 million a year, according to the *Wall Street Journal*.



Media considers Wikileaks-like systems

THE *New York Times* may create its own 'Wikileaks'-like system to enable anonymous sources to submit leaked material.

Executive editor Bill Keller told Yahoo!'s The Cutline website that nothing had been finalised yet, but that such a system might be modelled on Al Jazeera's 'Transparency Unit', a website that provides a Wikileaks-like digital dropbox that protects sources by encrypting the transmission of files.

"A small group from computer-assisted reporting and interactive news, with advice from the investigative unit and the legal department, has been discussing options for creating a kind of EZ Pass lane for leakers," Mr Keller said.

Al Jazeera launched the



The New York Times building. Image: wallyg

Transparency Unit earlier this month, and has since had global impact with the leaked 'Palestine Papers', more than 1600 internal documents from Israel-Palestine negotiations.

Al Jazeera stated on its website: "We believe that this initiative will allow

Al Jazeera's supporters to shine light on notable and newsworthy government and corporate activities which might otherwise go unreported.

Al Jazeera goes on to state that all material is "subjected to a rigorous vetting and authentication process"

and subject to "a fierce adherence to our tradecraft commitment of journalism of depth."

When *Washington Post* executive editor Marcus Brauchli was asked if his paper would consider such a system, he said he "wouldn't rule it out".

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Coulson resigns over phone scandal

FORMER News of the World editor Andy Coulson has resigned from his position as communications director for Britain's Prime Minister.

Mr Coulson stepped down due to ongoing pressure over phone hacking incidents by News of the World staff and of a private investigator which occurred while he was editor of the UK tabloid.

The private investigator responsible for hacking the phones of celebrities and members of the royal family, Glenn Mulcaire, has named Ian

Edmonson in court as the News of the World employee who authorised the hacks, according to The Guardian.

Ian Edmonson, an assistant news editor at the News of the World, was sacked this week following an internal investigation into the hackings.

A number of other News of the World employees have been implicated by Mr Mulcaire, with notebooks seized by police containing lists of celebrity phone numbers, as well as first names of News of the World contacts.



Two papers rolled into one

THE *International Herald Tribune* and the *Malaysian Reserve* will now be printed and sold as one edition across Kuala Lumpur due to a new publishing partnership between the two papers.

Malaysian Reserve group editor Abdul Halim Wahab told the *Malay Mail* "this is an exciting alliance with the *International Herald Tribune*" which marks "another milestone in our unwavering commitment to be a key source of reliable business and financial news".

He said the combined newspaper would appeal to both existing readers as well as new market segments. The circulation for the paper is 10,000 copies currently.

The *Malaysian Reserve/International Herald Tribune* is priced at RM7.50 per copy (\$A2.50), in line with the latter paper's current pricing strategy. However, the new cover price will be waived for a period of one year for existing subscribers



while new subscribers will enjoy a substantial reduction of up to RM3.60 per copy.

More cuts for Lexington Herald-Leader

THE Lexington Herald-Leader in Kentucky, US, announced further staff cuts due to a continuing decline in revenue.

Publisher Timothy Kelly told his own newspaper that revenue was again down in the previous year, and "as a

result, we need to implement additional cost-saving measures to achieve our business goals".

Six staff in the advertising and circulation departments are either being laid off or moving to part-time, Mr Kelly said.

Atex wins Dow Jones deal

DOW Jones Local Media Group (DJLMG) has chosen an Atex advertising system for its eight daily and 14 weekly newspapers and websites.

The system is already used by the Wall Street Journal and New York Post.

Dow Jones, the Journal and the Post are all owned by News Corporation.

Atex will standardise DJLMG's advertising practices across all its publications, streamlining workflows by managing classified, retail and digital ads and centralising functions and infrastructure.

Molly Evans, senior VP of advertising and marketing for DJLMG, said the new system would allow for "new pricing options, self-service and electronic capabilities that our legacy system has not afforded us".

"The fact that our sister divisions also chose Atex means we can leverage support from Dow Jones experts," she said.

Meanwhile, Atex has announced a new chief executive. He is Jim Rose, a long-time director of the company. Alan Reardon, who led the company for the past five months in an acting role, will resume his role as Chief Operating Officer.

Previously, Mr Rose was chairman and CEO of Mosaic Sales Solutions.

Free press under threat in Somaliland

THE existence of a free press in Somaliland is being threatened by the Government imposing jail time and harsh fines on editors, according to the National Union of Somali Journalists (NUSOJ).

Five newspapers are facing court cases for “defamation and slander”, including the Saxafi, Hargeisa Star, Ogaal and Yool newspapers.

One newspaper editor has already received three years jail time, and a US\$900 fine.

Mohamud Abdi Jama, editor of the Waheun newspaper, was found guilty last Saturday of defaming the Somaliland police chief, and the director of Somaliland’s electricity agency.

“We condemn Jama’s sentence and call on the court of appeals to overturn the judgment. This verdict is out of the step and could only be taken an



Mohamud Abdi Jama

attempt to silence and intimidate the independent press,” said Omar Faruk Osman, NUSOJ Secretary General.

The NUSOJ said the prosecution was part of a larger movement against the independent press in Somaliland.

“The independent print media is subjected to pressure tactics for freely

exercising journalism. We demand all these charges to be dropped immediately and unconditionally,” added Omar Faruk.

Mr Faruk added that the continuation of these cases will “constitute a blow to Somaliland’s emerging democracy”.

International organisation Reporters Without Borders expressed its “dismay” at the ruling.

“This sentence has all the hallmarks of summary and punitive justice,” Reporters Without Borders said in a statement.

“The court should have first established whether or not anyone was defamed and, if they were, a more measured and just penalty should have been imposed. Imprisonment is clearly disproportionate for defamation. We urge the courts to reverse this decision on appeal.”

Two-year newspaper lock out

IT HAS been two years since 253 workers at Quebec’s largest tabloid newspaper, *Le Journal de Montréal*, received a lockout notice from their employer.

The locked out workers have picketed the newspaper offices for two years after what started out as “normal bargaining over working conditions”, according to Ted Sprague of Canadian news website Rabble, but which quickly “turned into an issue of much greater significance: the future of journalism in the face of media convergence and the antiquity of Quebec’s labour code in the internet age”.

Negotiations between *Le Journal’s* owner, media giant Quebecor, and the union resumed this week after talks in October stalled when employees rejected an offer by a vote of 89 per cent. Quebecor offered to bring back only a small fraction of the locked-out employees – one-tenth of the jobs would have been saved while



redundancies would have been offered to other employees.

The paper has not missed publishing an edition, *Le Journal* has used material supplied by management, other media owned by Quebecor and other news agencies.

US publisher launches ‘travel alliance’

USA Today has launched a ‘travel alliance’ to combine advertising and content partners in a new network.

According to Marketing Weekly News, the new partnership brings together leading travel blogs and niche sites with USA Today’s content to expand niche sections.

A list of the Travel Alliance members is viewable [here](#).

Victoria Borton, general manager of Travel for USA Today, said: “This alliance provides our audience with a unique mix of our original content and content from premier travel sites and blogs chosen by USA Today Travel’s editorial staff.

“We are selecting travel partners that help us expand our offering in those niche categories our readers are most passionate about. As part of the relationship, we also expose USA Today’s content and premium advertisers to our partners’ deeply-engaged audiences.”

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Priorities for community newspapers



Click on the image or go here - <http://vimeo.com/18073504> to watch an interview with Nick Richardson, group news editor of Leader Newspapers. Mr Richardson shares his insights into editorial priorities for community newspapers. By REBECCA LEAVER.

Russians mark bloody history of press

RUSSIAN journalists marked their professional holiday last week – applauding the courageous and dangerous work carried out by their national media professionals.

They give themselves a day off.

Dubbed the Day of the Russian Press, the holiday falls on the same day that 308 years ago resulted in the first Russian newspaper, the Vedomosti (of Peter the Great).

The long history of publishing in Russia is marred with continuing violent attacks on journalists.

Most recently, Sergei Mikhailov, the editor of the local newspaper Saratovsky was brutally beaten.

Anatoly Adamchuk, a reporter for

the local newspaper Zhukovskiye Vesti, was bashed late last year.

The Russian Union of Journalists spoke of the serious concern it has for the protection of media from persecution.

“The profession of journalists in Russia, despite its popularity, remains one of the most dangerous,” the Union stated. “Our colleagues are threatened, killed, taken hostage, and physically assaulted.”

According to the Committee for the Protection Journalists, over the past 15 years, more than 300 journalists have been killed in Russia.

Most of the crimes are still unsolved.

Double or nothing

INDONESIAN newspapers have doubled their daily retail prices in Pekanbaru, on the island of Sumatra – for a day.

This happens every year when the civil servants recruitment results are announced.

The newspapers are the only way to find out whether candidates got a job.

A local retailer told Asia Pulse that the newspapers doubled the 20c a day price but no one ever complained.

“I have already sold 70 copies of newspapers since eight o’clock until midday,” he said.

Another retailer in a different location, Buyung, said newspapers prices rise in accordance to its stock availability.

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Photography, balance and bias

OPINION: Wade Laube

PLENTY gets said and written about bias in the media. The perception of the extent of it is part of the reason that public confidence in the journalistic trade is often said to be on par with that of used car salespeople. But this is mostly a case of perceptions over reality, where people with bees in their bonnets hunt for "evidence" for as long as it takes them to find it and then call that representative. Still, there's no doubt that the odd journo does let their worldview colour their work from time to time.

But photography too has plenty of potential to corrupt fair and balanced reporting.

Good editorial pictures tend to use certain tools to make their point, like emotion, empathy, fear, humour, surprise, suspense and all the rest. At the same time we expect good journalism to be factual, dispassionate and neutral. See the obvious disconnect here? Making matters worse, readers are inclined to be far less skeptical



about what they see than they are about what they read. So a deceptive picture is also more inclined to fool.

There's a time and a place for sympathetic photography, though. For example, it's likely the average person would feel something for a victim of crime when they read the facts about the incident. That's fine and we should expect the impact of an accompanying portrait to be no different.

But if a story was about a businessman in a dispute with his finance company and they're all heading off to court to resolve it, then too sympathetic a photograph

of either party would be prejudicial, inappropriate and just not balanced (although we'd probably not bother with the picture anyway because it sounds like a boring story).

So how do we prevent our desire to always create strong and engaging pictures from ending up promoting the interests of somebody who it turns out is a disingenuous story teller, a vexation litigant or an outright liar?

Well our defence is in the editing. First by the photographer and later an actual editor. It's the process where we ruthlessly cull and shortlist pictures by considering aesthetics, journalistic merit, ethics and a whole lot more.

Unfortunately we can end up excluding great looking work which isn't easy to do for any reason, but this is where our protection lies – and balance ultimately rests with the editing.

Wade Laube is the Sydney Morning Herald photographic editor. He blogs at <http://www.wadelaube.com/blog/> and Tweets at [@wadelaube](https://twitter.com/wadelaube).

Finding the right stuff

THE association is getting scattered but increasing reports about the difficulty of finding staff, especially in the regional areas of Australia.

Who could refuse an opportunity to work on a newspaper . . . it beggars belief, doesn't it?

Anyway, we have vacancies in small-town and suburban newspapers that are not being filled promptly.

And there is nothing more useless than, say, an "open" sales position – which does not usually pull in a lot of revenue.

So, if you have vacancies at your newspaper, tell the Association and we will publish them with your contact details free of charge.

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never know who might be looking for a sea- or tree-change.

Email panpa@panpa.org.au and we will publish the vacancies in the ezine and on our website www.panpa.org.au; plus we'll Tweet and Facebook the jobs listing, too.

New roles at magazine unit

TWO appointments have been made at News Magazines, a business unit of News Ltd.

Alistair McEwan will take the role of national group sales director for magazines that are inserted into newspapers.

Mr McEwan joins News Ltd after a stint in Britain, working on similar newspaper-oriented publications for The New York Times Company.

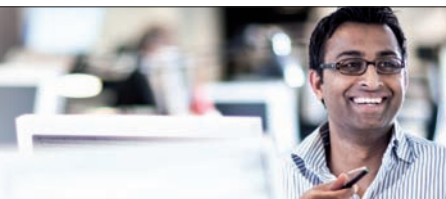
As international advertising director at *The New York Times*, he led international print and digital sales.

Meanwhile, Jodie Smith has been appointed group accounts director at News Magazines.

Most recently, she was the national sales manager (lifestyle) for NewsNet.



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