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The Australian BUSH PRESS

The journal of Australia's independent newspaper publishers

Invasion of the copy snatchers

When disaster strikes, the media from the 'big smoke' descend. Sometimes they add to the problem. The December 1998 Linton fire tragedy is one example, as Angela Henkel of the *Linton News* reports.

WHEN a natural disaster or crisis situation attracts national or international attention, inevitably crews of reporters will converge as close to the action as possible.

Here in Linton, 30 minutes south-west of Ballarat, Victoria, we've had a couple of doses of attention in the past few years. First, a happy dose, with Australia's first raffling of a pub several years back. Secondly a tense and tragic dose - a domestic shooting and police stakeout situation, the Mannibadar shootings.

Finally, the world's attention rivetted upon us again last December with the event the media labelled 'The Linton Fire'. [Tragically, the fire claimed the lives of five firefighters from Geelong.]

'The bloody media - how to offend a whole community in a few easy steps.'

Ninety percent of these media invaders were competent and considerate people who did their job without offence in the information gathering stages, even if half of them got details wrong or misinterpreted the facts.

Unfortunately, it's the other 10 per cent that are remembered adversely by

the community. There are the 'aggressives' who, in their drive for scoops and new angles, expect everyone to drop whatever they are doing for the sake of an interview. Would you believe someone tried to sneak past a police cordon line while negotiations proceeded with a crazed and cornered gunman?

When disaster strikes, do you grab your volunteer overalls or your notebook?

Would you believe shoving cameras and microphones in the faces of exhausted firefighters who are hosing a wall of bushfire just metres away and advancing fast? Cornering grieved and stunned locals still coming to terms with the shock of the sudden and awful deaths of those who had travelled kilometres to help - and demanding to know their thoughts and feelings.

The foolhardies who place themselves in danger in their eagerness for close-ups of a disaster in progress, forcing more emergency personnel away from disaster control to rescue those idiots from

certain tragedy. In my experience, visual media crews from television, cable TV and agencies have more than their fair share of the aggressives and foolhardies.

This 10 per cent have a disproportionate impact in a small town such as Linton, reeling as it was from a tragedy that struck just as we were celebrating the relief of the town being saved by a drop in wind. Local perception of the media reached an all-time low.

It's worth thinking about if you are part of a small rural newspaper. How prepared are you for a major disaster in your backyard?

When disaster strikes, do you grab your volunteer gear or a notebook?

The likelihood is that your paper is a one or a few person operation and that your staff are involved in volunteer emergency services, or have some role in the local disaster plan. So, if trouble strikes, do you don your Country Fire Authority gear and leap onto the tanker at the expense of reporting or do you put the paper first? Can you juggle both roles at once?

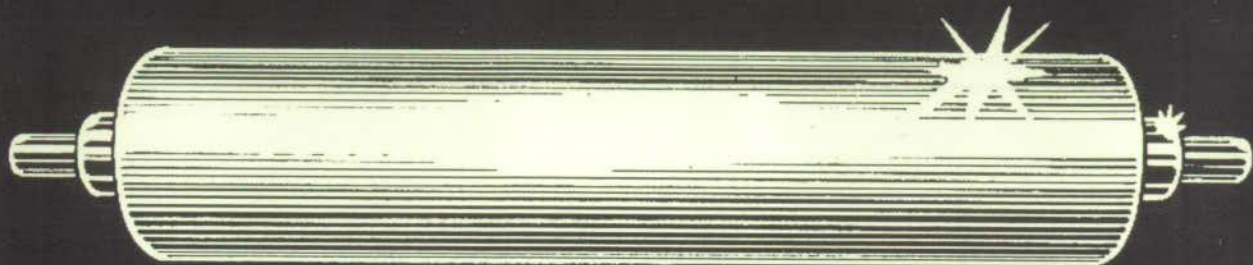
Is your deadline looming or are you fortunate enough to have already put the last issue to bed? If so, can you, or should you, put out a special edition?

What would your priorities be? How would you handle requests from visiting media for background, direct interviews or the use of your facsimile machine and other equipment?

Every situation will be different, but it is worth planning a few disaster scenarios in advance so that you and/or your team have some guidelines - just in case.

Of course, none of you are aggressives or foolhardies, are you? ☐

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Internet ideas

An occasional look at how the Internet can help produce a better newspaper

Fonts galore — and free advice

IT must be one of the best deals on the Internet — \$US29.95 a year for the right to download as many fonts as you like in one year from a library of 75,000 images including 2150 fonts, 40,000 web graphics and 700,000 clip art images and photos.

You need never be lost for graphics and fonts ever again!

The site where this is possible is <http://www.arttoday.com>

The fonts are available in TrueType and Postscript for Mac and Windows and the site is searchable by categories.

This information was obtained from a chat site for weekly newspaper editors operated by Cyber Weekly Consulting — <http://www.weeklynewspapers.com>

Call it up on the Internet. Now if you have a problem or query that you want resolved, just leave a small message on the site and wait for a reply. Those who respond are genuine and helpful.

Booklets keep you informed

HERE'S a chance to explore the collective thoughts of fellow newspaper editors about aspects of our business. The American Society of Newspaper Editors produces several publications dealing with specific newspaper publishing and business issues.

The following descriptions have been downloaded from the ASNE site — <http://www.asne.org/kiosk/publist.htm>

Fighting smarter (\$US5): This booklet explores how newspapers can capture and retain readers. It includes examples of newspapers that are relentlessly local, redesigned for reader accessibility or choose news items based on usefulness to their audience.

1990 Ownership Survey (\$US2): Editors of independently owned newspapers and a matched set of editors from group-owned newspapers react to the same set of questions — and sometimes their answers are quite different.

Covering the Community — Newspaper Content Audits (\$US5): Notes for conducting and analysing a content audit and tips on writing about minority groups.

The Maestro Concept — A New Approach to Writing and Editing for the Newspaper of the Future. This report and videotape (NTSC format) costs \$15.

Nobody Told Us That Covering Local News Could Be So Much Fun (\$6.25): The 28-page report produced by the ASNE Small Newspapers Committee explores an innovative approach to covering life in local communities.

To order, a bank cheque arranged by your bank and payable by an American financial affiliate should be made out to the American Society of Newspaper Editors Foundation. A \$2.50 shipping and handling charge *per item* applies on all orders outside the United States of America.

The address is:

ASNE

Publication Fulfillment
11690B Sunrise Valley Drive
Reston, VA 20191-1409

A 20 per cent discount applies on 20 copies or more of a single publication.

Advice for publishers

HERE is a site that offers stacks of technical information downloadable from the Internet. It is the electronic version of the *Desktop Publishers Journal*. Visit the site at <http://www.nadtp.org/dtphome.html>

View newspapers on the Internet

VISIT another Australian small newspaper site on the Internet. The *Dunoon and District Gazette*, published in the hills behind Lismore NSW can be explored at <http://www.nrg.com.au/village/dg/ddg.html>

Don't be put off by the somewhat whacky name. See how a Canadian small newspaper presents itself on the Internet. It's the *Chilliwack Progress* — <http://www.theprogress.com/welcome.shtml>

Even small community newsletters can establish a credible presence on the Internet. Check out the electronic version of *The Breeze*, the official publication of the Buck Hill Fall Community — http://www.cnpnet.com/bh_text.html

Contribution to communities focus of October conference

THE way Australia's provincial newspapers have shaped the communities they serve will be the subject of a conference to be held in historic Chiltern, Victoria, later this year. The conference, titled *Local Newspapers — Local Identities*, coincides with the 140th anniversary of the now defunct *Federal Standard* newspaper, which folded in 1969.

The newspaper occupied the same premises for more than 100 years. It represents one of the few substantially intact provincial newspaper offices of the gold mining era in Victoria. The *Standard* office, complete with old press, handset type and Linotype machine has been preserved by the National Trust, which hopes conference attendees will possess the skills necessary to use the equipment to produce a commemorative issue. Ink and paper is being donated by the *Border Mail*, Albury's daily newspaper.

To be held on the weekend of 1–3 October, the conference will be a highlight of Chiltern's annual Ironbark Festival. Cost is likely to be less than \$100. Organisers have called for expressions of interest from those who wish to deliver conference papers on the following subjects:

- the history of country newspapers in Australia
- journalists and journalism in rural Australia
- the function and significance of newspapers in Australian country towns, and
- gaps in research in Australian newspaper and journalism history.

Outlines should be sent to the convenors:

Professor Ross Harvey of the Department of Information Studies at the Curtin University of Technology, GPO Box U1987, Perth WA, 6845. Professor Harvey may be phoned on (08) 9266 7430, faxed on (08) 9266 3152 or contacted via email at ross@biblio.curtin.edu.au or Dr Elizabeth Morrison, 2/5 Glenroy Road, Hawthorn, Victoria, 3122. Dr Morrison's telephone number is (03) 9819 0510 and her email address is lizmor@netspace.net.au

What to do with page two?

PAGE two is the problem child in the design of a readable community newspaper, or at least I think so. The issue is more noticeable in a tabloid than a quarterfold, but presents a hurdle in deciding what to do with it and how to fill its relatively important space.

When placing advertisements and copy, the pages usually fall into a natural and predictable hierarchy of hard news on pages one to five, editorial, letters and features on six and seven, general interest information, supermarket ads and advertising features after that, followed by classified advertising and sport.

Many publications run general news on page two and set its advertising content at about 50-60 per cent to compensate for the space devoted to editorial on pages one and three. In turning the page, the tendency is for the eye to be drawn from the banner headlines on page one to a strong picture and story on page three.

It is easy to glance at page two without fully absorbing its content.

The problem is exacerbated by the placement of advertisements from bottom to top of the first two or three columns. Where this is not so and advertising is grouped in the bottom left-hand corner, an eye scanning left to right across the page more easily detects the words of a heading – particularly if it is a single deck, upper and lower case. Two decks of headline type works okay, but three starts to get too onerous and the eye skips to the picture and story on the facing page.

Is that desirable for such a valuable space and is it giving good exposure to advertisers?

A tie-in between pages two and three works sometimes – the picture on page three, but the story relating to it appearing on page two, with a rule, box or strapline over the fold binding the elements together. This can look messy if not done well.

Some publications with early deadlines keep page two open for editorial and letters that rush in close to printing; the shortfall being filled with late breaking stories. That works. Others put a regular feature or element on page two so that readers turn there out of habit.

Open a newspaper, your eye is immediately drawn to page three. Brian O'Connor looks at ways to attract readers to page two and how some of Australia's small newspapers have tackled the problem.

Pre-planning pays off for those who don't want to risk having a hole close to deadline. They determine a topical subject for a news feature – ie Does the town have enough parks? Is daylight saving making our kids play in the hottest part of the day? – and write a picture story in advance.

Thanks to those who accompanied their subscription to *The Australian Bush Press* with a copy of their publication, it is possible to compare page two treatments around the country. (And, please, keep the samples coming.)

The *Euroa Gazette* seeks to reinforce the impression that it has its readership covered. Its page two is given over to district news, with sub headings indicating the town from where the news was sourced. The well printed *Buloke Times* (covering Donald and Birchip in northern Victoria) leads page two with an editorial, as does Mt Gambier's *Border Watch*, the *Courier* serving the Adelaide Hills and its neighbour, the *Southern Argus* at Strathalbyn. (Letters and an editorial is the most common treatment for page two in community tabloids.)

The *Quirindi Advocate* of 16 December 1998 placed beside its page two editorial a column called 'People in the News Today'. The topic of the column was skateboards – a bone of contention in many communities if the stories devoted to this matter are anything to go by.

The *Warrandyte Diary* uses space on page two for a chatty town-talk column, 'In Red and White', by a somewhat comical character called Smoky Joe.

The *Geelong Independent*, overcomes the problem by inserting a full-page advertisement (issue of 8 January 1999).

The *Advocate*, the daily out of Burnie, Tasmania, uses page two and three as a double-page spread of major news stories. The use of a large sans serif headline type grabs the eye and forces the reader to the top left corner of page

two. The mayor's column is a good page two item. A Melbourne suburban, the *Emerald Hill Times*, places a half-page ad below and bills the top half of its page two as a spot for 'not quite news'. A wider column width, ragged right type, single deck serif headings and drop letter caps on the introductory sentence are complemented by a cheeky cartoon.

The chatty style of the copy is a good balance to the ominous page three heading of 'Health Crisis Looming as Drug Needles Run Out' in the issue of 18 November 1998. The *Times* relegates the mayoral column to page four, where it is grouped with council news in very tidy fashion.

New quarterfold 'on-the-block' *The St Helens Herald*, from the east coast of Tasmania, gets straight down to business with town news and upcoming meetings. While the *Coober Pedy Times*, conscious of the tourist influx, gives up page two to: 'What's on', advertisements for tourism businesses and a quick guide called "What you must do in Coober Pedy" for visitors. □

Oldtimers report the history of Tasmania's west coast

THE *Western Herald*, serving Tasmania's West Coast, has tapped the knowledge of its older readers through a popular column titled 'I Remember'.

Rather than rely on information kept by history buffs, the *Herald's* senior citizen reporters bring to life the early days of the region. Their detailed reminiscences make fascinating reading – something that other community newspapers could copy. □

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CONTRIBUTING EDITOR: Brian O'Connor

ADVERTISING: Heidi Wane

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The cover of *The Australian Bush*

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The Australian BUSH PRESS

The feedback page...

Were this magazine to celebrate anything, it would be fraternity. The invocation it seeks to impart to readers is one of belonging. The Concise Oxford Dictionary defines fraternity as a guild, or a company of people with common interests. Isn't that what we are?

And a guild denotes a craft. Each of us helps craft a newspaper. As narrators of life's tapestry, we help define our communities and reflect their character through the pages of our diverse publications.

We perform the task in ones and twos, and isolated from each other. The *Australian Bush Press* seeks to do for readers what they aim to achieve for their readership. The response to the first issue of the *Australian Bush Press* was enthusiastic and encouraging.

Thanks to all who responded personally by fax, phone, letter or through your cheque books. For those that still haven't responded, we would appreciate your subscription soon. One or two even indicated their acceptance of the magazine and its content by publishing extracts (with acknowledgment).

Some of the responses have been included in the letters to the editor inside this issue, or implemented through the pages of the magazine. One area we hope to address in future is the desire for more technical 'how to' articles on newspaper layout and design.

A frequent request was 'when will we have a conference?' An insert to this issue contains details of a possible conference for independent newspaper publishers to be held in Brisbane next January. Attendance could be costly for some who may have to travel from the southern states, but we reasoned that many of these would consider a holiday at or about the same time.

The opportunity is there, but definite commitment is required before such a conference could proceed. Firm written responses expressing a desire to attend would be appreciated before we consider this issue further.

Many readers enjoyed the stories of other newspaper publishers around the country and we include several more in this issue, most notably that of the *Manilla Express*, which celebrated 100 years of publishing in January. Congratulations to the Martin family.

This issue also contains information about what to include in an advertising sales kit and examines what to do with page 2. How the community of Linton coped with media coverage of its bushfire tragedy and the local newspaper's response to the crisis is the subject of a very topical article.

Thanks to all our contributors. And keep the feedback coming.

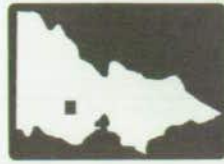
Thanks...

The *Australian Bush Press* is pleased to have been supported again this month by the Worsley Press, Brissett Rollers and A. E. Hudson Pty. Ltd. and Spicers Paper, we thank them for their continued commitment to the magazine. We also welcome new advertisers: Star Printing Services who are responsible for printing the *Australian Bush Press*, Kerry Birchall and Daryl Millard from the Australian Printing Museum, Phillippa Wightman of the *Western Echo* and Wayne McIntosh of Queensland.

Many readers have asked for more information on computer hardware and software. The *Bush Press* has negotiated a special arrangement through Niche Media (publishers of *Desktop* and *Marketing*) for readers to take advantage of a special introductory offer. Make sure you check out the address sheet (fly sheet) attached to the *Australian Bush Press* for details.

Advertising and editorial deadline is
20 May 1999 for the June issue.

Linton News – a labour of love



A description suiting the *Linton News* – a small town newspaper staffed by a horde of volunteers, most of whom are the same person.

THE *Linton News*, the monthly community newspaper produced by the Linton and District Progress Association, is distributed free to the 300 or so households served by the Linton Post Office.

Commencing in May 1985 as a single A4 sheet typed on a manual typewriter and printed by volunteers on the local council's photocopier, it progressed to a two or three double-sided A4 publication. Business cards were used as advertisements. Printing was moved to the larger photocopier at the Kaolin mine – quite the social occasion each month. Volunteers and mine staff enjoyed gossip and elaborate morning teas as they copied, collated and stapled. It was still created on a manual typewriter until I accepted the position of Progress Association Secretary in March 1996.

I didn't realise that I automatically would become editor, reporting crew, sub-editor and proofreader, advertising manager, design team, legal adviser, art editor, receptionist, inserter, bundler and distributor.

Fortunately, I had some experience under my belt, having cut my teeth in the 1980s producing a quarterly dog club magazine over several years and founding a fortnightly newsletter in my workplace – a large financial institution. I did this while contributing articles to local, national and international dog magazines.

So, in March 1996, with the aid of an outmoded IBM clone donated by a local businessman and the 1988 Publish It Lite! software, the *Linton News* was dragged screaming into the desktop publishing era.

Mind you, we didn't have a printer for the computer, and as it reads and writes on five-and-a-quarter inch floppies, the generous businessman had to deliver his printer to us every month. As his work

involved a fair bit of travel, we had some hairy times when the entire publication had to be delayed a few days until he returned to town! This continued until one day when we printed an appeal for an old desk or table to house the computer and we jokingly added 'if you have a spare printer, we would like that

Our 'office' is a corner of my family room. The publication date is the last Friday of the month.

The usual pattern is:

In the week before deadline – Prepare all multiple insertion advertising and issue reminders to all regular contributors and finalise details for reports and stories.

Deadline day – Redesign most of the advertising to accommodate one or two changes that have run unchanged and add new information. Agonise that half the much loved regular contributors have missed the deadline (again).

Deadline day, plus one – Redesign to fit a brand new ad. Run around like mad until midnight to get the items which ought to have arrived before deadline. Remain glued to the desk until about 5am the next morning.

Deadline day plus two – At 5.01am, refill coffee pot and roll another batch of smokes. Print the masters, proofread, reprint, cut and paste the externally generated logos. (Oh, for a scanner!) Have final art ready for volunteer to deliver to Ballarat printers on her way to work at 8.30am. At 7pm that evening accept delivery of the collated and stapled copies. Fold and bundle, 300 of them to Australia Post specifications, envelope and

label the direct mails; sort and prepare the hand deliveries and counter sales.

Deadline day plus three – Deliver to distribution points. Try to catch up on lost sleep, but get interrupted by phone callers inquiring "is it too late to get something in this month's issue?"

Yes indeed, the *Linton News* is a labour of love.

• Pictured: Angela Henkel, editor of the *Linton News*. (Photo courtesy of Robert Ryan, Melbourne.)



too! Yes – you guessed it – we got a printer courtesy of the local school. (It didn't sell at the white elephant sale because a lead was missing.)

We continued to print on the council office copier, but went through about three machines, as they were not designed for large print runs. When the council stopped subsidising the printing cost and charged at cost, we found a printing company in nearby Ballarat willing to match the council rates in return for some free advertising.

until the printer is switched off). As an aside, I've seen some setups where the fonts are being downloaded for every page anyway, despite being installed on the printer.

Your decision on a typeface should also be accompanied with a decision on spacing. Are your spacing defaults still set to the defaults of the layout program you use. Again, if you have considered others and found these to be what you want, I have no criticism.

However, I have seen newspapers where the spacing used in, for example, PageMaker, was specified because the publisher wanted to match the output to their previous phototypesetting system. At the time, that made sense, because it was likely that a page would be pasted up from columns run on both systems.

But the phototypesetting machines have long been consigned to the back shed, and the wide letter spacing (important as it allowed equipment to get considerably out of alignment and still not expose into the space of adjacent letters) remains to this day.

Leading must be considered along with type size – some typefaces need additional leading; others have interline spacing already built in by the designer. So, a 9pt type of one face is not the equal of 9pt in another. Not even the distance from the top of an ascender to the bottom of a descender will be the same.

You may also consider spacing between paragraphs – maybe just a point or so will give an airy look to the page. I agree, but here we enter the area of economics. You will want the bottom of each column to align – and that takes time whether it is done manually or via

paragraphs which run in a larger type. So be aware that if you want these aspects of layout (which are legitimate and can improve appearance), you may be paying for them in additional time taken to produce your pages.

Some layout programs cope with what is called "vertical justification" better than others. But in all it is a compromise and in some it is hardly attempted at all. The extra space needed has to be added somewhere. Harking back to hot metal, the problem then was often solved by "carding", or adding pieces of card between every line until a column aligned with the longest column. In the more slapdash works a strip of type metal was used

so space was added several points at a time to produce some almost ludicrous line spacing.

We will continue this discussion with comments on crossheads, subheads and headings... and the space around them.

• For those using PageMaker, Gordon Woolf has a rudimentary "column balance" script for PageMaker 6.5 that he will send to any Bush Press subscriber who requests it. Send an email to gordon@worsleypress.com, or mail to The Worsley Press, 11 Lintel Court, Hastings 3915.

• Illustration: The four weights available in LinoLetter, typical of the slab serif faces suggested for newspaper use.

LinoLetter AEGabe
LinoLetter AEGab
LinoLetter AEGab
LinoLetter AEGa

a script or other form of automation.

Consider a column of 50 lines of type which comprises 12 paragraphs in one column, and 14 paragraphs in the next. The type size, we shall say, is 9pt on a 10pt body. That totals 500 points in each column and they align neatly. Now introduce one point of space between the paragraphs, and we have 511 points in one and 513 in the other. You must either add space to the first column, or turn a line from the second to the third and add eight points to what remains (this assumes you can accommodate that additional 11 points in the first and don't have to turn two lines from that).

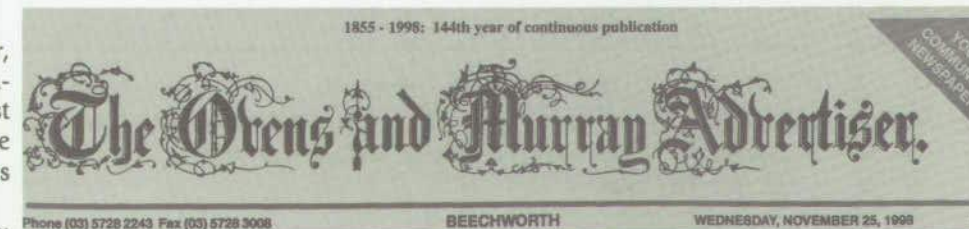
The problem is exacerbated by intro

Masthead is unchanged since the 1850s



THE *Ovens and Murray Advertiser*, published at Beechworth in north-east Victoria, is believed to be the oldest Australian newspaper to use the same masthead continuously since its inception in 1855.

While the *Dalby Herald* and the *Glen Innes Examiner* are among the other newspapers to have kept their heavy blackletter title block, their establishment is preceded by the *Ovens and Murray Advertiser*.



The paper's ornate Old English typeface and floral embellishment masthead is retained in the current tabloid format, albeit somewhat smaller. (the *Ovens and Murray* are

major rivers flowing through north-east Victoria.) Perhaps readers can inform us of the origin of mastheads used on their publications and send us an example for publication.

Let's face it – your body matters

TECH TALK

WE depend on the type we use in our publications, and many of us spend a great deal of time deciding on heading faces and styles.

Too few give the same consideration to the body fonts.

Many use Times, or one of its variations, simply because it is there – on the computer system and in all the laser printers. But are we using a typeface that is comfortable for our readers?

A young audience with good eyes, keen to read the content, will accept, maybe relish the reverses, and type over photos and line artwork which is seen in Wired and the alternative press. I've seen much that I like, but tired eyes have difficulty with it. Maybe that is the point – is it able to be read by the people it is intended for?

Our readers are those who read a newsletter or newspaper for information and pleasure, and a growing number have difficulty physically discerning type. An optician told me that most eyes start deteriorating significantly by age 40, and although people need a revised set of lenses every decade after that, few actually get them. What proportion of you readers are over 40? Newspapers have tended to use larger text typefaces in recent times, even though modern presses produce type which is clearer than was produced by the equipment those in the bush press could afford in the times of hot metal.

In those days, acquiring a new typeface was a major investment, and many country newspapers took the castoff Linotype matrices of bigger papers. Now we have the choice of the world's typefaces for a few dollars each and a special purchase will cost under a couple of hundred dollars for a complete family (and there is no "wear and tear" on an electronic font).

Are you using Times? If you are, then I ask "Why?"

I hope it is because you have considered others, opting for a serif face because research states that it is easier to read in large quantities, and that you

Is your text typeface reader-friendly?
Gordon Woolf looks at the ideal newspaper text fonts and discusses why you should be using them.

know it was designed as a newspaper typeface.

But did you know that it was designed for the very high quality newsprint used by The Times of London? Or that most major newspapers opted long ago for faces with bigger bowls, relatively shorter ascenders and descenders, and better defined serifs. Times fills in easily and the fine serifs do not stand up well to the multiple processes between artwork and press? It is in widespread use because it is included (with minor variations) on just about every laser printer ever made, and, thanks to its inclusion in the almost universal print language of PostScript, in every imagesetter.

I asked a number of typographers for their recommendations for a newspaper font, to be printed on standard newsprint. Six came up with nine recommendations. I'll list them all in no particular order: Nimrod, Olympian, Rotation, Times Europa, Calisto, Melior, Stone, Lucida and Lino Letter.

While some are categorised as serif fonts, others are classified by the foundries as "slab serif". All have most aspects in common – widedset, with good variation between thick and thin strokes, but with no fine strokes, large bowls to letters such as e and a and relatively large x-height. (X-height is the height of lowercase characters such as x which have no descenders or ascenders.)

Some of those fonts you will have to pay full price for, but I've seen Lucida, for example, in collections from Microsoft (though don't get it confused with some in the same series which were designed for other uses, such as Lucida Fax, or Lucida Sans).

One of the typographers I asked, Milo Ivir of Berlin, replied at some length:

"What I recall from a couple of years ago is LinoLetter. The typeface is the result of a research project between Linotype-Hell AG (nowadays Linotype Library) and the Design-School (Schule fuer Gestaltung) in Basel. The project was guided by Professor André Guertler. The team examined all important 'newspaper-typefaces' used since the beginning of newspaper printing. They examined their readability and their rendering when printed. With all this information the team produced the LinoLetter family. The main characteristics of LinoLetter are the newly designed serifs, the visual differentiation of the characters/letters as well as the balanced contrast between the strokes and the white space."

Included are samples of the roman and bold face (it is available in roman, medium, bold and black, all with italic forms, and in versions with true small caps and old-style figures if needed).

Remember, I'm not saying you should use any of these fonts – but I am suggesting you consider them. At the very least, print out some samples of text you have previously run in typefaces you have. And remember that it is no use looking at them on the high quality paper you probably use for laser output, or on the paper output from an imagesetter. Try photocopying them onto the lowest quality paper your photocopier will take.

One word of warning. If you decide on a font which is not installed in your laser printer, you may find that printing each page takes longer. How much longer will depend on computer and printer memory, and there are ways around this such as downloading the new fonts automatically when you start up the printer (they then stay in memory

Getting to know you with a gathering in Brisbane?

THE possibility of arranging an annual gathering of Australia's independent newspaper publishers was raised by several respondents to the questionnaire included in the December issue of the *Australian Bush Press*. Many readers were canvassed on this issue about 12 months ago. We have decided to take the plunge and propose that a

conference of small newspaper publishers be held at the start of the new millennium – the year 2000 – in Brisbane. The city has been chosen because Queensland contains one third of our readership and many readers who live outside that state might want a good excuse to travel to the Gold Coast or some other holiday destination and

combine business with pleasure.

A conference in Brisbane also provides an opportunity for spouses to take advantage of the myriad of holiday experiences offered by the Sunshine State while their loved one satisfies his or her passion for discussing ways of producing a better newspaper.

Because many newspapers close during the Christmas-New Year period, that seems the only practical time for such a conference. The suggestion is for a three-day conference sometime during the week commencing 3 January 2000.

We have made tentative inquiries about accommodation and conference venue. The envisaged costs would be \$180 to participate in the conference and \$55 per night at a good quality motel five minutes from the city centre. This is an excellent room charge for a capital city location during peak holiday season.

The proposed venue is a short stroll away on the banks of the Brisbane River.

If sufficient interest is shown, it is our intention to form an organising committee from among the readership to determine the program and arrange speakers and workshop topics. In the first instance, however we need some indication of how many of you would be willing to attend, determining whether it is viable to organise a conference.

More details will be published in the June issue, by which time a firm commitment will need to be made to a conference.

Now that the suggestion has been put, it is up to the readers to determine the outcome of this proposal. Your feedback would be appreciated and all suggestions accommodated.

A feed back form is enclosed in this issue.

No changes to Print Post yet – says Australia Post

A RUMOUR circulating in the newspaper industry is claiming Australia Post is preparing to abolish the Print Post service. Print Post is a discount mail service for newspapers and periodicals presorted into designated delivery categories.

Abolishment of the service could spell disaster for many country newspapers that rely on the service as their main distribution tool. Readers in remote areas would be disadvantaged if the service were scrapped, resulting in higher postage costs, robbing them of their regular delivery of the local newspaper.

Last month the *Australian Bush Press* wrote to the Federal Minister for Communications, Information and Technology and the Arts, Senator Richard Alston, with its concerns.

Acting General Manager, for the Enterprise and Radiocommunications Branch, Trish Barnes, responded on

behalf of the minister and explained that Australia Post is a government business enterprise responsible for its own commercial and management decisions and said she had referred the concerns of the *Australian Bush Press* to senior management at Australia Post asking them to reply on the matter.

The reply of 23 February from Mr Michael McCloskey, Manager, Board and Liaison, Melbourne, stated that Australia Post was not planning to cease the Print Post service.

In his letter, Mr McCloskey stated: "I can assure you that there are no current plans to abolish or replace the Print Post service. Australia Post is however currently carrying out a review of the service, including eligibility criteria, pricing and presort arrangements. Any changes will be notified to customers well in advance (more than 6 months) of their implementation."

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Brian Reynolds,
Managing Editor of the
Longreach Leader,
Queensland, writes:

HAVE country newspapers become too docile? Have country newspapers become bridled by the need to put revenue ahead of our most important obligation – to speak out on behalf of our community. Are we more concerned with survival than with what is going on around us?

There are times when I think, in the case of *The Longreach Leader*, this is true.

The past few years have been a battle. Years of drought, poor wool prices, declining population, declining services and, for us, declining revenue and rising costs.

It's not difficult to believe that government and big business think country areas should be phased out, particularly where the inland is concerned. Government policies make it cheaper for large companies – mining, for example – to fly workers in and out than to establish new facilities or add to existing towns for workers to live near the job. The Defence Department even proposes to fly workers in and out for its Over-The-Horizon-Radar, just south of Longreach, if it ever works.

While we think things are tough in Longreach, we really are lucky compared with the difficulties faced by other rural communities.

Sure, we've lost population during the drought – shearers and other station workers attracted by the wool industry. But a lot of jobs have been gained by the rapid development of tourism and the expansion of government departments, which has ensured a fairly static population. But Longreach is only one bush community and there is a large number of others who haven't been anywhere near as fortunate.

The result of the disenchantment of bushies was evident at last year's Queensland State election when Pauline Hanson's One Nation Party polled so well in rural areas.

One Nation didn't get its support because

it has great policies – in fact it doesn't seem to have many realistic policies at all – but people were looking for an alternative to political parties that seem to have written off the bush. The support for One Nation is not as strong Australia-wide as in Queensland, but there is just as much disenchantment with the major parties.

The message is there for country newspapers to forget traditional loyalties and let all and sundry know what is happening and what politicians must do to get the bush back into business.

It's too easy to say the bush has 'had it'; it has no future. The problem is that Australia doesn't have people with vision; or if they exist, that vision doesn't extend over the Great Dividing Range. Australia wastes billions of taxpayer dollars developing infrastructure in cities to accommodate more people while the same facilities are available in country towns at little or no cost.

The desertion of country towns over the past 25 years or so has left these towns with a substantial amount of unused infrastructure.

Think how many towns in your area could easily accommodate a few hundred more people without requiring additional water supplies, major sewerage or electricity extensions. In most towns the only need would be for some new homes – after the empty ones have been filled.

Of course, we need some jobs for these people we are going to move in – and that's not as impossible as it sounds. Just imagine the interest in moving small industries to the country if the government took the initiative and offered tax breaks for industry to relocate to the bush.

Think also of the savings to State and Federal Governments whose outlays for suburban infrastructure will be substantially reduced. To some this may be 'pigs might fly' stuff but the potential exists; all it needs is the inspiration to get it to happen. Country newspapers are one of the most powerful influences in rural Australia but how many write as I did at the start – about how bad

things are – instead of how we can make life much better.

We must let politicians know that the so-called bottom line should only be about one thing – the people of Australia. □

Jocelyn Lobascher, Editor
of the *Weipa Bulletin* in
far, far north Queensland,
writes:

AFTER reading the first copy of the *Australian Bush Press*, I feel that formalities in correspondence with your organisation is completely unnecessary. Most of what you published [in the first issue] echoed my experiences here behind the desk at the *Weipa Bulletin* during the past eight and a half years.

I read the story by my fellow A4 newspaper producers, particularly the missive from Kathy Stapley from the *Cooktown Local News*. Kathy and Peter are fantastic people who regularly shake up their sleepy little town. No bureaucrat is safe from Kathy's doggedness and Peter's guts! [Readers will recall Kathy's story about the *Cooktown Local News* service to the people of far North Queensland. – Ed.]

There are two independent papers north of Cooktown. The *Torres News* on Thursday Island almost certainly will always wear the crown [as 'top newspaper in Australia'] while here at Weipa we reside in what we call the far, far north – a region well beyond our competitor, the daily *Cairns Post*.

The *Weipa Bulletin* is actually owned by Comalco. The company also owns 70 per cent of the town's assets and employs a quarter of the population. I can hear readers saying that disqualifies this little paper from membership alongside the battlers producing A4s and other local rags across the country. This is not so. Sure, the three staff who produce our weekly paper are incredibly fortunate to do the work we do and actually get paid for it – regularly. In

Tarrangower Times uses latest technology

IN a footnote to a story about *The Bridge* newspaper, at Koondrook and Barham, in the last issue of the *Australian Bush Press*, the *Tarrangower Times* at Maldon, Victoria was listed among the handful of newspapers still published using traditional hot metal technology. This is not so. The *Tarrangower Times* converted to offset production more than four years ago. The paper uses Apple Macintosh computers running Quark Xpress and a Fuji offset press to print 600 copies of the paper on site each week. We apologise to readers and to *Tarrangower Times* proprietors, Tracey and Chris Oates, for this error. □

Out of Africa – to Samford



Editor, Heather Holcroft, introduces us to her *Samford Times*, the fortnightly quarterfold circulating in the northern outskirts of Brisbane.

HEATHER, is it?" Is it what, I feel like answering sarcastically. I remain polite, knowing what the caller really means is: "Is that Heather?" So starts another conversation with someone who wants to place an advertisement in the *Samford Times*, explaining deadlines, column centimetres and the difference between classified and display ads.

"But it is only two lines" they say when I explain the deadline is several days past and the paper is being printed as we speak. "So, that means I am too late to put my ad in?" Yes, I am sorry it is, I reply. Then there are the telephone calls at home at 8am on Sunday and 10pm at night. Oh, the joys of running a community newspaper.

The *Samford Times* is an independent, quarterfold community news-magazine circulating 4000 free copies to homes in a rural community 21 km north-west of Brisbane.

It was founded two and a half years ago with the staff of an editor, advertising manager, photographer, sales representative, copy boy (which in my younger days I thought was 'coffee boy') and bulk delivery person – all undertaken by myself.

My background in newspapers goes back more than 30 years when my first job was secretary in the distribution department of a national tabloid daily in Kenya. Later came a job with a broadsheet national daily in Zambia as relief secretary working for each department over one year. A move to New Zealand provided an opportunity of working for the editor of a tabloid giveaway – a position entailing a variety of jobs for this small company.

For four years, I was editor of a monthly community newspaper at Samford (*The Village Pump*). I resigned to start the *Samford Times* in 1996. The first copy of the *Samford Times* was published within three weeks.

We publish a mixture of local news, business profiles, movie and book reviews, feature articles and anything else of interest to readers.

The paper is printed at the *Beaudesert Times*, whose staff designed our

and delivered to them at 5.30am on Thursdays for delivery to households that day.

The paper is distributed, the accounts are processed and, all of a sudden, it is Friday. All too quickly Monday sees us off on the hurdy-gurdy once again!

In my spare time, as a founding member of the local branch of the Wildlife Preservation Society of Queensland, Samford Branch, I am the local contact for wildlife advice on problems such as snakes in the roof, possums eating fruit off trees, or a

Samford Times

Free INDEPENDENT COMMUNITY MAGAZINE

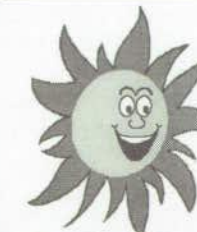
VOLUME 3 NUMBER 25 THURSDAY, DECEMBER 17, 1998

colourful masthead. They also undertake typesetting, layout and proofreading. Copy is collected at 7.30pm on a Monday. Tuesday night is crunch time; liaising on what to hold over until the following issue.

The paper is printed and packed on Wednesday and delivered back that evening. It is repacked for Australia Post

wallaby trapped inside a disused irrigation tank, etc.

I am also vice-president of the shire tourism association. Tourist information on the local area is displayed in my office. This attracts all kinds of people wanting information on local attractions. At least there is no time to say I've got nothing to do! □



Spending Winter in sunny Queensland could be just the boost you need, and it could be a permanent one!

Due to other business commitments, the owners of a weekly local newspaper in Queensland reluctantly offer their masthead and Kodak Express photo processing minilab for sale – either as a joint purchase or they will separate.

The newspaper is tabloid size with a paid circulation (50c) of 1300 and strong readership base. It was established in 1985 and has enjoyed a weekly circulation since the current owners (a husband and wife team) took possession in 1992. It offers a reliable income from the local marketplace, and also generates revenue from the nearby regional capital and advertising agencies. Desktop publishing experience would be an advantage, as would experience in advertising sales. Price: \$85,000.

The mini lab has been established for in excess of 10 years and processes 135, 126 and 110 films on-site, 8x6 enlargements and Image Magic enlargements on-site, offers frames and a framing service, cameras, batteries and accessories, passport photos and a lamination service.

It is an excellent partner for the newspaper and is located in the same office in the main CBD. Price: \$85,000 + SAV

If you are serious about relocating to enjoy the benefits of a sunny Queensland lifestyle and want more information about either or both businesses, call

Wayne or Dianne on (07) 4691 1376 bh or (07) 4691 2652 ah; email: despatch@hotmail.net.au

The Bulletin is popular in Denmark



Editor of the *Denmark Bulletin*, Eileen Lunan, tells how this Western Australian paper has grown in popularity since its inception in 1980.

I HAVE been publishing the *Denmark Bulletin* newspaper for the past 16 years. At present it has a circulation of 2000, sent free by householder mail to all residents in Denmark Shire, plus a number of subscriptions posted to other places; and some copies being placed on sale through local newsagents.

Denmark is a small, pretty, south coast town on the Denmark River, 54 km west of Albany, with many attractions – beautiful forests, farms, a large inlet and clean, white coastal beaches.

The *Denmark Bulletin* was started in 1980 by Bob and Alma Dewar as an advertising circular containing some news items. The Dewars owned a local shop and they produced the *Bulletin* on a Gestetner machine and sent it free to 700 homes by householder mail to all town residents.

The paper filled a real need in the town by printing purely "local" news, but the original publishers left the district in late 1980. The newspaper and Gestetner machine were purchased by Mrs Peg Weaver to be run as a community project with the assistance of the local Cottage Industry group and arts and crafts group.

Several of us became closely involved, finding news items for the paper and typing the wax sheets. In early 1982, the group was not able to continue producing the paper, so I bought it and the Gestetner and, with assistance from my son, continued producing it – mainly in the midnight hours, as we were working full-time.

Producing the paper also led to my

becoming correspondent for this district for the *West Australian* newspaper for 12 years and the ABC for more than 15 years.

The paper grew rapidly and it was professionally printed by the Albany printers. At the time, I was commuting to work in Albany daily – a round trip of 120 km. After six years, a printing business, Denmark Printers, started in Denmark and took over the printing locally. In 1991, Denmark Printers was purchased by Max and Laurel Jones, who had many years experience in the printing and newspaper business. They completely altered the format and production, and still manage production, setting of advertising copy and printing the paper.

The *Denmark Bulletin* is printed on a Hamada offset press on Alpine Offset 70gsm paper. Both the printer and myself use Apple Macintosh computers for pre-press work. I go out and get the news, key it in, take photographs, attend council and other meetings, and also deal with the advertising inquiries from a small office in the printer's premises. As the *Denmark Bulletin* has grown in size to 16–24 pages each fortnight, it has become a full-time occupation. Recently I have had help once a fortnight with part of the keying-in process.

In spite of being distinctly elderly (75), I still find the work stimulating and enjoyable. It enables me to keep in touch with everything happening in the community. It became apparent early on that working dress has to be slacks and flat shoes, as obtaining news and photos can take one to strange places such as



• Eileen Lunan at her desk at the *Bulletin*.

muddy fields, cliff faces or forests. As others will know, newspaper publishing is not always a bed of roses. Once in a while it is quite a shock to come to work and find at least a metre of angry complaint and threats of law action pending from the facsimile machine, usually about some item printed in all innocence as an interesting news story.

However, the good far outweighs the bad. Over the years, we have played our part in helping achieve a satisfactory outcome on some local issues. We have tried to act as a catalyst between diverse groups – with quite a deal of success. It has been particularly interesting to find how many quiet, unassuming people have led exciting lives or have unusual hobbies or skills.

One of our main news items last year involved Denmark becoming Australia's Tidiest Town – the first time the national award has come to Western Australia. State Premier, Richard Court, travelled to Denmark to personally congratulate the Tidy Towns Committee and the community for their achievement.

Local people seem to regard the *Bulletin* as their very own personal newsletter and they give us lots of advice on how they like it. A questionnaire issued some years ago led us to alter the format and mix of contents. □

[Eileen at 75 years-of-age is just a spring chicken. Our oldest reader and active newspaper editor is a woman aged 86! – Ed.]

every other way, the *Weipa Bulletin* compares with the *Nannup Post and Rail* or the *Boab Babbler*.

We even had a colloquial name until I pushed for change a couple of years ago. When the paper was born in 1966, it was tagged the *Bauxite Bulletin*. The change was made as the paper no longer served the Weipa community, but the circulation changed to include three Aboriginal communities – Aurukun, of Wik fame; Mapoon, which also has an incredible history in Australian race relations; and Weipa's near neighbour, Napranum. We also serve stations across the Cape where people, often women, spend weeks alone on stretches of land as big as a European state trying to make a living off the land while husbands work in town when they can get employment.

Anyone who has run a community newspaper can imagine the horror with which the name change was met by the old guard in town. There was a fair chance I would be lynched, so I quickly slipped in a price rise at the same time, which split the complaints and reduced their power. Of course, the old guard still call the paper the *Bauxite Bulletin* and everyone else calls it the 'Bully'.

As far as editorial control is concerned, it is no different than my colleagues elsewhere. The Comalco bosses find out what's in the paper when they hand over their dollar coin. That goes for management, from the very bottom to very top. The local electrical store, service station and other regular advertisers are much more important to the paper, just as they are everywhere. If the money's not coming in, no paper will last long. Community newspapers, more than any other, walk that tightrope every day. The result is truthful reporting and acting in the interest of the communities they serve.

If *Australian Bush Press* readers have any residual doubt that being owned by an enormous multi-national company means we are not part of the independent community newspaper club, consider my day so far.

A man, a teacher, rushed in to advertise his boat. While here he told me he had done his best ever wet season trip from Cairns. He had taken just 10 hours to traverse the 800 km of muddy dirt road and metre-deep river crossings. He thought the story would be a good one for the paper, but said before rushing off again: "You won't say it was me, though, will ya." No, I assured him, knowing the reason to be that the road is officially closed and illegal behaviour by teachers is not highly regarded in town.

The next call was from a distressed woman from Mapoon. She was sobbing down the telephone that some tourist had killed an 80-kilogram grunter and dumped it on the beach in front of her house. It wasn't the smell of the rotting fish that bothered her, it was the cruelty to the old man of the sea.

Along with that, we had the newsagency lady who was assaulted by an 11-year-old when she attempted to stop him tearing into

a fund-raising container on the counter with his teeth! Also our readers wanted to know if the barge would get in. Should it not, fresh food, milk, bread and just about everything else will be unavailable until floods in the southern Gulf of Carpentaria abate. That's likely to be a couple of weeks away. All this, and we are not even producing a paper until next week.

I have treated us to "two editions off" over the festive season. Hence I have time to read 1998's mail and blather about a 33-year-old community paper that is the bible to its readers, just like others featured in the first *Australian Bush Press*.

Incidents such as the following remind me that the work we do really is important to the people in this part of the world, even if they are a bit barmy. I had a call from a woman who wanted to know if I had made a mistake in her horoscope (I buy them). She explained the column had been telling her to redecorate her home during the past couple of months. She thought I had run the same horoscope a couple of times. I checked and said I didn't think so, but apologised just in case.

"Oh, my dear, it's alright. I am not cross. It's just that I'm off to Cairns this week and I thought I would check before I bought the curtain material." □

• (With apologies to Jocelyn, Peter and Kathy Stapley and to Jaki Gothard of the *Torres News*. I was responsible for writing the intro paragraph that claimed the *Cooktown Local News* was probably the most northern independent paper.

At that stage I was unaware of the *Weipa Bulletin* and the *Torres News*. The title definitely belongs to the *Torres News* reinforced by that newspaper's own slogan: "Torres News – Australia's top newspaper".

Greg Wane, Editor, *Australian Bush Press*)

Neil Lomas, Editor of the *Crows Nest Advertiser*, in Queensland writes:

I MUST tell you how pleased I was to receive your excellent news-magazine the *Australian Bush Press*. Congratulations. I sincerely hope the venture is a success.

Having spent my entire journalistic career, more than 30 years, either in country newspapers or closely following them, I'm quite sure that this kind of journalism – with its proximity to its clientele and its immediate and personal accountability – is a demanding, yet fascinating profession.

I share Rod Kirkpatrick's interest in smaller newspapers and will be keen to read his next book. The history of country papers and those who produce them is a colourful and exciting journey.

But it's also pertinent to note that many of the later comers – the desk-top publishers – are often people with limited knowledge in certain areas of newspaper production.

I hope the *Australian Bush Press* can become a vehicle to raise the journalistic standard of every independent publication, no matter how humble. □

For newspaper publishers...

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Monks pray
for a grain

100 years of hot metal at Manilla



By Keith Millerd,
managing editor,
of the
*North-West Magazine**

Manilla Express

AND
North-western Agricultural, Pastoral, & Mining Representative.

Circulating Extensively throughout Manilla, Carroll, Somerton, Attunga, Tamworth, Barreba, Cobbedah, and Bingara Districts, &c

VOL. L—No. I. (PRINTED IN THE FOR) SATURDAY, JANUARY 14, 1899. (REGISTERED AT THE GENERAL POST OFFICE AS A NEWSPAPER) PRICE 3d

ONE hundred years ago almost to the day, the first copy of the *Manilla Express* rolled off the press. Henry St Cleve Vincent was the owner of the bi-weekly journal, which also incorporated the *North-Western Agricultural, Pastoral and Mining Representative*.

For the princely sum of 3d, the *Express* was yours and, as the banner proudly claimed, it was circulated extensively throughout Manilla, Carroll, Somerton, Attunga, Tamworth, Barraba, Cobbedah and Bingara, in New South Wales.

On Friday 14 January, 1999, the current owners of the *Express*, Peter Martin, his wife Audrey, their son John, and daughter-in-law Jane, celebrated the centenary of the newspaper.

A great deal has changed in the 100 years since Henry St Cleve Vincent's realisation of a dream and the *Manilla Express* of today. For one thing, the *Express* is no longer a bi-weekly and the price of 3d has increased (if only slightly, as Peter claims) and the circulation boasted in 1899 has been reduced.

Perhaps what hasn't changed is the way the *Express* is compiled and printed. Holding pride of place in the *Express* office is one of the last bastions of an era in printing – an Intertype. The 85-year-old machine has served Peter Martin faithfully for the past 42 years he has worked at the *Express*. It also served the previous owners and editors well, G.A. Greaves, I.E. Baker, K. Carter, W.P. Harrison and A.R. Macleod, who took over the *Express* in 1919.

Each week Peter flicks a switch on the Intertype and prepares the weekly issue of the *Express*. The Intertype is an American version of the Linotype, the British-made stalwart of the Fourth Estate.

Peter joined the *Express* as a 15-year-old cadet journalist, coming to the town with his father, who was then

postmaster. Two years later Peter found himself out of a job as the owner wanted to give his own son a start.

As often happens, father and son did not get on and Peter was back in the newspaper game, but 'out the back'. That was when he began his 40-year association with the Intertype.

Peter and Audrey bought the *Express* in 1967 after holding a lease for about four years. John came into the game 26 years ago and now the family boasts 100 years involvement in the printing and newspaper business.

The *Express* has become a focal point of life in Manilla, as is the case with most country newspapers. It is the conduit for public comment, the bearer of news, good and bad, and the organ for public and coming events.

"Sometimes newspapers are referred to as 'the two minute silence'," Peter laughs. "But if you are late, leave something out or get it wrong, everyone knows – and they let you know!"

The Martins have made a concession to the computer age and John deftly works a mouse around his personal computer pad.

However, it is the intertype and a Heidelberg KSBA commercial printer that are the true workhorses of the *Manilla Express*.

"It has been a fantastic machine. I really don't know too much about it because it has never broken down," Peter said. "In four decades I have only had to replace one element in the lead melting pot."

"Nothing else has gone wrong, so I would be in trouble if something happened now," he added.

Peter still talks in terms long forgotten in the printing industry – galley, slugs, chases and melting pots. The Intertype and Linotype were the PowerMacs of a

bygone printing era. Now there are only five other newspapers [in Australia] still printed using this antiquated equipment.

"They are a dying breed, but reliable," Peter said.

He had no trouble reproducing the front page of the first *Manilla Express* on the Intertype, probably much as it would have been done by Mr Vincent all those years ago. Peter copied it from the only complete newspaper still in existence, an original held by the Manilla Historical Society.

At the end of January the people of Manilla joined the Martin family to celebrate the centenary of their newspaper.

"There may not be too many more *Manilla Express* newspapers produced in the Intertype," Peter said. "We are now looking at other options."

*Article reprinted with permission.

- Henry St Cleve Vincent first published the *Manilla Express* on Saturday 14 January 1899.
- His son, Cleve Vincent bought his father's interest in the paper in February 1901 and assumed editorship.
- Cleve Vincent became editor of the *Glen Innes Examiner* in 1908 and his cousin, Cecil took the editor's chair at the *Manilla Express*. Cleve Vincent returned in 1914.
- In 1919, the *Express* was sold to A.R. Macleod, who became editor in 1932. He sold out to G.A. Greaves in 1947.
- In 1960, it was taken over by the partnership of W.P. Harrison, L.E. Baker and K. Carter.
- In August 1960 L.E. Baker, died aged 35, while managing editor of the *Express*.
- The *Express* was again taken over by G.A. Greaves. From 1 January 1963 it was managed by P.J. and A.F. Martin on lease, Peter Martin having managed the business for a year prior to this.
- The Martins bought the business in 1967 and continue as owners today, with their eldest son, John, as a partner.

team softball is one such activity.

A series on 'high school champions', using the local school sportsmaster as a source for leads may be productive also.

If your readership includes a high proportion of European migrants, consider a story on the up-and-coming soccer stars in your district. Naturally, squash and tennis have a good following among people with an Asian background.

Locate somewhere near the sports pages stories about personal fitness and nutrition. This is an avenue for additional advertising revenue.

Younger people are savvy consumers too. Give them information they need.

Have you thought about approaching local car dealers for advertisements promoting their range of good second-hand 'first cars'? Devote editorial space to information from motoring organisations about what to look for in a good second-hand car and what are the pitfalls in buying. Credit unions and other financial institutions could be willing to tailor their advertising support to feature personal loans for cars.

It is no use having the message if you don't deliver it to the target audience.

Consider this: Are you reaching the younger readers where they are likely to encounter your newspaper product?

Chances are your newspaper is placed strategically at the newsagents, in the supermarket and possibly the post office. But what about where young people hang out? Do you sell through the milk bar, the fast food restaurant, the video shop, the change stand at the amusement arcade or alongside the popcorn at the movies? Perhaps you should. Newspapers should be vigilant of the trends within their town or circulation area. □

We asked the experts...

Several twenty somethings, all with Internet access, were asked their opinions on newspapers' appeal to young people. A sample of the responses, printed below, is revealing:

Todd Cockshutt, 25, an accountant and obsessed triathlete from Tasmania, lives in Canberra and writes:

"Newspapers are too localised, especially in their coverage of sport. This is understandable from the viewpoint of selling papers in the target region, but out of town readers may not get all the information they need from one newspaper. For example, an AFL fan in Canberra will get no decent coverage of their sport in the *Canberra Times*, so they need to purchase *The Age* or the *Herald Sun*. At the same time the individual still wants to keep abreast of local news, so will be forced to also purchase the *Times*."

"Most younger people do not have time (or, perhaps more accurately, have more important priorities and interests to allocate their time) to thoroughly read one paper, let alone two! So why bother at all?"

"Those with access to the Internet can access their favourite dedicated 'official' sport site in seconds, absorb themselves in what interests them. When they are finished, they can move to the next site and explore the latest news, financial information and other sports interests. With Internet technology increasing exponentially, the growth of 'real time' news services continues to grow. Newspapers are old news by the time they hit the breakfast table."

"Another problem with newspapers is their inability or unwillingness to devote space to fringe sports, sports not played by the baby boomers. Cricket, football, basketball, major sporting events and to a lesser extent, golf and bowls are the mainstays of sports columns. What about the 'new' sports – triathlon, mountain biking, baseball etc?"

"And what about women's sport? Netball, women's golf and cricket are just a few areas where Australian women lead the world, yet receive only passing interest in 'news in sport'."

"Already newspapers are taking the 'can't beat them, join them' approach and getting their papers on the Internet. If they are interested in circulation numbers, the issue needs to be addressed in other ways."

Shawn Selles, 23, a public servant, has an interest in most extreme sports. Like many his age, Shawn buys newspapers mainly at weekends, when he has time to read, catch up on career prospects and get the week's news in summary. Shawn writes:

"As a teenager growing up in Wollongong, I always considered myself a temporary resident. There was never any question that

I would have to move out of town to get an education and a job. I was not dissimilar in my thinking to most of my friends. We all anticipated the need to move away. Yes, I read the newspaper because my parents bought it. However, it did not cover the things that concerned me as a young person."

"Young people seem to have less loyalty to newspapers (particularly local newspapers) than older people. I would say this is based mainly on the reason that their home is where they land their first job, not where they were born. My parents are no longer around to buy the newspaper. Whereas before I would read the newspaper because it was convenient and at hand, now I choose more carefully what I read. After all, it is my money now."

"These days I read the newspaper for its political news. As a public servant, it is useful to keep abreast of the latest political developments and decisions that might impact on my work. These days there is no such thing as a single career or role. It is accepted we will be employed in a number of jobs throughout our lives. Therefore, newspapers are an important part of looking for a job."

"Another reason I buy the weekend newspapers is the classified section. Recently, I have been looking for a new mountain bike, mulch and a motorbike."

"Young people typically are very time conscious. Buying [a paper] on weekends serves another useful purpose in that the news of the week is summarised. Hectic study and work patterns [on weekdays] mean that I may simply go to a newsagency and read the headlines or stop and read the essentials. After a quick perusal, I usually leave the store without buying a paper."

"The weekend paper, with its extra lifestyle section, employment section, classifieds etc is a different matter. Because the paper has a practical use, I am more inclined to buy it at weekends."

"In terms of sport, I rely on specialist magazines. I do this simply for the depth of coverage. The whole magazine is based around a single sport, whereas a newspaper might cover the results of the latest competition. A magazine offers technical advice, writer feedback and product and service information."

"I like mountain biking, motorbiking, weight training, rock climbing, but not AFL, cricket, swimming etc. Finally, the pictorial content of magazines is better than the grainy black and white photos in newspapers. There is much more visual appeal."

"Magazines can be collected and re-read, but newspapers generally get thrown out and recycled." □

Hey guys, young readers are cool!

THE latest Channel Nine television promotion boasts that more Australians receive their news from the Packer network than any other single source (a dubious claim when you consider Rupert Murdoch's newspaper and magazine interests in Australia). If true, it's frightening, particularly for print junkies.

The trend is not all bad. While audiences are turning to television, they are cancelling subscriptions to capital city and regional dailies, but valuing more than ever their local newspaper. The weekly or monthly read is replacing the neighbourly chat over the back fence. However, with more and more teenagers turning to the television, the Internet or – worse – turning off altogether at the amusement arcade, you may not be paying enough attention to nurturing a new generation of readers.

Today's teenagers are hungry for information, but don't necessarily seek it in a traditional way. Many are affluent and seek to satisfy their interest by buying issue specific magazines.

And they are distracted by other sources of information. More than likely they will access the Internet pages of the ABC or national dailies for news bites, which explains why newspapers are moving to a pattern of higher story counts per page, more 'news in brief' sections and summary overviews to introduce stories. In other words, younger people are not in the habit of reading newspapers in the same way as their parents.

Commenting to suburban publisher members of the United States Society of Newspaper Editors recently, Marilyn Moats Kennedy, the managing partner of a career strategies company, examined the reading habits of traditional 'Baby Boomers' and a younger audience she terms 'Busters'.

Ms Moats Kennedy believes younger readers don't want a discount, but value for money; nor do they want to be told a product will enhance their beauty or popularity, as older readers do. The under 25s are more self-assured. "They are highly rational and scientific, preferring instead to know about product specifications. Younger readers want more detail than older ones," she said. It is here that she suggests a newspaper may operate a print version and an electronic site in tandem – summary information in the paper and an interactive database on the World Wide Web. This won't kill the paper and

What proportion of your readership demographic is represented by the under 25s and is your newspaper catering to this market?

ink newspaper, Moats Kennedy says.

"Even if e-commerce grows at the rate pundits predict, the community newspaper will continue to attract younger people who are dedicated comparison shoppers," she said.

"The task is to teach advertisers and editors to supply the right kind of information to attract the Busters, while not overwhelming the Boomers."

The print medium is not ignoring younger readers. Regional daily newspapers have tacked the issue through a Newspapers in Education program, which uses newspapers as a classroom tool to source information for assignments and essays. With apologies to the Jesuits, the strategy is 'give me a child to the age of seven and I'll give you a newspaper reader for life'. A quick survey of newspapers receiving the *Australian Bush Press* reveals an attempt by some to garner younger readers, mainly by including a 'kids page' of puzzles and pictures to colour.

Teenagers and those aged under 25 are not so well catered for, the assumption being that they will be interested in general news stories or sports coverage.

However, community newspapers are best placed to tap into a youthful market. What about devoting one or two pages to a 'youth issues' forum? Or how about appointing a young columnist? If you're daring and your constitution can withstand the strain, give over an entire issue to a young editorial panel directing you or your staff as to the stories to be covered that week or month. Do they have ideas for layout?

"News from schools" is perhaps a more measured response and many *Australian Bush Press* readers have adopted this tactic.

For a slightly older audience, have you thought about running a picture and copy detailing the hopes and aspirations of year 12 school leavers who may not be going onto tertiary studies, but are seeking to make themselves known to local employers? Offering them a free 'work wanted' advertisement may endear your publication to a younger audience and present a positive image of a group sometimes seen as 'bludgers' by older readers for whom job prospects as a 17-year-old in the 70s were much brighter. Many editors consider that

younger readers will take the most interest in the sports pages where to be athletic is, by definition, to be young. But is tradition ruling our logic here? The usual back page fare of football, cricket, bowls and golf is as staple as meat and three veg.

In the same way as Australians are turning to greater variety in their food, so too are they more cosmopolitan in the sports they play and watch. The emphasis of today's young is on the support of a peer base to achieve personal fitness and other goals, but not necessarily – and not exclusively – in a traditional game such as football.

Nonetheless, the weekend football stoush is an obvious back page lead and provides the most colourful headline – something like 'Tigers Maul Roosters'. An enthusiastic coach or person the same age as the editor usually is willing to write the copy. More often than not, it contains phraseology such as 'young Billy Rogers played a fantastic game on the wing'. Cricket in summer and perhaps a smattering of athletics and swimming fill the space around a picture of the big game, the ladies mid-week bowls tournament or a few players leaning on their golf clubs. And there you have the sports pages.

Clearly the under 25s would not be interested in the bowls notes and would show marginal interest in the golfing news. They are less inclined to participate in fixtures sport – football and cricket – but cherish their own fitness. A story on gym culture or personal fitness perhaps would appeal to a younger market.

Individual running is a popular pastime. Interviewing runners about their training regime and tips to improve performance would make a good story. The local shoe shop would place an ad for runners next to such a piece. And is there a sporting injuries doctor in your town or region who would make a good interview subject for the sports pages?

What about making an effort to feature a less visible sport, such as archery, orienteering, cycling and skateboarding. Indoor cricket, touch football, beach volleyball, basketball and netball are all popular too. The barriers that defined one-sex sports gradually are being broken down. Mixed

Mayor praises editor's role

PETER Martin, editor of the *Manilla Express*, has a symbiotic relationship with the Mayor of Manilla, Paul McManus. Cr McManus is the local newsagent and responsible for half the *Express*' weekly sales.

The paper enjoys almost saturation coverage in the town of 800 households. Meanwhile, the mail contractors are kept busy delivering copies to surrounding farms and hamlets.

But it is Cr McManus who is among the handful of people who regularly receive the paper 'hot off the press'.

The Mayor gets to read his own column and anything else that makes news in Manilla each week. That could include criticism of his own council.

"If we do something that Peter doesn't agree with, we soon get to know about it. When something of concern happens – such as a spate of break-ins – Peter will highlight it and express an opinion."

"He also displays a concern for the community. If someone is [overly] critical of the town, he will spring to its defence," Mr McManus said.

Sports columns, community notices, for sale advertisements, a column from the local agronomist and stock and station agent – it is all in the *Manilla Express*, or the 'distress' as some locals cheekily describe it.

Yet, Cr McManus said, these were the same people who stuck their head in the door of his newsagency on Tuesday afternoons in January, when Peter Martin and his family are on holidays, and inquire 'is the *Express* publishing this week'.

Cr McManus is sure the paper is part of the glue that holds his community together.

"It has come time for Peter to want to take a back seat and we will just have to see what happens."

However, John Martin [who will succeed Peter in the business] is a chip off the old block.

It seems the council can expect a bit more stick from the *Manilla Express* in the years ahead. □

The first editorial of the *Manilla Express* provides today's editors with a reflection about the aspirations of their forebears...

"In placing the first issue of the *Manilla Express*, we offer an apology for any defects which may be noticeable appertaining to it. The work devolving upon a necessarily small staff has been considerable and must be understood to be appreciated; but, in the ordinary course of procedure, we shall be quite able to cope with and overcome the difficulties under which we have wrought and render the Manilla branch of the Great Fourth Estate in every way worthy of the parent tree."

"We have a very complete plant, our experience has been of life-long duration and our craftsmen will be of the practical order only, so that our work will well withstand the criticism of the day."

"The province we have mapped out for the *Manilla Express* is essentially one that must commend itself to the large majority who have been establishing themselves in this promising town and magnificent district, being ostensibly to aid in promoting the wellbeing of the agricultural, pastoral and mining

interests of the place. In this, indeed, we hope to play a prominent part, for it is universally admitted that a judiciously conducted newspaper – one unfettered by factions, untrammelled by sectarianism, unworped by bias (political or otherwise) – is highly useful and a powerful factor in the march of progress."

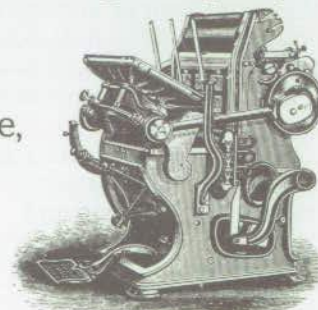
"The power of the orator is acknowledged to be great in its influence. That of the Press is even mightier, for it speaks to the North, to the South, to the East to the West – to the utmost bounds of civilisation. There can be no denying this; it has been so since the noble era when a large-minded Press dawned and illuminated the dark horizon of a prosaic work; and so it will continue until the end of the chapter."

– Publisher Henry St Cleve Vincent addressing readers in the first issue of the *Manilla Express*, Saturday 14 January 1899.

We are interested in acquiring all types of printing machinery and sundries – for permanent working displays

Also with it being a totally working museum, we can supply Typesetting, Monotype, Leads Rules and Borders.

Please call Kerry 0418 583 788



THE AUSTRALIAN PRINTING MUSEUM

Benworden Road, Bairnsdale, Victoria (Bairnsdale Airport)
Correspondence PO Box 342,
Port Melbourne Vic. 3207

What to include in an advertising kit

You should not expect a simple rate card to sell advertising space – it needs the help of a complete advertising space sales kit. It will allow your representative (even if that's you) to make a better impression.

If a potential advertiser sees you have gone to some trouble to provide the information he or she needs on the spot, they are more inclined to view yours as a credible publication.

Here's a checklist to get you thinking.

Purpose

The purpose of such a kit is to:

- provide information about your newspaper and its features and services; anticipate questions from potential clients and answer them;
- promote advertising and distribution services by making it easier for the client to decide to use your newspaper.

Contents

The kit should contain a:

- map of the newspaper's coverage area;
- circulation breakdown of localities covered;
- circulation comparison of your newspaper versus the daily or other major competitor in the market;
- your most recent audited circulation statement;
- your most recent readership study;
- brief history of your newspaper;
- list of editorial and advertising awards;
- list of special features and sections upcoming for the year with dates;
- list of regular significant advertisers;
- testimonial letter from a prominent advertiser;
- copy of the newspaper or a good reproduction of the front page;
- classified advertising rates; and
- retail display advertising rate card.

Advertising rate card

The purpose of the advertising rate card is to:

- inform advertisers of the variety of services you offer and the charges they will incur;
- advise of the guidelines and conditions under which you accept business;
- present this information in a concise, organised format that is easily understood by clients and staff.

Format and presentation of rate card

It is recommended that the rate card be divided into sub-sections, each numbered and each dealing with a specific component of the rate card.

1. Volume discount retail rates

Offer discounts for either lineage volume or dollar volume levels and clearly specify the levels and the rate at each level. If frequency discounts are offered, tie them to a volume level for simplicity (ie. if ad of a certain size runs 12 times, the 5000 cm volume rate applies).

2. Colour charges

State charges for one spot, two spot, three spot and process colour. Don't forget to remind the advertiser of the colour separation charges and indicate the minimum ad size required for colour.

3. Mechanical specifications

If necessary, get these from your printer.

- state the number of columns and lines on a page;
- specify quarterfold or tabloid format;
- express column widths and depth of the page in millimetres;
- state the line screen (eg. 85lpi);
- indicate whether you will accept colour or black and white photos.

4. Minimum and maximum requirements

Use this section to specify minimum ad sizes, charges for ads exceeding certain depths and gutter charges. A late placement or 'no show' fee may apply also.

5. Position charges

State charges for guaranteed positions or prime positions such as the 'ears' either side of the masthead, which usually command a 100 per cent loading.

6. Miscellaneous charges

Use this section to itemise special

charges (if applicable) for halftones, typesetting, creative services, digital screening and so forth.

7. Deadlines

The advertiser will need to be clear about deadlines. State deadlines by time and day for space reservations, advertising material and proof ads, and specify your newspaper's policy in the event of a cancellation.

8. Flyer and pre-printed insert rates

- state leaflet delivery rates in cost per 100, or per 1000, indicating discounts for frequency and extra charges for additional weight or page counts. (This is important, as your mailout costs may be affected);
- specify bundling requirements and shipping address;
- state the deadline for receipt of leaflets; indicate if a minimum number of leaflets is required and whether partial print run insertions are possible.

9. Combination advertising

If you produce two or more publications, do you offer a discount for the same ad or artwork appearing in more than one paper/magazine? It is better to express the offer for such an arrangement in dollars and cents per column centimetre rather than as a percentage surcharge on the rate applying to only one publication.

10. Errors and omissions

Group all legal disclaimers in this section, including:

- liability for non-insertion and errors; claims for errors;
- rejection of ads containing unsuitable material or required to be placed in an inappropriate classification in run-on ad pages;
- company policy regarding libellous or misleading ads.

11. General

Use the general section for items such as:

- discounts for cash or camera-ready material;
- copyright information about copy and artwork you generate;
- the advertiser's obligation to check all information in any proof supplied;
- the publisher's right to change rates without notice;
- the responsibility on the part of the advertiser to ensure that offers and claims made within each advertisement complies with consumer and fair trading laws.

Old printing gear will be saved in new museum

A NEW printing equipment museum is being set up at Bairnsdale in Victoria to preserve and archive many items of equipment and accessories used by printers in the latter part of the 20th century.

The working displays at the Australian Printing Museum depict the printing industry between 1960 and 1980, a period of immense change from machinery to computerisation in the industry. During this period letterpress printing, which had been the dominating process, declined rapidly with the introduction of the offset (lithography) printing process. Phototypesetting quickly took over from hot metal typesetting, however just as quickly as it arrived, computerised phototypesetting disappeared with the arrival of the desktop computer and sophisticated page layout software systems.

Kerry Birchall and Daryl Millard are putting the museum together, and with Kerry's many years of experience in the industry as well as adding to the collection of presses, cameras, guillotines, stitchers, casting machines, matrices, cabinets, etc, they know it will be a reminder of the past in the printing industry for many years to come.

Kerry also has an expanding resource library of operating manuals, typeface catalogues and class notes from such institutions as the Melbourne College of Printing and Graphic Arts.

Printers from around the country have learned of the venture and have passed on items to be preserved in the museum. Kerry has had donations of equipment, memorabilia and photographs from some of the larger trade houses in Australia.

While the museum is remarkable enough as a static display, Kerry is particularly interested in making it 'work' as a printery. All stages from pre-press to finishing will be seen operating. Experienced printers will be able to use the equipment themselves and others will have the chance to learn how to operate as well. Students of printing and graphic arts will be able to access the museum, through TAFE accredited

classes, giving a solid foundation to their training on contemporary machinery and so enhance their training in the craft of printing.

The Australia Printing Museum is in

Benworden Road, Bairnsdale, Victoria and Kerry said he is interested in acquiring all types of printing machinery and sundry equipment.

Contact Kerry on 0418 583 788. □

Centuries of typos

TYPOS, stuff-ups, monumentals – they are the bane of newspapers – errors. Missed by the proofreader (if it was ever checked at all) they usually happen right on deadline and no one notices until five minutes after the paper has been printed. But spare a thought for printers of the 17th and 18th Centuries. Their bread and butter jobbing work was printing bibles.

In a short article that appeared in *Awake* magazine, that landed on the *Bush Press* editorial desk (actually it was delivered by a couple of young Jehovah's Witnesses that caught this editor at home) it claims that errors in bible printing were fairly common in the 1600-1700s. But they were not taken lightly. In 1716, a firm of printers was put out of business for a simple typo that had major ramifications. Where Jesus told the man he healed to "sin no more", the newly printed bible read "sin on more". Later that decade another bible appeared with the chapter heading

over Luke 20 which said "The parable of the Vinegar", it should have read "The Parable of the Vineyard".

The grand clanger of all time had to be from the London printing works, of Barker & Lucas, who were fined £300 in 1631 after they omitted the word 'not' in their version of a bible print job. The commandment read "Thou shalt commit adultery". Needless to say this was a keenly sought-after bible.

As newspaper publishers we would all prefer if these 'proof reading errors' did not occur, but they do and they can be very embarrassing, even costly at the time, but later we all seem to keep scrap books of typos or pin them on the office noticeboards and all have a great laugh about it. The *Australian Bush Press* would like to resurrect and publish (and also share in a good laugh) some of the 'best' from your files (provided they are not defamatory or contemptuous). We might even arrange some prizes, so send in your best by post or fax. □

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SERVICE ✓
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