

James Harrison

First editor of the **Geelong Advertiser** among other things



James Harrison was born in Scotland in 1816. He was apprenticed to a printer when he was only twelve years old, worked a 13 hour day then studied chemistry, mechanics, natural philosophy and mathematics at night school winning prizes at the annual awards for his scholarship. Over the next 12 years he gained valuable experience in the printing industry in Glasgow, London and Sydney and Melbourne before his appointment to establish the **Geelong Advertiser** in 1840.

Harrison began the paper in 1840 sharing rental property in Malop St.

Pascoe Fawkner was the owner of the new paper and Harrison the editor. The business relationship between the men was amicable with Harrison eventually buying out the financially overstretched Fawkner after a few years.

As editor of the **Geelong Advertiser** James Harrison was quickly well known for his forthright views. He spent the 25 years he was editor championing causes, highlighting injustices and condemning and ridiculing many of those in positions of authority. He found the blend of parochial issues, pastoral tips and international summaries was what his readership wanted and this remained his formula for success for some years. He was also fortunate to be able to report some of the country's biggest news stories including the discovery of gold in the Ballarat region.

James Harrison was well known for his scientific studies as well as his business ventures. He published the first almanac of the colony based on his own findings and observations. He also prevented a potential disaster in a fire experiment on board a ship by correctly revealing the method chosen to fight the fire would not work. At the time of his death he was working on a method to extract salt from seawater. He is best known for his role in the development of the process now used in refrigeration. Whilst he was unsuccessful in his initial business ventures in the sale of frozen meat to overseas markets the process was eventually taken up and refrigeration is now part of our daily life.

James remarried a third time in Geelong and this wife and children were the ones to survive him. He died on the small property he owned in relative poverty at Point Henry in 1893. His life spanned 76 years, during which he was at various times a journalist, a politician, inventor and scientist. Public subscriptions in 1896 purchased a headstone for him inscribed "one soweth, another reapeth". Today his vision and efforts are recognised in Geelong's history.

the history of printing and the *Geelong Advertiser*

1445 Johann Gutenberg invents moveable type, the foundation of print reproduction for nearly 500 years.

1622 First dated "news book" published in England.

1655 *Oxford Gazette*, England's first newspaper.

1702 *Daily Courant*, England's first daily newspaper.

1785 First issue of *The Times London*.

1798 First paper making machines.

1803 First issue of the *Sydney Gazette* and the *New South Wales Advertiser*.

1810 Koenig patents steam powered cylinder press (1,100 sheets per hour).

1824 First weekly independent paper in the colony – *The Australian*.

1831 *Sydney Morning Herald* launched – daily from 1840.

1833 *West Australian* launched in Perth.

1840 First edition of the **Geelong Advertiser** Saturday November 21. Printed weekly using a hand worked wooden printing press in demi folio size.

1841 **Geelong Advertiser's** first enlarged woodcut illustration published.

1846 First Hoe type revolving machine – a forerunner of the modern rotary printing press - 8000 sheets per hour.

1847 **Geelong Advertiser** changed from demi folio to broadsheet.

1849 Curved stereotype plate perfected for rotary presses.

1850 Single sheet printed on both sides.

1851 Reuter establishes international news agency

1858 **Geelong Advertiser** enlarges and adopts new typography. Steam engine used to operate printing press.

1865 Web printing invented – allowing a continuous sheet of paper to be printed both sides simultaneously.

1878 Photoengraving, allowing photographs to be reproduced in newspapers.

1880 *The Bulletin* magazine begins publication.

1886 Mergenthaler sets whole lines of type automatically on his Linotype machine.

1901 **Geelong Advertiser** uses the new linotype machine for setting type.

1905 First "offset" printing press developed.

1908 **Geelong Advertiser** introduces the new Cossar electrically driven flatbed press. Rate of production increased from 1500 sheets per hour to 3500 sheets per hour.

1909 Ludlow machine developed for setting large headlines. First half tone illustration published.

1924 The first tubular plate Press erected in Australia for the **Geelong Advertiser**. Rate of production increased from 3500 sheets per hour to 30,000 sheets per hour.

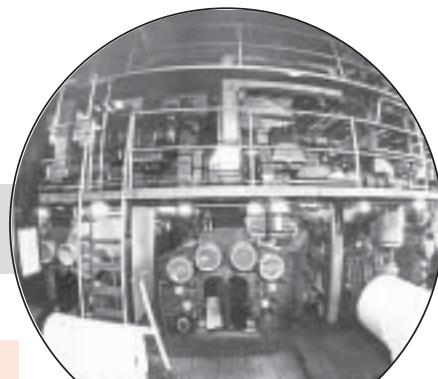
1935 Australian Associated Press, a news gathering cooperative, formed to bring overseas news to Australian member newspapers. Initially this news was received over telephone wires into teletype machines. This news was later received by satellite. Today's news including Australian and foreign news, business and economic stories and hundreds of other stories in interest to readers arrive at the news desk from AAP in Sydney 24 hours a day via our land line link. Reporters access this information from their own computer terminals.

1950 Photographic typesetting reaches Australia.

1951 *Australian Financial Review*, specialist business daily, begins.

1956 August – **Geelong Advertiser** placed an order for Klichograph block processing machine which was installed late in the year.

1960 April 4 - **Geelong Advertiser** transferred to new offices in Ryrie Street and new four-unit Hoe Crabtree letterpress used for publication.



From 1960 a new four-unit Hoe-Crabtree letterpress press was used to print the **Geelong Advertiser** until it was superseded in 1994. The current press is a MAN Roland Uniset.

1964 *The Australian* national newspaper begins.

1975 Cold type was first used in **Geelong Advertiser** production area.

1984 Hot metal composition at **Geelong Advertiser** finished. Total computerisation of production and editorial using cold type method.

1985 **Geelong Advertiser** used computer system from the Herald known as System 5500.

1985 June 19 - **Geelong Advertiser** changed from magnesium to photopolymer plates.

1985 Macintosh SE server for **Geelong Advertiser** display advertisement system running on Novell software.

1993 October - **Geelong Advertiser** brings Cybergraphic system on line.

1994 August - Printing of the **Geelong Advertiser** moved to PMP in Breakwater on their eight – unit Uniman offset press which can print 50,000 64 page papers per hour.

1994 September 1 - Old press moved out of **Geelong Advertiser's** Ryrie Street building. Upgrade of building and offices.

1995 January - **Geelong Advertiser** OPI server online.

2001 November 21 - **Geelong Advertiser** published in tabloid format.

2004 March 30 - **Geelong Advertiser** printed on the MAN Roland Uniset printing press at Rural Press Printing, Ballarat

the history of newspapers in *Australia* and the *Geelong Advertiser*

The early beginnings of Australian newspaper and journalism came compliments of a transported convict. The *Sydney Gazette* and the *New South Wales Advertiser* was first printed by a convict named George Howe. Formerly a skilled compositor for the *Times in London*, he was transported to Australia for a petty crime. Because of his previous work he was appointed the Government Printer.

Three years later using a small printing press brought to the colony by Governor Phillip on the First Fleet, Howe was given permission to produce a weekly newspaper. His first issue appeared on March 5, 1803. As the colony extended other newspapers were started in the new areas of settlement.

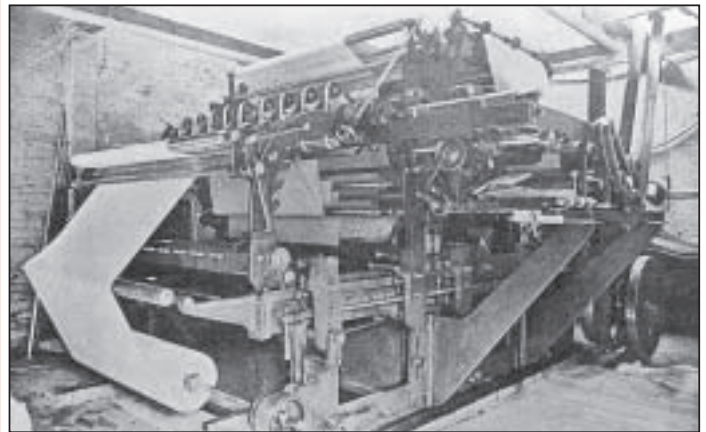
The first edition of the *Melbourne Advertiser* was hand written by John Pasoe Fawkner appearing on the streets in 1838. It was quickly discovered he had no licence to print a newspaper so he had to cease operations for a year. When that paper reappeared it was renamed the *Port Phillip Patriot and Melbourne Advertiser*. Soon competition emerged and Fawkner's paper became known as the *Melbourne Morning Herald* and later *The Herald*, now the *Herald Sun*.

Fawkner commissioned James Harrison to establish a newspaper in Geelong and he purchased a second hand press for his paper. It was used for a short while to print the Melbourne paper but was sold to Harrison when he left to establish the **Geelong Advertiser**. Harrison was the first editor and was able to purchase the press from Fawkner in only a few years. The first publication went to issue at 3.00 pm on Saturday afternoon November 21, 1840. Its first editorial offered profound words of wisdom.

"Bring forth the press!
When first that mighty shout was heard.
Truth rose in radiant light ensphered.
The Nations to address."

Within ten years the **Geelong Advertiser** was being published daily and had moved offices twice in that time. It did not remain without competition however, and during the last 160 years more than seven newspapers have come and gone in Geelong. With the demise of other competitors the paper is now the oldest in Victoria.

The original Fawkner press used by both the *Melbourne Morning Herald* and the **Geelong Advertiser** was offered for auction but after no bids were received it was donated to the Museum of Victoria. Since then it has been moved to Scienceworks in Spotswood where it remains part of the collection but is displayed only occasionally to protect it from long term damage by such factors as UV light.



Cossar Flatbed Printing Press
In 1908 the **Geelong Advertiser** introduced the Cossar electrically driven flatbed press – the first of its kind in Victoria.



Over 160 years of change

An apprentice commencing a newspaper career in the 1950's would have been introduced to a hot, dusty noisy bustling workplace. By contrast today's newspaper workplace is hushed, quiet and spotless with computer operators quietly keying in advertisements or copy for the next day's paper.

Gone are the clattering hot metal Linotype machines, the ink splashed aprons and the smell of melting ingots.

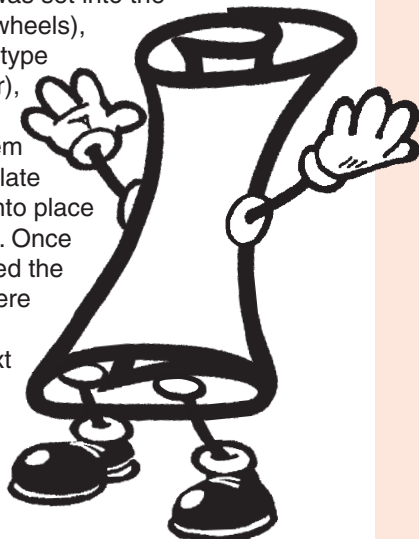
In their place are computer screens and keyboards and a range of computer jargon. Imaging direct to negative, pagination, EPS files, Vax, Photoshop, high resolution proofs, digital scanners and laser image settings are among the new terms.

Hand press era

When James Harrison began the **Geelong Advertiser** he used a hand press that had a supply of already made fonts that were placed on the press plate. The press plate was inked and each sheet of paper was then printed, first on the front then the reverse side. The paper was hand folded then distributed.

Hot metal production

From 1901 until 1985 all type for the newspaper was prepared on the Linotype machines. In this machine the letters were made of lead and experienced operators could produce eight lines of print a minute. These lines of print were set into a galley (a tray) and a copy printed, read and corrections were then made. The corrected tray was set into the chase (a trolley on wheels), made into flongs (a type of cardboard master), which had molten lead poured into them to make the press plate and this was lifted into place in the printing press. Once the paper was printed the lead press plates were melted down and prepared for the next day's production of the newspaper.



*Introduced to the **Geelong Advertiser** in 1901, the then modern Linotype "automatically" set type at a rate of eight lines a minute. The Linotype was in use at the **Geelong Advertiser** until 1985 when sweeping advances in technology saw computer systems introduced.*

Editorial and advertising production as well as accounting functions are now all efficiently carried out on computers.

Cold metal production

Hot metal production ceased in 1985 and was replaced by a short lived system of pasting up pages, known as cold type.

News stories and advertisements were typed and set on the computer and a copy of that page was printed.

The new system used bromides (reproduction quality photographs) of the news text, pictures and advertisements. Each story's bromide was neatly trimmed and pasted in position onto a light weight card. This card had pre-printed markings that showed the columns and the overall size of the newspaper page.

A printing plate was produced from the "made up" page. The completed page was photographed and the printing plate was made by shining a light through the negative onto the light sensitive, soft plastic coating of the plate. The unexposed parts of the plastic stayed soft and were blown away. The text and pictures remained as a hard surface that looked like a rubber stamp.

The printing press was "made ready" to print. The printing plates were attached to a cylinder on the printing press, the rolls of blank newsprint were placed in position of the press and the reservoirs of printing ink on the presses were filled.

As the press rolled blank news print (paper) was fed onto the press at one end. The raised parts of the printing plates were covered in ink from a rubber cylinder and the printing plates printed the image onto newsprint. The finished newspaper came out the other end of the press. Production was constantly checked by skilled printers and other trades people.



Photos and Illustrations

Over the years various methods have been used to prepare photos and illustrations for the press. Initially wood blocks were carved to create a cartoon image. Later zinc plates were etched with acid and it was using this method developed in the 1920's that enabled staff to successfully produce photos for the newspaper.

Today all images can be scanned from the negatives or from the developed photo or drawing. Alternatively a digital photo is taken then downloaded and saved until needed. The image is downloaded via a laptop if the photographer is some distance from the office.

Through our land line link with news suppliers such as AAP and the News Limited services to which we subscribe, we can have a photograph taken in any of the world's trouble spots within minutes of it happening and supplied to our news room.



Computerisation and Cybergraphics

In 1995 we changed to offset printing and became fully computerised. All aspects of the paper from typing of the news stories, setting of advertisements, arranging page layout, paper size and preparation of press plates are done on computer system. We now use a fully integrated **Cybergraphic computer system** incorporating editorial, classified advertisements and accounting.

Editorial copy is written by the reporters, checked and set out by the sub editors according to the specified layout then placed on the allocated page for the next day's edition.

At the same time advertisements are being prepared on the Apple Macintosh system. Layouts are done and art work supplied by the art department then the compositors complete the advertisement and save it to the Cybergraphic system in the allocated booking space.

As each advertisement is booked by the advertising representatives it is given a seven digit reference number. This number stays with the booking space that is placed on the page by the person doing the layouts.

When the advertisement is completed in production, it is filed in the computer system under that same seven digit number, it is then placed into its correct position ready for the completed page to be sent to the image setter. Later, this same seven digit number will be used by the Accounts department to send the client an account.

During the day these large files are saved on the OPI (Open Pre-press Interface). Big colour files, advertisements and pictures could slow down the system. These heavy files are saved straight to the OPI server system, from where they are accessed by sub-editors who put the pages together on their computer.

Each completed page is sent electronically to the press where it is developed onto an aluminium press plate. These recyclable plates are placed on the press, ink settings are checked before the press run commences. The press is capable of printing 30,000 copies an hour. The completed papers come off the press with the pages collated, strapped in bundles and ready to be placed on trucks for distribution to our newsagent network.

the newspaper layout

The main function of the layout desk is to provide a map for the production and editorial departments to follow. In order to do this the "wants" and "needs" of both editorial and classified sections of the paper have to be satisfied. Both must be allocated enough space for their requirements while still keeping the newspaper easily readable.

The first step is to "draw" the page on screen. Advertisements are then placed according to client preferences and the space allocated for sub-editors to place news items around advertisements. Advertisers pay approximately 80% of the cost of production of a newspaper so their needs are catered for first.

The paper follows many rules or guidelines to give readers uniformity between editions. For example, the front and back pages have a set amount of advertising that can appear on them. For the early pages in the paper there is a maximum of 50% allowed. From those page numbers on advertising can be stacked up within reason.

One important rule to follow is not to have conflicting clients on the same or facing pages. Placing two competing firms in close proximity makes neither happy. The rest of the advertisements are placed to try to make the page look uncluttered,

well-presented, readable and in a configuration that can be easily filled by news room sub-editors.

Before the development of the computer system layouts were done by hand. Carbon copies were then distributed to editorial and production departments. Compositors placed the advertisements in position indicated by the layout. Editorial then filled the remaining open area of the pages with news items.

Now the layout is done on the computer and the electronic image or "dummy layout" is then available to both the editorial and production departments. Work on either editorial or advertising can be completed simultaneously.

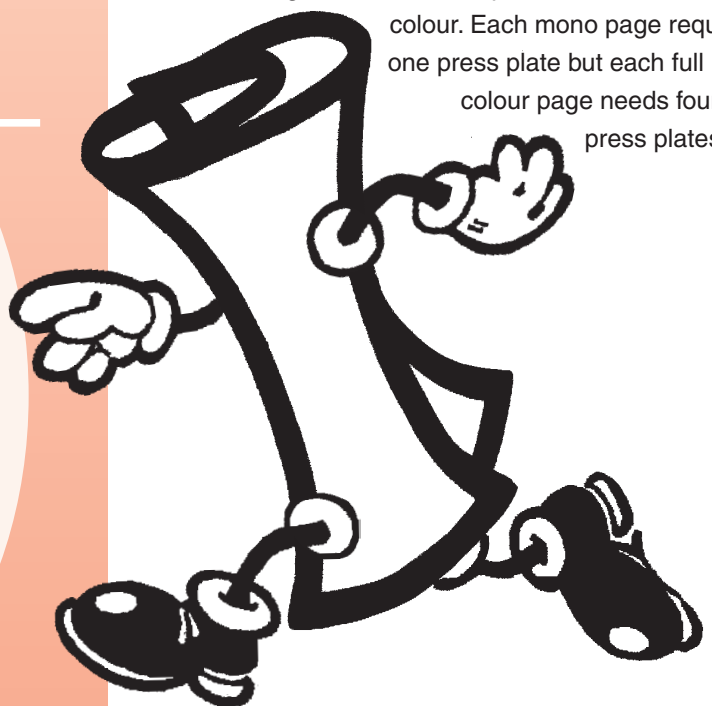
The Paper's Size determines layout

The use of colour has made the task of laying out the paper more exacting. The size of the paper determines the press configuration and where colour will be used. The layout is then done according to the client's requests and availability of colour. Each mono page requires one press plate but each full colour page needs four press plates.

Saturday's Edition

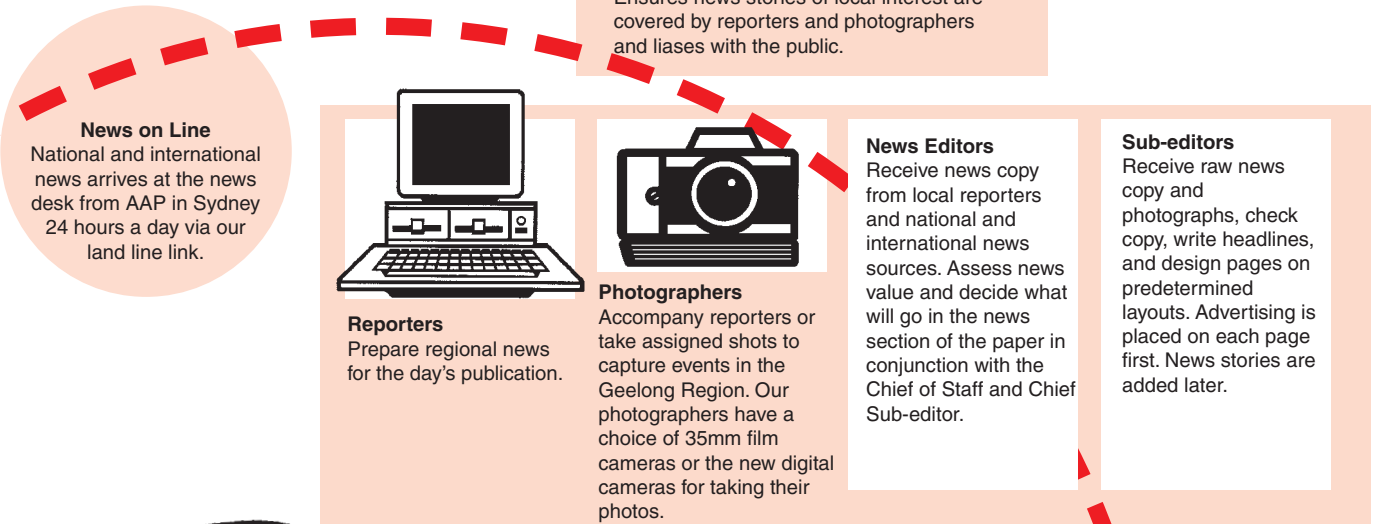
The Saturday edition is printed in three press runs then collated. The motor and real estate sections are printed Friday afternoon to allow for their completion before the final run for the news is printed shortly after midnight.

This means the number of pages must be set early in the day and cannot be changed after the start of the first print run because these pages have set page numbers on them.

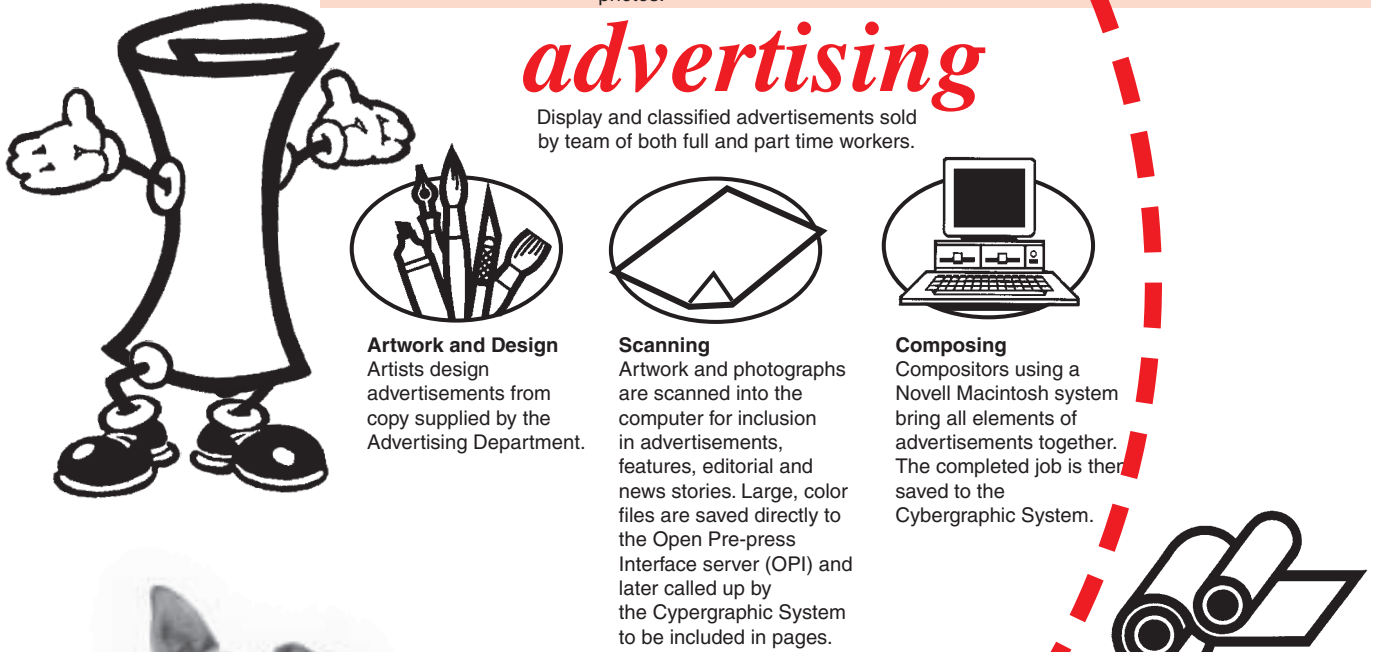


how the newspaper comes together

editorial



advertising



circulation



printing

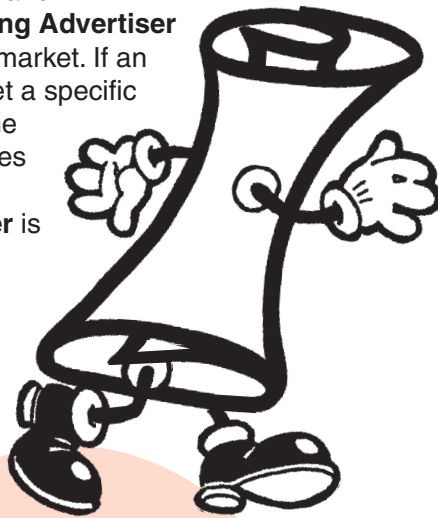
Rural Press Printing, Ballarat – Images of each page are sent electronically to Ballarat. Press plates are made and placed on the press for printing

marketing a newspaper

The Geelong Advertiser's mix of features and supplements reaches the whole region.

With a variety of regular features and high profile series of features and supplements, the **Geelong Advertiser** talks directly to a broad market. If an advertiser wants to target a specific audience they choose the newspaper that dominates the market in all areas. The **Geelong Advertiser** is read by 81% of Geelong region* residents.*

*Source: Morgan Research



over
100,000
readers*

That's how many people read the regular features and supplements in the **Geelong Advertiser**.*

These features and supplements can now be a separate colour insert or run of paper features. Either way they cover a wide range of specific subjects and demand reader attention.

Advertising reaches a huge audience and gets noticed. This all adds up to a great response from readers and advertisers alike.

*Based on Audited circulation figures.

Publishing Days:
Monday to Saturday

REGULAR FEATURES

Daily

In The Know with quick "bites" of handy hints and recipes, *today's television*, *your say* (letters to the editor), crosswords, comics, star signs, racing guide, classified advertisements and public notices.

Fortnightly

GT - a full colour lifestyle magazine featuring local people and issues.

Monday

Local, regional, state, federal and world news, Motoring, Business, Sports Extra

Tuesday

Local, regional, state, federal and world news, rural and golf news, *discovery* - a Newspapers in Education feature.

Wednesday

Local, regional, state, federal and world news, Scoop Children's Page, Property Guide.

Thursday

Local, regional, state, federal and world news, fishing reports, *rave* a nightlife/gig guide, Quest a feature for early primary students.

Friday

Addy TV liftout, Local, regional, state, federal and world news guide, travel.

Saturday

Property and Motor guides, Big Weekend - lifestyle, books and travel.

Media Studies

Who makes the decisions?

Late each afternoon the editor, the chief of staff and some of the sub editors meet for a news conference. At this conference they look at the stories that have come in during the day. From this they select which ones will go into the next day's paper and where they will be placed, ie front page, page two etc.



Effect of competing media institutions on promotions, etc

Our main competitors would be Melbourne-based papers, Melbourne and Geelong radio, Melbourne/Sydney television news services.

The **Geelong Advertiser** promotes itself as the Voice of Geelong. In a region of Geelong's size the local newspaper is just that.

The **Geelong Advertiser** is deliberately positioned to compete with the Melbourne media by offering a product that is designed for our local readers.

The Melbourne/Sydney based news services are very unlikely to run our local news stories. Our journalists can interview local people and run stories that matter to the people here in our region, while remaining in touch with the news of the country and the world via AAP (Australian Associated Press) a news service that provides Australian and world news and makes it available to subscribers through an electronic service. This news is updated constantly.

People may choose to buy only one paper and we want that to be the **Geelong Advertiser**. Hence the need for the promotions department to conduct regular competitions to reward regular readers of our paper and to attract new readers.

UNIT 2 VCE WORK REQUIREMENT

Geelong Advertiser ownership

The **Geelong Advertiser** is owned by News Limited.

News Limited, the newspaper publishing arm of News Corporation, publishes more than 175 different newspapers worldwide including the Herald Sun, The Australian and The Sunday Telegraph in Australia, The Times in the UK and the New York Post in the USA, to name but a few.

The **Geelong Advertiser** is run locally by a management team. Its General Manager and representatives of News Limited, form the board of directors.

The **Geelong Advertiser** group of companies also produces two free weekly newspapers, the Geelong News and The Echo.

The group also publish annual publications, Geelong Info Pages, Bride, Peninsula Bride and Baby & Toddler, as well as Geelong Today (GT) – a fortnightly supplement of the Geelong Advertiser.

The newspapers are printed by one of Australia's largest publishers of regional and agricultural news and information, Rural Press Limited, at their state-of-the-art printing centre in Ballarat.



Our Newspapers in Education department is able to offer schools an education resource that is geared to local students with local references that are not available in school textbooks. Teachers value this service as it gives them a cheap, extra resource for class research.

Media Studies

Aims and intentions of the organisation

The aims of the Geelong Advertiser group are:

- To produce responsible and enjoyable newspapers and other publications for the people of the Geelong district.
- To run a successful company, offering secure and stimulating employment to our staff.
- To achieve a fair profit for our shareholders.

Range and content of production

Geelong Advertiser a daily, paid newspaper.

Geelong News a free weekly community newspaper.

The Echo a free weekly community newspaper.

Geelong Info Pages a free annual directory of local businesses.

**Baby and Toddler
Bride Magazines**

Influence of ownership and control structures

The owners of our paper have regular contact with our Chief Executive, Blair Burr. They must approve the budget which sets the profit target for the company each year. They are also consulted about any major expenditure, such as the purchase of expensive computer equipment.

The Chief Executive manages the business. However, if for example, circulation had a sudden drop, or revenue from advertising reduced sharply, there would be regular contact between the Chief executive and head office management until the problem resolved.

Each department – advertising, production, accounts, marketing, circulation, editorial – has its own manager who is responsible for daily operations. They met regularly with the Chief Executive to plan future directions for the paper.

UNIT 2 VCE WORK REQUIREMENT

Influence of the law self-regulation and public opinion

Journalists are bound by a code of ethics as well as the law of the land. Their code of ethics covers their own behaviour in obtaining stories, conducting and reporting interviews, etc. The law governs the areas of libel and contempt of court.

Target audiences

The **Geelong Advertiser's** target audience is the people of the Geelong region.

You will notice that the front page often presents a story which is of specific interest to the people of the region. Even stories from outside the district are usually edited to reflect the effect of the news on the people of our region.

For example, an increase or a reduction in taxes: who will be affected in Geelong?

The following pages contain a blend of national and state stories along with in-depth coverage of events in the Geelong region. World news appears further back in the paper. The weekend supplement Big Weekend features people and events of our region as does the fortnightly lift out GT.

The sports pages pay close attention to local sportsmen and women, without neglecting the wider interest of state, national and international sport.

