



# THE DIARY

NICK LEYS

TALKING  
TURKEY

‘We were, and still are, interested in what Kevin has to say about pedophilia and if you suggest otherwise, I’m going to write a letter to your editor’

SEVEN REPORTER MIKE DUFFY’S RESPONSE TO A QUERY FROM THE WEEKEND AUSTRALIAN MAGAZINE’S CAROLINE OVERINGTON ABOUT WHY HE HAD NOT REPORTED CLAIMS OF CORRUPTION IN THE CATHOLIC CHURCH MADE BY SYDNEY PRIEST FATHER KEVIN LEE

## Boston out of loop on rosters

IT is no secret that Boston Consulting Group is central to News Limited’s restructure and transformation. It was appointed by chief executive **Kim Williams** very early on in the process. But its precise role appears to be something of a mystery and a company spokesman would only confirm its ongoing involvement. Diary has learned from one senior executive that BCG has been heavily involved in developing News Limited’s digital strategy and the key goal of eliminating duplication on metropolitan masthead websites. BCG has not been involved in the creation of seven-day rosters, Diary has learned. The hard yards on that were done during a series of clandestine meetings in Brisbane between editors-in-chief **Mel Mansell** (South Australia), **Phil Gardner** (Victoria) and **David Fagan** (Queensland) in the past six months. Diary has been told these meetings were considered the key to keeping the editorial side of the business in the loop and happy with the changes that are in progress.

## Packer punch

QUOTE of the week is surely **James Packer’s** response to speculation Crown and Malaysian billionaire KT Lim’s Genting Group are working on a plan to carve up the ownership of casino rival Echo Entertainment. “I have no comment on that other than to say that I have no arrangements with KT Lim. I have no arrangements with KT Lim,” the Crown boss told *The Australian’s* **Damon Kitney**. “And the pissants from *The Sydney Morning Herald* writing more of the crap that they have written for more than 10 years — which is why the *Herald* is going down the tube — doesn’t surprise me. You can quote me on that.” Diary is told Packer went further and actually nominated a few of the pissants in question, but let’s not go down that path.

## Kelly crack

THIS isn’t bad either. On Friday night, Sirius Fund Management managing director **Kieran Kelly** had a crack at Fairfax chairman **Roger Corbett** on Sky’s *Australian Business*. “Listening to that interview, that’s the reason you never put a grocer in charge of a media company,” Kelly, a former *Australian Financial Review* journalist, said of comments by Corbett last week. “He made his money selling cabbages and bananas to housewives, and then he did a 10-minute interview and he didn’t use the word content once. Fairfax’s great strength has always been its content, and media companies are devilishly difficult to manage and it’s because you have to enhance the value of that content and work out ways to sell it, and you’ve got a situation where Corbett is defending **Jack Cowin’s** expertise at places like Channel 10. Well I would say to Roger Corbett he should open one of his own publications like *The Australian Financial Review* and look at one of the share tables. He may not know where to find them because, let me tell him, Channel Ten’s performance has been less than stellar.” Corbett had in an earlier interview with *Australian Business* given a very flattering appraisal of new Fairfax board member and Hungry Jacks boss Cowin and, among other things, his achievements at Ten.

## Ten tanks

DIARY can help Corbett out. On Friday, Ten stocks hit a record low, down 6.38 per cent, falling 3c to 44c. That means shareholders **James Packer**, **Lachlan Murdoch**

and **Gina Rinehart** have done a lot of dough on their investment in the network. And this comes after Ten announced it was killing off *The Circle* (Friday was the final broadcast) but was keeping *Breakfast’s* life support plugged in. Ten management is showing a great deal of faith in *Breakfast*, despite ratings last seen mingling with penguins and eccentric host **Paul Henry** telling people the show was about to be axed. Both *Breakfast* and *The Circle* exist to bring in revenue and *The Circle* simply failed to fulfil this brief following an exodus of advertisers after host **Yumi Stynes’s** comments that Victoria Cross winner Ben Roberts-Smith was “dumb”.

## \$100m contract

MEDIA buyers are scrambling to lodge paperwork for the account everyone is talking about — the \$100 million contract News Corporation in Australia has put out to tender. The account includes News Limited titles — including *The Australian* — Foxtel, NewsLifeMedia magazines and the 20th Century Fox film business. The pitching process is being run by **Hamish McLennan**, who joined News Corporation in February as executive vice-president in the office of chairman **Rupert Murdoch**. McLennan divides his time between New York and Sydney.

## Watch this space

SPEAKING of Hamish McLennan, his previous gig was running Young & Rubicam globally. Heading the local operation is **Russel Howcroft**, chief executive of Y&R Brands and one of the stars of the ABC’s *Gruen Transfer* series. Diary hears Howcroft, who has proved something of a media talent and last year filled in a weekend slot at Melbourne radio station 3AW, has developed a taste for the world of media and is considering an executive position with a media company.

## In the family

**SERGE Macklin** is a producer at Ten’s *Meet The Press* and is a pretty handy operator, Diary hears. But a Canberra source claims the young journo rang the opposition a fortnight ago for some research and questions to aim at that Sunday’s guest, government disabilities reform minister **Jenny Macklin** . . . who just happens to be Serge’s mother. Diary understands Serge didn’t let that stop him from delivering some suitably tough questions for presenter **Hugh Riminton**.

## Two crossovers

FAIRFAX has lost two jourmos to the News Limited network news and features team. They are **Jessica Irvine**, who takes the position of national economics editor, and **Joshua Dowling**, who becomes national motoring editor. Irvine, who is perhaps known as much for her econometric approach to weight loss as she is for her economic analysis, broke the news on

Twitter before News announced it. “Thanks for all your lovely messages. I am looking forward to standing at bus stops with @IRossGittins without getting the urge to push.” **Ross Gittins** is economics editor at the *SMH*, a job Irvine obviously aspired to. And here’s a taste of what readers can expect, from her column on Friday: “When writing columns to deadline, I pump myself up by listening to the soundtrack of *Glee*, an American television show in which a cast of high school characters performs classic songs with a modern twist (I’m doing it right now).” Irvine tells Diary she leaves Fairfax without a redundancy package.

## Seven speculation

SEVEN’S new news director in Melbourne, former *Herald Sun* editor **Simon Pristel**, hit the ground running last week, wasting no time “settling in”. His appointment has kicked off the rumour mill once again about the future of other Seven news directors nationally, including **Chris Willis** in Sydney and the often talked about future head of news and current affairs **Rob Raschke**.

## No future news

NEWS Limited’s Future of Journalism website hasn’t been updated since March, when **Steve Rubel** from Edelman visited Australia. Let’s cut them some slack; things have been busy.

## Olympic overload

RADIO National listeners are an infamously strident bunch, unafraid of complaining to the ABC about perceived failures of the network. And complain they have, Diary has been told, about coverage of the Olympic games creeping into the normal broadcast pattern. RN listeners apparently feel overcome with Olympic news on hourly and half-hourly news broadcasts in addition to *AM*, *The World Today* and *PM*. A spokesman denied this to be the case but did say international listeners experiencing “Olympic-related geoblocking” had complained as they were temporarily unable to access content.

## Bio gig

DIARY hears *The New York Times* has commissioned Tasmanian author **Richard Flanagan** to write a profile of **David Walsh**, the professional gambler and founder of the Museum of Old and New Art.

## Twitter warning

DESPITE denials from Ten it has counselled some Canberra staff about their Twitter activities and issues of bias against certain political parties, Diary hears an email was sent out after last week’s story reminding political journalists to post only comments they would be happy to see go to air on the nightly bulletin. Nothing to see here, move along.



**James Packer is unhappy with speculation on his arrangements**



## TEN QUESTIONS

Rod ‘Rocket’ Allen moved from sports journalism to handling the media for some of the biggest sporting events in the world. He spoke to Sally Jackson from the London Olympics

**What’s your background? How long have you been in sports journalism?**  
Trained as a News Limited cadet, I worked for 11 years at News Limited (*The Daily Telegraph*, News Limited Canberra group bureau) and 11 years at Fairfax (*The Sun-Herald*, *The Sydney Morning Herald*). I have worked in all areas of journalism, including finance, state and federal politics and was a chief of staff for six years. For the last five years at Fairfax before I left, I was managing editor sport.

**When and why did you leave sports journalism and what are you doing now?**  
I left Fairfax straight after the Beijing 2008 Olympics after I had managed the Fairfax combined coverage. It was the first digital games. The writing was on the wall when we got back that the times ahead in the industry would be getting tougher. My plan was to start my own consultancy business, now called The Rocket Group, and work with sporting organisations and sports-related businesses in the areas of media and communications strategy, management and social media. We are now also producing affordable-entry, television-quality panel discussion shows for sporting bodies called Rocket Group TV.

**What’s your job at the Olympics?**  
I am serving as the manager of the Australian Olympic Committee’s office in the main press centre. Fundamentally, the team in the MPC office publishes the website Olympics.com.au and *Aspire* magazine and services the needs of the Australian and international media. We help out with a wide range of inquiries, ticketing and other requests, and facilitate the daily 9am media conference.

**Tell us about Aspire**  
*Aspire* is primarily produced for the Australian athletes and is published every day of the Games. It is delivered under their doors every morning and it captures all of the news around Australians in Olympic competition. It is a great boost to team unity and the athletes really appreciate it.

**How big an operation is the main press centre?**  
There are 21,000 journalists and photographers covering the Games in London and 15,000 athletes. The MPC houses offices for the international news organisations.

**What are the logistics of the daily press conference?**  
About a dozen television cameras and about 20 Australian and 10 overseas journalists attend each morning. It is where the chief de mission is available to discuss the issues of the day and a formal way of making athletes available to the general media. Generally the athletes that appear there have won a medal or achieved another major milestone.

**Are athletes difficult to deal with?**  
This is a huge occasion for every team member and they are usually very happy to do whatever they can with the media. But, of course, their main focus is on their performance in competition.

**Who’s the most difficult athlete to deal with? (Go on, you can tell us!)**  
I can honestly say they are a fantastic bunch. They are so thrilled to be here to represent their country that they are a dream to deal with.

**Are you getting to watch much sport yourself?**  
Our accreditation allows us to get into the media tribunes of most events and sometimes we can slip in for an hour or so to events that are being held near the office in Olympic Park.

**Your favourite moment of the Games so far?**  
Aussie 18-year-old Jess Fox winning silver in the women’s canoe/kayak slalom. It was a big surprise from a lovely young girl. She actually outperformed both her parents who were also Olympians. The pride shown by her father was very touching.

## PREMIUM CONTENT

Read the answers in full at

www.theaustralian.com.au

## CLICHE OF THE WEEK

CHRIS PASH



AGAINST overwhelming odds the Olympics kicked off with a fairytale ceremony marking the pinnacle of an athletic life and a roller-coaster of once-in-a-lifetime opportunities.

An Olympic Games is an intense time for sports writers with many tempting avenues for the use of cliché.

“(Leisel) Jones, winding down her pinnacle swimming career at her fourth Olympics, said that she was overwhelmed by the public support she had received.” (Agence France-Presse, July 29)

“It’s been a roller-coaster career for (Canadian Emilie) Heymans.” (*Waterloo Region Record*, July 30)

“Astonishing as her

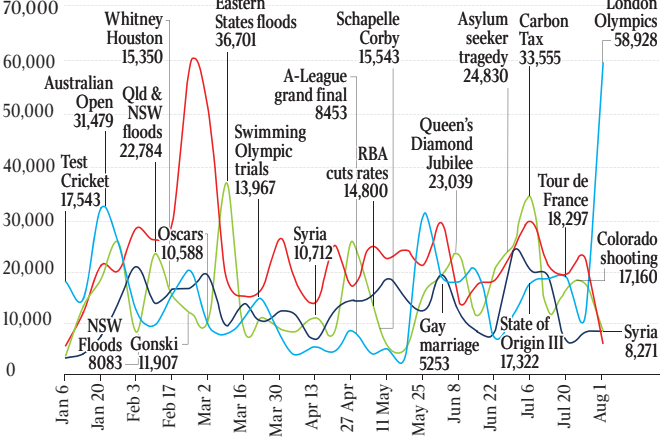
(Monique Gladding) story of recovery may be, she is not the only member of Team GB’s diving team who has battled overwhelming odds to win their place.” (*The Guardian*, July 26)

“Of all the honours that an American woman can win at an Olympics, the gold medal in the women’s gymnastics all-around is the one that most completes the fairytale.” (*The Forth Worth Star-Telegram*, July 30)

“The US Olympic swimming trials are like a Fiona Apple album: an emotional roller-coaster with soaring arrangements that drown out the melancholic stories.” (*New York Times*, June 27)

# The Numbers

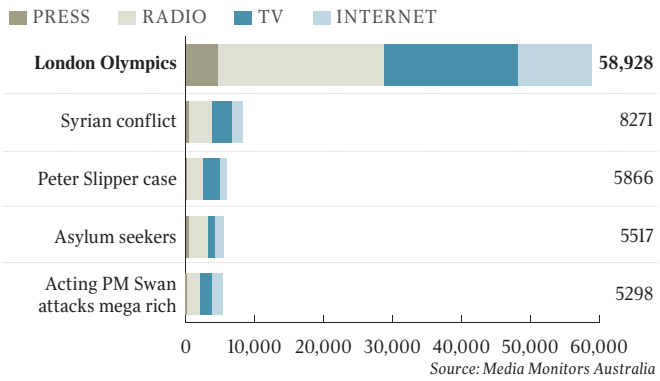
## MEDIA WORM



## TOP STORIES LAST WEEK – MEDIA MONITORS

Most mentioned issues: press, radio, TV and internet

The Games of the XXX Olympiad kicked off in London last week with a critically acclaimed Opening Ceremony. The event saw Queen Elizabeth II debut her acting skills, helping to set the theme of a light-hearted look at Britain, celebrating its exports of pop music, its natural countryside, and the industrial revolution. The games dominated media, with the ongoing troubles in Syria and new allegations in the Peter Slipper case also attracting coverage.



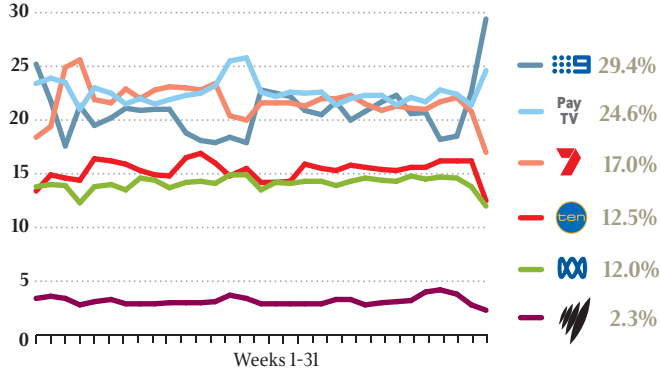
TV MARKET SHARE { % }						
Overnight data (Live + As Live) 6pm-midnight						
Metropolitan*	ABC	Seven	Nine	Ten	SBS	Pay-TV
SYDNEY	10.2	15.8	34.1	10.7	3.1	22.7
MELBOURNE	11.2	18.1	33.0	13.1	3.6	20.3
BRISBANE	9.6	17.0	30.1	12.6	3.0	22.0
ADELAIDE	11.0	21.0	33.6	14.5	3.1	16.7
PERTH	13.0	21.6	29.8	13.3	3.7	18.3
Regional*	ABC	Seven/Prime	WIN/NBN	S.CROSS/TEN	SBS	Pay-TV
QUEENSLAND	7.8	22.7	29.9	12.7	2.7	17.1
NORTHERN NSW	8.4	12.5	25.2	8.5	3.2	19.5
SOUTHERN NSW	11.3	19.1	35.3	12.6	3.8	17.3
VICTORIA	11.6	22.0	35.7	10.4	3.3	13.3
TASMANIA	15.6	27.5	31.7	10.4	3.2	11.8

Network totals include digital channels where available  
\*Toy TV – Foxtel, Austar, Optus  
Source: OzTAM Regional/TAM

## AUDIENCE SHARE { % }

Includes digital channels

All TV: 5 City Metro (6am-midnight) Week 31: July 29-Aug 4, 2012



(Current week: Overnight Data – Live and As Live; Consolidated all other weeks) Source: OzTAM

## THE TOP 10 TV PROGRAMS { '000 }

Overnight data (Live + As Live)						
	Total	Syd	Melb	Bris	Adel	Perth
1 LONDON LIVE: D2 EARLY EVENING	9 2,141	696	594	412	245	194
2 LONDON LIVE: D2 EVENING	9 1,918	642	606	321	197	152
3 LONDON LIVE: D3 EARLY EVENING	9 1,819	544	541	372	192	171
4 LONDON LIVE: D4 EARLY EVENING	9 1,790	573	511	364	189	153
5 LONDON LIVE: D8 EVENING	9 1,750	545	522	310	196	177
6 NINE NEWS SUNDAY	9 1,738	557	522	336	173	150
7 LONDON LIVE: D5 EVENING	9 1,705	560	510	291	184	161
8 LONDON LIVE: D5 EARLY EVENING	9 1,672	529	464	333	161	186
9 LONDON LIVE: D8 EARLY EVENING	9 1,569	476	453	287	175	179
10 LONDON LIVE: D4 EVENING	9 1,539	465	456	295	174	149

5 City Metro, Week 31  
Source: OzTAM

## THE TOP 10 MOVIES { Thursday to Sunday inclusive }

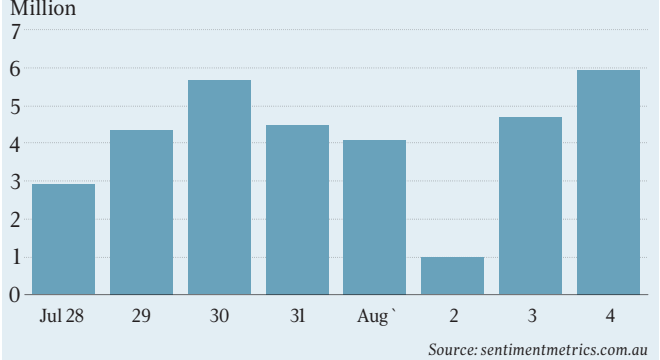
Title	Weeks	\$\$\$	Screens	to date
1 THE DARK KNIGHT RISES	2	7,412,822	628	26,707,385
2 MAGIC MIKE	1	3,819,593	332	4,117,461
3 TED	4	1,661,316	307	31,181,054
4 ICE AGE 4: CONTINENTAL DRIFT	5	558,268	292	26,036,055
5 THE AMAZING SPIDER-MAN	4	534,640	369	16,570,525
6 SNOW WHITE AND THE HUNTSMAN	6	286,318	174	19,485,112
7 BRAVE	6	260,810	190	16,010,774
8 CARRY ON JATTA	1	159,899	20	159,899
9 A ROYAL AFFAIR	6	104,629	56	1,221,009
10 KATY PERRY: PART OF ME	4	62,227	98	2,896,455

Source: Motion Picture Distributors Association of Australia

## CHART OF THE WEEK

Not all the wizardry in the Harry Potter book series can stop the rise of the soft-porn phenomenon, *50 Shades of Grey*, from becoming the highest selling book of all time. The social chatter about the book, and the inevitable movie version, reached a 24-hour peak of almost six million comments this past week, with a daily average of 4.1 million. Little wonder the book has now sold more than 50 million copies worldwide, with celebrities like Robert Patterson tweeting that they would like to ‘lick the pages’, a ringing endorsement if ever there was one.

## GREY MATTER



# No place on podium for trolls and bullies



STEPHEN BROOK  
TWITTERATI

A WEEK notable for, among other things, Twitter getting it wrong.

It was the first social media Olympics and a lot of it wasn’t pretty. The racists, the trolls and the bullies were out in force.

A Greek triple jumper said West Nile mosquitoes could eat “homemade food” in Greece because there were so many Africans living there, while a Swiss footballer said the South

Koreans were a “bunch of mentally handicapped retards”. Both were sent home.

Meanwhile, the International Olympic Committee was extremely heavy handed when athletes had the temerity to thank some of their faithful (non-Olympic) sponsors, an absurd fuss that embroiled a few of our Aussie athletes (see story on page 30).

Trolls were plentiful. What happened to British diver Tom Daley was particularly nauseous. Daley bombed out of the event and sent followers this tweet: “After giving it my all . . . you get idiots sending me this. . . RT @Riley—69: @TomDaley1994 you let your dad down i hope you know that.”

Daley’s father died last year after a long fight with brain cancer. After the Beijing Olympics, Daley’s father had removed his

What happened to diver Tom Daley was particularly nauseous

14-year-old son from a local school where he was bullied. Courtesy of the social media site, they could still get to him.

Many started a campaign to get Twitter to ban @Riley—69. One account that Twitter did ban belonged to Guy Adams, *The Independent’s* Los Angeles correspondent, who fell foul of the site after complaining about US TV network NBC’s delayed Olympics coverage. He posted the email of an NBC executive. Adams (@guyadams) later wrote “My ban on Twitter was a violation of the site’s core values”. It was reversed.

While all this was swirling

around, a media executive condemned social media as “giving a voice to idiots”. He said he would advise most brands not to bother with it.

The fuss around NBC seemed to prove his point. As *The Wall Street Journal* pointed out, the week started with plenty of negative hashtags surrounding NBC’s Olympics coverage, which delayed events for hours until prime time. The tags included #NBCFail and #NBCStinks. But pretty soon they were supplanted by another: #NBC\$\$\$\$. For despite the complaints, NBC’s strategy to delay events until prime time boosted ratings and ad revenue.

“We are aware of it (the negative comments on social media) and consider it a small but vocal group,” said an NBC spokesman.

There’s a big lesson in that. @sdbrook