

Daily Telegraph Friday 11 July 2014 Australian News

Page	Major	Minor	Small	Column inches		
				Pro Abbott	Advert -ising	Other
1	“He came in like a 12 billion dollar wrecking ball” by National Political Editor Simon Benson (Clive Palmer’s amendments before repeal of the carbon tax and his determination to “destroy the Abbott Government”)			127.5		
2	“Raising false hopes of a gateway to Australia” (mostly critical of Asylum Seekers)	“The left's humanity would see people die” (Criticism of activists working for Asylum Seekers)		127.5		
3	“Meet the new, racy Gracie” (Page 3 girl titillation picture –no top or pants, with an open blouse, daughter of Miranda and Barry Otto launches herself as a ‘serious filmmaker’ with her film “Girls in Hotels”. “It’s about girls in hotels,” she said.)	“Judge's view of incest a disgrace” (Judge Nielson’s comments that incest may be all right)	“Howes building new career” (Labor’s ‘faceless men’.) “Offspring, loser win TV shows” (Channel 10 programs get a second chance)			127.5
4	“Demolition dinosaur Clive” (Simon Benson’s opinion piece about the Palmer amendments before repeal of the carbon tax and the debacle in the Senate)	“Disillusioned leaders demand a return to political certainty so Australia can get back to business” (Interview with Wesfarmers head Richard Goyder, on ‘confidence-destroying’ action in the Senate. Coles customers could expect to see savings at the check-out when carbon tax is repealed)	“Awkward backdown as Stowe returns” “Sightings of star shower”	95.625		31.875
5			“Freak wave sweeps boy away” “Inquiry into baby's injury”	95.625		31.875
6		Full page advertising			127.5	
7	“Most mornings I tune in to Sting Ray Hadley” (Article about seals with data loggers.)		“Officer 'heard woman screaming after taxi driver assault”			127.5

8		Full page advertising			127.5	
9		Full page advertising			127.5	
10	"Saluting our true blue heroes and the Shield of Dreams" (Sport)	One third advertising			42.5	85.0
11					42.5	85.0
12		Full page advertising			127.5	
13	"Low brow upper house" Simon Benson opinion piece. (How Australia got the election wrong by electing these Senators)	"Baird should learn how they cut crime north of the border" Ray Hadley on NSW weak laws, asylum seekers, the senate, bail laws, football		85.0		42.5
14		Full page advertising			127.5	
15	"Little boy in shock at loss of his mum" (Human interest tragedy.)	"Man, 85 reverses over wife" (Human interest tragedy.)	"Energy bills to rise despite lower demand"			127.5
16		Full page advertising			127.5	
17	"Death clouds a happy day" (Couple married despite freak accident)	Half page advertising	"Hugged killer back in jail" (Forgiven man offends again)		63.75	63.75
18	"This proud dad delivers" (Man delivers baby)	Half page advertising	"Tribunal rules club ban unfair" (Croatian club and photo of friends of member with Nazi flag)		63.75	63.75
19		Full page advertising			127.5	
20	<ul style="list-style-type: none"> • "First prize to Tim and Sir Les in Archibalds" • Apology from Coles re false apple cider vinegar advertisement • Road work notification 	Three quarter page advertising			95.625	31.875
21	"Peppy piglets tell ABC the bedtime rules" (Criticism of ABC TV)	Half page advertising		31.875	63.75	31.875

22	“War criminals remembered” Anger at PM’s ‘honourable’ Japan “ Note: (Criticism of Abbott’s praise of Japanese wartime skill)	Half page advertising	“\$800 bible in book sale” (Rare bible given to fund raiser)		63.75	63.75
23	“Legal eagle cops grilling” (Scott Volkens alleged sex abuse)	Half page photo of tiger in algae-infested water.	“Sydney’s jaywalkers pay for stepping out of line” (Fines)			127.5
24		Full page advertising			127.5	
25	“Street watch” (7 accounts of petty crime)	Half page advertising			63.75	63.75
26	“Help and hope in a land of lost dreams” (Salvation Army couple living in the outback)	“Victims of flu swamp hospitals” (Dozens of people in hospital with the flu)	“Gough improves with age” (Gough’s 98 th birthday)		31.875	95.625
27		Full page advertising			127.5	
28	6 reports (health, court matters, law enforcement, turtles, drugs and drink)	Three quarter page advertising			95.625	31.875
29		Full page advertising			127.5	
30		Full page advertising			127.5	
	TOTALS				563.125	1901.87 5
					15.3%	51.4% 33.3%
40	Opinion – Piers Akerman				127.5	
73	“‘s it a silly idea to marry yourself ?’etc					127.5
74	Editorials and letters				85.0	42.5
75	Cartoon and texts				102	25.5
	TOTALS				877.625	1901.87 5
					21%	45% 34%

Daily Telegraph July 11, 2014
112 pages

sport 54
classifieds 5
history 1
business 4
opinion 4
assorted gossip, tips, reflections 10
World news 4
Australian news 30

OPINION

Editorials

1: "Pompous Palmer laps up limelight"
2: "Appalling view of incest" 3: "Great moment for the true blue fans"

Opinion Pieces

Piers Akerman

"At the mercy of fools and lightweights" – (Clive Palmer and the PUP Senators)
"So-called protectors the real Barrier Reef polluters" – (the ship 'Sea Shepherd' guilty of marine pollution, includes comments about Labor, Leftists, the Greens, the ABC, and the Fairfax press.)

Clare Masters and Chris Hook

"Is it a silly idea to marry yourself?" (On talk-show presenter Sammy Power's recent decision to do just that. The one redeeming feature of this article was that it presented two sides.)

Simon Benson

"Demolition Dinosaur Clive" (see pages 4 and 5)

Letters

Heading: "People are doubly disillusioned, Clive"

6 Letters

3 letters critical of Clive Palmer
2 critical of asylum seekers
1 critical of Tony Abbott's WWII comments

"Short and Sharp" – 10 comments

8 critical of Palmer, the Senate and the carbon tax
1 against asylum seekers
1 about being fat

TXT the Editor - 16 texts

8 about the State of Origin match
1 against asylum seekers
1 critical of the Labor Party
4 critical of Clive Palmer
1 saying there'll be no rebates re the carbon tax
1 supporting motor cyclists

Cartoon: "Palmergeddon" – a large bullet or bomb over Canberra

The Australian News section of this edition of the Daily Telegraph consists of material that is 15.3% actively supporting Government policy or attacking opposite views. Advertising accounts for 51.4% of the 30 pages of that section and 33.3% concerns matters of general and human interest.

When the four Opinion pages are added, the totals are:

21% actively promotes Government policy

45% advertising

34 % general interest.

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Column inches based on 21 1/4" x 6 columns = 127 1/2"

A column inch is a unit of space one column wide by one inch high.

Full page 127.5 inches

Three quarters 95.625

Half page 63.75 inches

Quarter page 31.875 inches

One eighth page 15.9375 inches

One sixteenth page 7.96875 inches

One thirty-second of a page 3.984375 inches