



# Advertising reps know clients' requirements



THEY pound the pavement, most of them in three-inch heels, to get the word out.

The advertising department lets advertisers know just what a great medium *The Area News* is for promoting their business or product. It is the best retail catalogue money can buy.

Each copy of *The Area News* is read by more than three people, several times over. It specifically targets areas of interest to individual readers.

The advertising department generates the revenue for the company. The price of the paper simply isn't enough to cover overheads such as wages, administration, educational expenditure and production costs.

Advertising pays for the news pages published in each edition.

A good ad rep knows their client's business and can advise the best time to publish an ad to gain optimal exposure to their target audience.

They liaise with their clients about what they want their advertisement to look like.

Clear instructions are then sent to a design team which creates the advertisement before sending it back for proof.

The ad rep then gets that proof to the client for approval prior to publication.

Ad reps must be conscious of the mood of the marketplace, the state of the economy and advise their clients accordingly.

*The Area News* boasts a young, vibrant and energetic advertising department that provides face-to-face and phone contact with clients.

**ON THE GO:** Hamish Oates, manager Lyn Urquhart, Angela Bransdon, Lana Centofanti and Felicity Beaumont look after the advertising clients of *The Area News*.

# We serve your needs through changing times

WITH time comes change. It's inevitable.

The founder of *The Area News* sold the business to Western Newspapers of Bathurst in August of 1934.

Dr Leo Manning Jones, who had worked for Patrick John Slattery as an editorial writer for a year prior to the sale, was appointed as the new editor.

An amalgamation between *The Area News* and the Riverina Advocate followed in 1969, resulting in The Riverina Daily News.

This new paper was the first to launch into cold-set type. Unfortunately, the paper collapsed and *The Area News* returned.

Competition reared its head in the form of The Griffith Times.

*The Area News* was printed in Shepparton at that time. That meant employees took it in turns to make

the trip to Shepparton to collect the papers and return in the wee small hours of the next morning to distribute them.

*The Daily Advertiser* group bought *The Area News* on March 26, 1972. For some years the paper was published four days of the week, but the current tri-weekly has proved ideal.

*The Area News* is considered one of the most outstanding tri-weeklys in the Australian Country Press Association.

*The Area News* is now owned by Fairfax Media, a leading multi-platform media company in Australasia.

The group is comprised of metropolitan, rural, regional and community mastheads and serves audiences through high-quality, independent journalism.

The Griffith City Council would like to congratulate *The Area News* on 90 Years of service



[www.griffith.nsw.gov.au](http://www.griffith.nsw.gov.au)

[facebook.com/griffithcitycouncil](https://www.facebook.com/griffithcitycouncil)



**Congratulations** to the *Area News* for 90 years of providing the latest news and events to the Griffith Community.



Jeanette Corbett & Jenna Rudkin of My Credit Union. MYCU supporting the Riverina for over 50 years.

Griffith: 245 Banna Ave (02) 6969 7600  
Leeton: 127 Pine Ave (02) 6951 3100

[mycreditunion.com.au](http://mycreditunion.com.au)



# Timeline

**IT WAS 1923**  
when ***The Area News*** published its first edition. Television arrived in Australia in 1956, with our first connection to the internet taking place in 1983 and ***The Area News*** is still going strong.



1929

**Congratulations to *The Area News* on a great 90 years of news!**



Michael McCormack MP and staff

**THE NATIONALS** for Regional Australia

Authorised by Federal Member for Riverina Michael McCormack MP  
100 Yambil Street, Griffith NSW 2680

## 1923

- *The Area News* is published for the first time on Monday, March 26.
- *Time Magazine* is launched.
- Royal wedding of Albert Duke of York and Lady Elizabeth Rows-Lyon takes place in Westminster Abbey.
- Construction starts on the Sydney Harbour Bridge.
- The world's first portable radio is developed in the US.

## 1933

- *The Area News* celebrates 10 years.
- Edwin Armstrong devises frequency modulations (FM) which permit radio reception without static.
- Esquire debuts as the first men's magazine.

## 1934

- Patrick John Slattery sells *The Area News* to Western Newspapers of Bathurst in August.

## 1936

- The British Broadcasting Corporation (BBC) debuts the world's first television service with three hours of programming a day.

## 1937

- Walt Disney's first full-length animated feature, *Snow White and the Seven Dwarfs*, hits theatres and becomes an instant classic.

## 1939

- World War II begins.

## 1940

- The first Bugs Bunny cartoon.
- Plasma is discovered to be a substitute for whole blood in transfusions.

## 1942

- Radar comes into operational use.



1950

## 1943

- *The Area News* celebrates 20 years.

## 1945

- The first instance of network censorship occurs. The sound is cut off on the Eddie Cantor and Nora Martin duet *We're Having A Baby, My Baby And Me*.
- Scientists at Harvard University construct the first automatic, general-purpose digital computer.

## 1946

- The US Army makes radar contact with the moon for the first time.

## 1947

- John Bardeen, Walter H Brattain and William B Shockley develop the transistor.

## 1949

- Cable television debuts, bringing better reception to rural areas where the conventional television signal is weak.

## 1950

- Phonevision, the first pay-per-view service, becomes available.

## 1951

- Colour television introduced in US.
- UNIVAC (Universal Automatic Computer), the first business computer to handle both numeric and alphabetic data, is introduced.

## 1952

- Elizabeth II becomes queen (February 6).

## 1953

- *The Area News* celebrates 30 years.

## 1954

- The revenue for television broadcasters finally surpasses that of radio broadcasters. Gross revenue for television is \$593 million.
- Boeing tests the 707, the first jet-powered transport plane.

## 1956

- Television broadcasting in Australia begins on September 16.
- ABC Television, a division of the Australian Broadcasting Corporation, is established.

## 1958

- First transatlantic jet passenger service started by BOAC, with a New York to London route on October 4.

## 1960

- Echo I, the first communications satellite, is launched.
- NASA launches Tiros I, the first weather satellite.

## 1962

- The commercially sponsored Telstar communications satellite is launched.

## 1963

- *The Area News* celebrates 40 years.

## 1967

- *The Area News* amalgamated with the *Riverina Advocate* to form the *Riverina Daily News*. This was the brain child of the then owner of *The Area News* Paul Jones. It was the first paper to launch into cold-set type.

## 1970

- IBM introduces the floppy disk.
- Bar codes (computer-scanned binary signal code) are introduced for retail and industrial use in England.
- The LCD (liquid crystal display) is invented by Hoffmann-La Roche in Switzerland.

## 1971

- Intel introduces the microprocessor.

## 1972

- CAT (Computerised Axial Tomography) scanning is developed in England.
- The compact disk is developed by RCA in the US.

- The video disk is introduced by Philips Company in the Netherlands.
- Electronic mail is introduced.

## 1973

- *The Area News* celebrates 50 years.
- Transmission Control Protocol/Internet Protocol (TCP/IP) is designed. Ten years later it becomes the standard for communicating between computers over the internet.

## 1975

- Home videotape systems (VCRs) are developed in Japan by Sony (Betamax) and Matsushita (VHS).
- The Altair home computer kit allows consumers to build and program their own personal computers.
- Colour television goes to full-time basis in Australia on March 3.
- SBS Television, a division of the Special Broadcasting Service established in June, is founded to provide for an estimated 20 per cent of Aussies that speak a language other than English in their homes.
- The largest crop of marijuana registered in Australia, is raided in Coleambally.

## 1976

- Queen Elizabeth sends her first email.

## 1977

- Griffith anti-drug campaigner Donald Mackay is murdered in Griffith, NSW.

## 1978

- Louise Brown, the first test-tube baby, is born at Oldham Hospital in London.

## 1981

- AIDS is first identified.
- IBM introduces its first personal computer, running the Microsoft Disk Operating System (MS-DOS).

## 1982



2006

- MRI (Magnetic Resonance Imaging) diagnostic machines are introduced in Britain.

## 1983

- *The Area News* celebrates 60 years.
- The FCC authorises Motorola to begin testing cellular phone service in Chicago.
- Australia is connected to the internet on September 3, when Darwin establishes a connection to the University of California in Berkeley.

## 1984

- Apple introduces the user-friendly Macintosh personal computer.

## 1986

- A major nuclear accident at Soviet Union's Chernobyl power station alarms the world.
- Three young boys are abducted, indecently assaulted and murdered in Griffith, NSW.

## 1987

- AZT wins FDA approval for use in the treatment of AIDS.

## 1988

- NASA scientist James Hansen warns congress of the dangers of global warming and the greenhouse effect.

## 1989

- First World Wide Web server and browser is

developed by Tim Berners-Lee in England while working at CERN.

- Peter Deutsch of McGill University develops Archie, an archive of FTP sites, the first effort to index the Internet. Another indexing system, WAIS (Wide Area Information Server) is developed by Brewster Kahle of Thinking Machines Corp.
- Internet access is first available to Australian universities via AARNet. The first commercial dial-up ISPs (Internet Service Providers) appeared in capital cities soon after.
- The first permanent circuit connecting AARNet to ARPANet is established in May.

## 1991

- Gopher, the first user-friendly internet interface, is created at the University of Minnesota and named after the school mascot. Gopher becomes the most popular interface for several years.

## 1992

- A text-based Web browser is made available to the public.
- There are two commercial ISPs competing with one another in Australia.

## 1993

- *The Area News* celebrates 70 years.
- Mosaic is developed by Marc Andreessen at the National Centre for Supercomputing Applications (NCSA). It becomes the dominant navigating system for the World Wide Web, which at this time accounts for only one per cent of all internet traffic.

## 1995

- Subscription television, on the Galaxy platform, begins in Australia in January.
- Almost the entire country has a wide choice of dial-up internet access providers.

## 1996

- Approximately 45 million people are using the internet.
- Australia has more than 100 commercial ISPs competing with one another.

## 1997

- Comet Hale-Bopp is the closest it will be to Earth until 4397.

## 1999

- The number of internet users worldwide reaches 150million.

- The Melissa and Chernobyl viruses afflict computers worldwide, forcing several large corporations to shut down their email servers.

## 2000

- "I love you" virus disrupts computers worldwide.
- The first consumer ADSL services are made available by Telstra Bigpond.

## 2001

- Digital terrestrial television is introduced on January 1.
- Indigenous Community Television is founded.

## 2002

- AIDS deaths are projected to skyrocket. The UN announced that the toll could reach an additional 65 million by 2020 if preventative measures were not expanded.

## 2003

- *The Area News* celebrates 80 years.

## 2004

- Facebook is founded and social networking goes viral.

## 2005

- Cancer replaces heart disease as the number one cause of death for people aged 85 years and under.

## 2006

- The International Astronomical Union votes to redefine the solar system, and Pluto loses its status as a planet. It is reclassified as a dwarf planet.

## 2007

- National Indigenous Television is launched on July 13, replacing Indigenous Community Television.

## 2009

- The Australian government, in partnership with industry, begins rolling out a nation-wide fibre to the premises broadband network in July.

## 2013

- *The Area News* celebrates 90 years.
- Social media changes the way we watch television. Shows such as *Pretty Little Liars* and special televised events like the *Golden Globes* and *X Games* have embraced social media as a way to interact more intimately with their audiences.

**We will meet or beat any quote you bring in For the month of May**

Our amazing staff will take the stress out of organising your uniforms  
We supply:

- Caps • Tee shirts • Hospitality
- Screen printing • Embroidery
- Hi vis work wear • Promotional wear
- Sports wear • Corporate wear

**\*\*Just arrived:  
Compression Garments  
Long Sleeve Tops \$65.00 each  
Tights \$45.00 each\*\***

**ACTIVE WORKWEAR**  
**....works for you**

**111 Banna Avenue  
Griffith NSW 2680  
PH 02 69646222**



1971

Experience the **NEW LOOK** @ the **EXIES** Today.

**LUNCH SPECIALS**  
10 CHOICES for \$10 EACH  
Monday to Friday

- exies
- family
- bistro

**SATURDAY LUNCH SPECIAL**  
FISH n' CHIPS Only \$5.50

Jondaryan Avenue, Griffith  
www.exies.com.au

Phone: (02) 6962 1211  
exies@exies.com.au

From The Area News Archives... Here is what a Griffith Exies ad looked like in 1991!

**EVERY THURSDAY IS SCHNITZEL DAY**  
4 Yummy Schnitzels - Chicken, Pork, Veal or Turkey  
Vegetables and Chips  
Bottomless glass of soft drink - pay for the first one, get the rest free!  
All this for just \$5.50

**EVERY SUNDAY DIP FOR DOLLARSSSSSS**  
11 a.m. till 2 p.m.  
\$500 cash up for grabs!

**MINT BAR ENTERTAINMENT**  
You won't want to miss Mark Haze Friday and Saturday nights

**Win this Hyundai Excel**  
CRAZY CASH-N-CAR GIVEAWAY  
All members are eligible

- Swipe your card through Computer Gold
- Participate in pokie play via "Fortunes"
- Draws commence 7.30 p.m. - 13 draws
- Win cash or keys to lock opening draw

Be a Winner Be There!



**The news crew**



**HAMMING IT UP:** The Area News editorial team is usually under the pump, so when the opportunity for a little frivolity rears its head, (from left) Tanya Pattison, Leah Humphrys, Melody Montague, editor Daniel Johns and photographer Anthony Stipo snap it up.

**NEW FACE (left):** Sports editor Vince Rugari is finding his way after joining *The Area News* editorial team in December last year.

# News gathering begins with the talk on the street

THEY could be described as the biggest gossips in Griffith, but that is what makes them so good at their job.

The editorial team at *The Area News* is always looking for stories and the best way to find them is to find out what people in the community are talking about. That is news.

As you can imagine, topics are diverse and can be gathered in a variety of ways.

Many of the stories you see in print each week come about as a result of relationships built up with local identities, such as police, fire and ambulance departments, council members, club owners and charity organisations.

A chat with one of *The Area News*'s journos could land you on the front page.

Mail, email and fax are all important sources of stories. Not everything that comes into the

office ends up as a story, but each one is assessed for newsworthiness.

The editorial team also monitors radio, TV news, newspapers from around the region, as well as major metropolitan papers, to use as a guide for stories that might be of interest locally.

Some national issues are worthy of applying locally, so the editorial team get comment from local identities to help readers more readily identify with the issue.

The editor might assign a story to a journalist to follow up or a journalist might pitch a story to the editor.

Journalists endeavour to present readers with a balanced, unbiased account of events and the lead up to them.

In very controversial issues, all sides of a story are presented. Industry research suggests that a casual reader's attention to most

stories lasts about two thirds of the way before they start looking at something else.

So, journalists give the main facts in the first few paragraphs, filling out the extended details in lower paragraphs.

Stories are written in a language everyone can understand.

Relating a story simply and directly requires skill.

It requires the writer to have an understanding of the technical aspects of the story in order for them to then translate that into layman's terms so as not to lose the interest of the reader.

Stories appear in the paper according to their importance or prominence.

Each story published is checked for follow-up possibilities.

For example, if a story mentions an important meeting to be held, the date of the meeting is noted and a follow-up story written.

**Congratulations to The Area News on their 90th Anniversary**



**ROY SPAGNOLO & ASSOCIATES**  
Chartered Accountants

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Chartered Accountants  
NUMBER ONE IN NUMBERS

# In-depth reporting the hallmark of print media

WITH the advent of the internet and social media, the way people get their news has changed since *The Area News* was founded.

Contrary to popular belief, though, print media doesn't appear to be on the way out any time soon. Why?

Print media continues to deliver in-depth reporting, thoughtful analysis and valuable comment. The upshot is that electronic media, in comparison, is shallow and often perceived as cold.

Newspapers allow readers to mull over important points and digest controversial issues.

People reading *The Area News* can be assured of its content. The same cannot always be said of social media.

Having said that, *The Area News* concedes that social media is a great source of fresh news stories.

*The Area News* also has its own facebook and twitter accounts, so members of the community can



**CONNECTED:** *The Area News* uses social media as a tool to further reach their readers.

post messages at any time of the day, from anywhere in the world.

News stories, features and advertising are also uploaded to *The Area News* website.

*The Area News* continues to move with the times, ensuring that its readers have access to quality local news at their fingertips.

## OH WHAT A FEELING!

Happy 90th Birthday to the Area News! Thank you for nearly 40 years of support!

**ALL NEW COROLLA.**  
BOLDER, SPORTIER AND MORE FUN THAN EVER BEFORE



TOYOTA



"When you consider the \$19,990 starting price, it's a brilliant package"

Paul Gover - Carsguide

**OWEN TOYOTA** 96 Mackay Ave GRIFFITH  
D/L 8398 **6962 8800**



Oh what a feeling!

From the Archives...

Here is what an Owen Toyota ad looked like in 1987!

what a feeling! what a saving!

**FACTORY BONUSES**

Millionth Vehicle SALE!

HURRY! Offer ends 31.10.87 or while stocks last

- OPEN 6 DAYS
- GREAT TRADE-INS

COROLLA HATCH from \$11750<sup>+</sup>

CAMRY SE MAN. from \$14990

HILUX from \$12950<sup>+</sup>

Better than bank rate finance

**OWEN TOYOTA**

120 Wakaden St. Griffith  
62 1377

L.M.S. 8398  
Your Authorised Toyota Dealer

All prices negotiable on all imported models.

# A moment in time captured forever



IT'S true – a picture is worth a thousand words. The right picture is worth a mint. *The Area News'* photographer Anthony Stipo works tirelessly to capture the right shot for each pic story featured in the publication. A great news story involving a community event could be relegated to a back page based on the photo. The more subjects there are in the photo, the less impact it will have

visually. Less is best is the motto in the news room. As well as photographs to accompany news and feature stories, *The Area News* photographer takes product shots for advertisements. Unfortunately, plenty of photographs are taken that do not ever make it to publication. That was the case last year when our intrepid photographer, with camera in

hand, went out to capture images of the March floods. A DVD containing many of those photos was created and made available for purchase by the public. *The Area News* still has a small number of DVDs available for purchase for anyone interested in having a record of one of the community's biggest challenges in history.

**THROUGH THE LENS:** *The Area News* photographer Anthony Stipo captures the images that enhance the stories published in each edition.



The Area News would like to offer a sincere thank you to all of our readers, advertisers and Facebook followers.

We have been proud to serve the Griffith community for the past Ninety years, & we look forward to being a part of it for the next Ninety.

# The Area News

[www.arenews.com.au](http://www.arenews.com.au)