

Between the lines

A weekly review of The Advertiser and Sunday Mail

Compiled by Day Editor Paul Ashenden

October 16-22

Welcome to the first edition of Between the Lines, a weekly newsletter in which we will celebrate our achievements of the past seven days and take a look at some of the things we need to look out for.

We will also introduce two new Brownlow Medal lists, in which votes will be awarded on a 3-2-1 basis for reporters and photographers whose work features on Pages 1,3 or 5 of The Advertiser and Sunday Mail.

So, without further ado, here's a wrap of the week starting October 16:

Scoops of the week

Libs leadership spill: Congratulations to Daniel Wills on being first with the news about the Liberal leadership spill on Friday. This was followed by comprehensive and intelligent coverage and analysis inside the Saturday Tiser. Daniel continued to lead the pack on Monday, arranging an exclusive one-on-one interview and photo with Isobel Redmond which annoyed other media outlets no end. Stirling stuff. Special mention to Brad Crouch for coming up with the cracking Invisobel headline in the Sunday Mail.

Human interest yarn of the week

Political Wives spread in the Sunday Mail's Sunday magazine by Penelope DeBelle and Genevieve Meegan. Offered a great insight into the lives of the women behind our MPs. Penny's read on Melissa Bailey, wife of the premier, was particularly insightful.

Political story of the week

I won't back down. Corey Bernardi interview by Mark Kenny. Oct 16. Strong follow to an ongoing political saga. The perfect example of why we should always chase the inside, first-hand story – even weeks after an initial event.

Police stories of the week

Top police wages double by Ben Hyde: Good newsy yarn which created outrage online and, as well as making the point about police pay, also highlighted the ridiculous red-tape and hoops we have to jump through to get information from the police.

Derek Pedley on the Carolyn Matthews murder. Gripping read over five pages on Saturday and Sunday which, by mid afternoon on Sunday, had become the most read story on Adelaidenow. Not bad for an 11-year-old story. I am assured the book itself is an even better yarn. Go buy it. The author might even sign it for you!

Lifestyle story of the week

Searching for the magic bullet by Michael McGuire: It's the disease which has affected everyone, so it's the story everyone wants to read. A fantastic, comprehensive but easy-to-read account of the elusive cure for cancer. A couple of case studies gave the story an important human face. Left us with the uplifting departing message that we are starting to make headway into the fight against cancer.

Business story of the week

Tuna Fight in the Bight by Cameron England. Early press releases indicated this was a story about drilling for oil off the coast of Kangaroo Island. Inquiries from Cameron revealed it was further west than first thought and a couple of phone calls later we had a story about how oil exploration had significant ramifications to the tuna industry.

Sport story of the week

I should never have left Port by Zac Milbank. Great yarn which involved two players, two clubs and two eras, woven together to give us an insight into two of the most talked about trades involving Adelaide players in the past decade. Again, shows the importance of trying to dream up every angle and getting as many different points of view to an important ongoing story.

Picture of the week



Tricia Watkinson has made what might have been a standard arts page picture story, a fun page 3 news picture. Using great composition and the reflective light from the tuba the boy's face jumps off the page...

Things to look out for

* Can we please try to minimise using the word **after** in first pars. If you find yourself using it, see if there is a better way into the story, making it much more active and dynamic. For example, we had a first par last week which read: *New workplace safety laws are set to pass Parliament after the Government secured the vote of a crucial independent MP.*

This is easily transformed to: *The Government has secured the vote of a crucial independent MP to ensure new workplace safety laws pass parliament.*

Another example: *Channel 9 has been saved from going into receivership after an in-principle deal was brokered last night.*

This could be: *An 11th-hour deal has saved embattled television station Channel 9 from going into receivership.*

* SAPOL. With a view to reducing the number of acronyms which appear in the paper, can we please restrict the use of the term SAPOL to direct quotes only. In the first instance they shall be called SA Police, and just police thereafter.

The Brownlows

REPORTER	PAGE 1	PAGE 3	PAGE 5	TOTAL VOTES
D.WILLS	3	0	2	11
B.CROUCH	2	0	0	6
B.LITTLELY	1	1	0	5
S.HOLDERHEAD	1	1	0	5
M.KENNY	1	0	1	4
M.KEMP	0	1	1	3
C.ENGLAND	0	1	0	2
B.DUPREE	0	1	0	2
J.SCHRIEVER	0	1	0	2
M.SIMOS	0	1	0	2
T.WILLIAMS	0	1	0	2
P.MCDONALD	0	1	0	2
E.GRIFFITHS	0	1	0	2
N.HUNT	0	1	0	2
C.PEDDIE	0	1	0	2
K.STOKES	0	0	1	1
M.MCGUIRE	0	0	1	1

PHOTOGRAPHER	PAGE 1	PAGE 3	PAGE 5	TOTAL VOTES
C.ROBERTSON	1	0	2	5
D.MARTIN	1	0	1	4
T.WATKINSON	0	2	0	4
N.JELLICOE	0	2	0	4
D.COKER	1	0	0	3
M.BRAKE	1	0	0	3
S.CROSS	1	0	0	3

Finally, here's a letter from one of our readers which appeared in Saturday's Advertiser which deserves to be reprinted:

Best week ever

CONGRATULATIONS to The Advertiser for the best week ever. The commonsense of Susie O'Brien, the inspirational story about that wonderful lady Joy Baluch, penned by Brad Crouch.

The final offering from the mind of that genius Max Fatchen and the written tribute by Samela Harris that showed this gentle and funny man as a positive influence in every way.

You can tell by the way she wrote that she had such a great respect and love for the man and his talent.

I cannot remember the last time I got to laugh out loud when reading a newspaper but that's exactly what happened when I read Kathy Lette's piece in the saweekend magazine.

Vale, Max, give Jean our love.

R. RYDQUIST, Salisbury East.