

# NEWSLETTER

## Extra, Extra

*Discount that it is April Fools Day and read all about it.*



*Mercury Building Macquarie St. Hobart.*

### Local Print Media On The Ropes?

Was headlined two days ago in CDK.

Written early in the a.m. when the night staff at the Mercury would have been ending their shift someone with inside knowledge has dropped a bombshell by writing a desperate account of a desperate situation.



Reading a new posting in the electronic Tasmanian Times; written in this early a.m. is a must read for those interested in media and the public's right to know; both of which are taking a battering.

This link, taking you to The Tasmanian [Times](#), will give you what you won't see in tomorrow's Mercury.

Obviously written by an unknown insider and published by the Tasmanian Times Editor, a senior journalist with the said Mercury, this exercise in straight talking exposes how a once liked and powerful major Australian city newspaper has fallen to a point where it is conceivable it will never recover. The Hobart Mercury has imploded.

### A CLASSIC CASE OF BEAN COUNTERS MAKING DECISIONS IN FARAWAYLANDS.

To those that never read the Mercury for ideological reasons, to those that read it from necessity; with the bulk of readers connecting with the written word collected and processed by real journalists; many of whom are of the old school brought up to getting the facts right and presenting those facts in an interesting way.

Of course they get it wrong sometimes but then they also work under extreme pressure so as to conform with a daily deadline and comply with company policy.



If this is as bad as it seems then it will transpire that Rupert has lost the plot by thinking he can recreate an outcome that matches his victory in Wapping, UK when he crushed his foes however, those were different circumstances in different times.

Rupert then used technology to win however he is not using technology now but relying on the old to maintain his dominance of the old print media. Not

very smart thinking [Rupert](#).

There were no new media then as known today.

Rupert is a modern day troglodyte.

*To hold an opinion today, merely on the basis that you held it yesterday, is mental stagnation.*