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**Title:**  
Speech at the Sunday Mail Anniversary

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SPEECH BY THE PREMIER, MR. DUNSTAN, AT THE SUNDAY MAIL ANNIVERSARY.

ADELAIDE. 4.5.72

MY LORD MAYOR, MR. BOLAND, MR. BONYTHON, MR. DAY, LADIES & GENTLEMEN:  
 THE ANNIVERSARY OF ANY NEWSPAPER IS ALWAYS A PLEASANT OCCASION.  
 A DIAMOND ANNIVERSARY OF A PAPER AS VALUABLE TO SOUTH AUSTRALIA AS  
 "THE SUNDAY MAIL" IS A VERY PLEASANT OCCASION INDEED.  
 NEWSPAPERS IN AUSTRALIA HAVE A VERY DIFFICULT ROLE TO FULFILL.  
 RATHER LIKE SOME TYPES OF POLITICIAN THEY MUST SEEK TO BE ALL THINGS  
 TO ALL MEN. GENERALLY LIMITED AUDIENCES HAVE MEANT THAT MOST OF OUR  
 METROPOLITAN PAPERS MUST STRIVE TO BE SIMULTANEOUSLY POPULAR AND  
 QUALITY, THEY MUST APPEAL TO THE MASS WHILE CATERING TO MINORITIES.  
 THERE HAVE BEEN SIGNS IN RECENT YEARS - WITH THE EMERGENCE OF PAPERS  
 SUCH AS "THE AUSTRALIAN", "THE REVIEW", AND "THE NATIONAL TIMES" -  
 THAT THE SITUATION IS CHANGING.  
 BUT IN "THE SUNDAY MAIL" WE HAVE A VERY FINE EXAMPLE OF A POPULAR  
 PAPER THAT CONSCIENTIOUSLY ATTENDS TO MINORITY TASTES WHILE BUILDING  
 MASS CIRCULATION.

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THIS IS, OF COURSE, A TRIBUTE TO THE SENSE OF RESPONSIBILITY - AS WELL  
 AS THE PROFESSIONAL COMPETENCE - OF ITS SUCCESSIVE EDITORS SUCH AS  
 RON BOLAND, KEN PARISH AND MARK DAY.  
 IN ITS SIXTY YEARS "THE SUNDAY MAIL" HAS EARNED ITSELF A PERMANENT  
 PLACE IN SOUTH AUSTRALIAN HISTORY AND GAINED NOT ONLY STATEWIDE  
 ACCEPTANCE BUT STATEWIDE PRESTIGE.  
 IF I MAY MAKE JUST ONE ASIDE, I THINK IT IS A VERY GREAT PITY THAT THE  
 STATUS WHICH ACCRUES TO NEWSPAPERS AND THEIR EDITORS IS NOT GENERALLY  
 PASSED ON TO THEIR NO LESS PROFESSIONAL STAFF.  
 WHAT WALTER LIPPMANN SAID OF AMERICA IS, I'M AFRAID, TRUE ALSO OF  
 AUSTRALIA.  
 "JOURNALISM IS STILL AN UNDERDEVELOPED PROFESSION AND ACCORDINGLY  
 NEWSPAPERMEN ARE QUITE OFTEN REGARDED AS WERE SURGEONS AND MUSICIANS  
 A CENTURY AGO AS HAVING THE RANK ROUGHLY OF BARBERS AND RIDING MASTERS".  
 I THINK IT'S IMPORTANT THAT NEWSPAPER AND OTHER JOURNALISTS BE  
 ACCORDED THE STATUS THAT IS THEIR DUE AND ALSO THAT GREATER  
 PROFESSIONALISATION OF JOURNALISM BE ENCOURAGED WHEREVER POSSIBLE.

NOW BEFORE CLOSING I WANT TO DO TWO THINGS: TO SAY THANKS TO THE MAIL COLLECTIVELY FOR THE VERY FAIR GO THEY'VE ALWAYS GIVEN ME. AND I WANT TO PAY A DEBT.

ONE OF THE MAIL'S FOUNDING STAFF TOM POOLE IS HERE TONIGHT. HE JOINED THE MAIL 60 YEARS AGO FROM "THE HERALD" - THEN THE LABOR PARTY'S DAILY NEWSPAPER.

WE FOUND OUT THE OTHER DAY THAT TOM RECKONS THAT THEY STILL OWE HIM MONEY - WHICH I THINK YOU'LL AGREE IS NO POSITION FOR A LABOR NEWSPAPER TO BE IN PARTICULARLY WHEN IT'S BACK IN BUSINESS.

SO HERE I HAVE A CHEQUE - OVERDUE BY A TRIFLING SIX DECADES - TO CLOSE THE BOOKS.

THANK YOU.