

Roy Morgan

— Research —

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By email: Glenn.Burge@mail.fairfax.com.au

September 5, 2005

The Editor
The Australian Financial Review
John Fairfax Publications
201 Sussex Street
SYDNEY NSW 2000

Dear Sir,

In the same Australian Financial Review (AFR) newspaper as Michael Baume writes of “Journalists on a Mission to Mislead”, page 71, Monday Sept 5, Neil Shoebridge continues the mission against Roy Morgan.

Neil Shoebridge in an article headed, in big bold print, “Antiquated readership surveys rivalled”, claims “Morgan is often criticised publicly by newspapers and magazine publishers...”, and goes on to say “the public criticism does little to build the confidence of media buyers and advertisers in the newspaper and magazine system”.

What Neil Shoebridge neglects to point out is that the majority of public criticism is from Neil Shoebridge – the AFR publicising its own “opinion” about the Roy Morgan Readership Survey, and picking up selected “opinions” from News Ltd. Corrections to ‘factual errors’ in Neil Shoebridge’s article in the AFR two weeks ago were not published in full.

<http://www.roymorgan.com/documents/260805AFR.doc>

The Australian newspaper also misled readers. The table of Roy Morgan Readership data presented in the Media section on August 25, 2005, was “wrong”, and occupied a substantial part of a page. The subsequent correction was miniscule.

<http://www.roymorgan.com/documents/260805Australian.doc>

At a time when every day there is more news from around the world about ‘circulation rorts’, Roy Morgan – an independent measure of all media – is more important than ever.

The circular feedback loop of journalists and executives within and between Fairfax and News Ltd is even more dangerous than Michael Baume’s “Mission to Mislead”.

Yours sincerely,



Michele Levine
CHIEF EXECUTIVE

cc: Mr Fred Hilmer, CEO. John Fairfax Holdings Ltd

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