Regional Sports coverage in regional Australia

Sorry, no Geelong 'Abblett' left
Preliminary findings

• Women and children appear much more frequently
• One source stories more prominent than in larger newspapers
• Non-accredited stories much more common
• Sport is more integrated in the marketing of the paper
Study

• Content analysis of 16 Victorian newspapers over 14 weeks (one paper a week) to stretch it over as many sports as possible
• Content analysis of coverage of regional football champions in three countries
• Questionnaires for sports reporters about expectations, news values and work conditions
• In-depth interviews with editors, reporters, clubs, athletes, sponsors and other stakeholders
• Taking sport to the extreme
• Sport is used to integrate the newspaper in the local community
Dear Gaz,

Mate,

We're finally done in. After years, we could rest our bones.

You'll no doubt have noticed that today's paper carries your name in the headlines.

We hope you see it as a great tribute.

Of course, over the years, many of our readers have jokingly called us the "Advertiser" for all our coverage of yours and your Geelong's (and even your brother's)... amazing exploits on the field at Kardinia Park.

For nearly three decades the Ablett brand has become synonymous with this great city... in truth, your name has probably been Geelong's best export for 25 years. It's hard to believe, but you've been there, part of a roller-coaster journey. All the highs and lows. The tears and欢笑.

We just hope it's not all over.

Today's story will look back on the blue-and-white hoops and your time in Geelong Stadium in front of 20,000 adoring fans. That, for all we know, could be for the last time.

With that in mind, we knew this could be our last real opportunity to properly honour your family's achievements in the game of football in Geelong.

We wanted you and your fans to look back over the years, remember all the trials and the tribulations of your career here. The moments you have brought thousands of faces. The moments of sheer emotion, of upholding courage, of rare skill.

Of course, we hope this is not the end. We hope to see you back here next year -- wearing blue and white and not some eye-aching red.

Regardless, Geelong has a much stronger ring to it than Geelong or even Skilled City?

So Gary, please take this special publication as a thank-you for all your family has done for this city and as a tribute to your great career.

See you next year?

All of us at the Geelong Advertiser

ABLETT AT SKILLED -- THE JOURNEY SO FAR

The blue and white edition

- Slow uptake of technology
- Great difference in regional newspapers' circumstances
- Necessity to find other avenues than just competing with the big guys
3-2 e.e.o.
Bibliography

- Case, T 1994, 'Newspapers as community boosters', *Editor & Publisher*, vol. 127, no. 48, p. 11.
- Fitzgerald, M 2008, 'Study: Newspaper Sports Departments Mostly Male, White', *Editor & Publisher*, p. NA.