



## Mediaportal Report

**04/07/2007**

---

- ▶ **Pledge to cut gas emissions**  
East Torrens Messenger, 04/07/07, General News, Page 14  
By: None

Clip Ref: **00028775866**  
276 words
  
- ▶ **Pledge to cut gas emissions**  
Eastern Courier Messenger, 04/07/07, General News, Page 12  
By: None

Clip Ref: **00028793584**  
276 words
  
- ▶ **Three-year plan to be carbon neutral**  
Guardian Messenger, 04/07/07, General News, Page 12  
By: None

Clip Ref: **00028797378**  
383 words
  
- ▶ **Three-year plan to be carbon neutral**  
Hills & Valley Messenger, 04/07/07, General News, Page 2  
By: None

Clip Ref: **00028793078**  
382 words

**29/06/2007**

---

- ▶ **News Digital Media**  
B & T, 29/06/07, General News, Page 2  
By: None

Clip Ref: **00028780429**  
101 words
  
- ▶ **News digital media goes green**  
B & T, 29/06/07, General News, Page 5  
By: None

Clip Ref: **00028780479**  
43 words

---

COPYRIGHT This report and its contents are for the use of Media Monitors' subscribers only and may not be provided to any third party for any purpose whatsoever without the express written permission of Media Monitors Australia Pty Ltd.

DISCLAIMER The material contained in this report is for general information purposes only. Any figures in this report are an estimation and should not be taken as definitive statistics. Subscribers should refer to the original article before making any financial decisions or forming any opinions. Media Monitors makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable to you or to any third party for any losses, costs or expenses, resulting from any use or misuse of the report.



## 28/06/2007

---

- ▶ **News Ltd, by degrees** Clip Ref: **00028777898**  
Echo - Bellarine edition, 28/06/07, General News, Page 2  
By: None
- ▶ **News Ltd, by degrees** Clip Ref: **00028777706**  
207 words  
Echo - Colac-Otway edition, 28/06/07, General News, Page 2  
By: None
- ▶ **News Ltd, by degrees** Clip Ref: **00028776642**  
Echo - Ocean Grove edition, 28/06/07, General News, Page 2  
By: None
- ▶ **News Ltd, by degrees** Clip Ref: **00028777043**  
209 words  
Echo - Surf Coast edition, 28/06/07, General News, Page 2  
By: None

## 27/06/2007

---

- ▶ **Greenhouse gases pledge** Clip Ref: **00028670271**  
249 words  
Southern Times Messenger, 27/06/07, General News, Page 18  
By: None
- ▶ **Carbon cut pledge** Clip Ref: **00028674237**  
444 words  
Guardian Messenger, 27/06/07, General News, Page 24  
By: None
- ▶ **Greener targets in News** Clip Ref: **00028687157**  
264 words  
Gold Coast Sun, 27/06/07, General News, Page 19  
By: None
- ▶ **Carbon cut promised** Clip Ref: **00028677649**  
363 words  
News Review Messenger, 27/06/07, General News, Page 18  
By: None
- ▶ **Media giant's carbon pledge** Clip Ref: **00028693339**  
415 words  
Portside Messenger, 27/06/07, General News, Page 13  
By: None
- ▶ **Carbon cut on the cards** Clip Ref: **00028700428**  
371 words  
Leader Messenger, 27/06/07, General News, Page 23  
By: None

---

COPYRIGHT This report and its contents are for the use of Media Monitors' subscribers only and may not be provided to any third party for any purpose whatsoever without the express written permission of Media Monitors Australia Pty Ltd.

DISCLAIMER The material contained in this report is for general information purposes only. Any figures in this report are an estimation and should not be taken as definitive statistics. Subscribers should refer to the original article before making any financial decisions or forming any opinions. Media Monitors makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable to you or to any third party for any losses, costs or expenses, resulting from any use or misuse of the report.

▶ **Carbon emissions cut pledge**  
Weekly Times Messenger, 27/06/07, General News, Page 16  
By: None

Clip Ref: **00028700763**

341 words

## 26/06/2007

---

▶ **One Degree not difficult**  
Geelong Advertiser, 26/06/07, General News, Page 5  
By: Daniel Breen

Clip Ref: **00028664569**

324 words

▶ **The News is all green**  
Daily Telegraph, 26/06/07, General News, Page 13  
By: Michelle Cazzulino

Clip Ref: **00028661442**

397 words

▶ **News of a greener future**  
Courier Mail, 26/06/07, General News, Page 16  
By: Brendan O'Malley

Clip Ref: **00028661000**

235 words

▶ **News Limited to spread climate message**  
Australian, 26/06/07, General News, Page 5  
By: Lara Sinclair

Clip Ref: **00028661338**

351 words

▶ **News's climate pledge**  
Adelaide Advertiser, 26/06/07, General News, Page 4  
By: Michelle Cazzulino

Clip Ref: **00028661127**

▶ **Greenhouse targets set by News Limited**  
Townsville Bulletin, 26/06/07, General News, Page 2  
By: None

Clip Ref: **00028666058**

257 words

▶ **News house greener**  
Northern Territory News, 26/06/07, Business News, Page 26  
By: None

Clip Ref: **00028662289**

131 words

▶ **Carbon black-listed**  
Gold Coast Bulletin, 26/06/07, General News, Page 7  
By: None

Clip Ref: **00028665732**

424 words

▶ **Carbon-neutral aim**  
Cairns Post, 26/06/07, General News, Page 10  
By: None

Clip Ref: **00028666981**

279 words

---

COPYRIGHT This report and its contents are for the use of Media Monitors' subscribers only and may not be provided to any third party for any purpose whatsoever without the express written permission of Media Monitors Australia Pty Ltd.

DISCLAIMER The material contained in this report is for general information purposes only. Any figures in this report are an estimation and should not be taken as definitive statistics. Subscribers should refer to the original article before making any financial decisions or forming any opinions. Media Monitors makes no representations and, to the extent permitted by law, excludes all warranties in relation to the information contained in the report and is not liable to you or to any third party for any losses, costs or expenses, resulting from any use or misuse of the report.



# Pledge to cut gas emissions

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group, including Messenger, will progressively achieve the target by 2010.

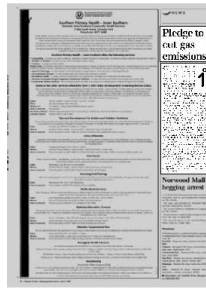
The News Limited commitment follows the announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010. News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.

The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents). "A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said. "Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy."

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions.





# Pledge to cut gas emissions

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group, including Messenger, will progressively achieve the target by 2010.

The News Limited commitment follows the announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010. News Limited's targeted reduction in carbon emissions of 20 per cent over three



years is twice that set by the parent company.

The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents). "A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said. "Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy."

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions.



# Three-year plan to be carbon neutral

MESSENGER Community Newspapers is going green in a bid to become carbon neutral in just three years.

At last week's launch of News Limited's (publisher of Messenger Newspapers) One Degree climate change initiative, company chairman and chief executive **John Hartigan** praised the efforts of SA's News Limited papers to cut carbon emissions.

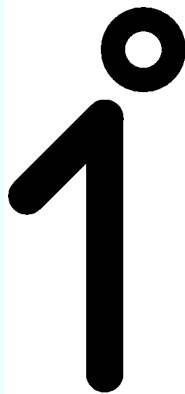
"Every bit builds up to something that really makes an impact across the whole of Australia," Mr Hartigan said.

"It's not a gimmick, it's not a quick fix and it's certainly not a fad - we're fair dinkum."

In the financial year to June 2006, Messenger's carbon footprint was 816 tonnes.

The initiative, over the next three years, features plans to slash these emissions by 20 per cent and save 164 tonnes - the equivalent of taking 38 cars permanently off the road.

Messenger, which reaches 700,000 readers a



week, is investigating using energy efficient roof paint for its production area, replacing its electric hot

water heaters with solar hot water panels and leasing hybrid cars.

News is investigating the carbon generated by newspaper production newspapers from the tree to disposal to find ways to reduce it.

"Emissions which can't be reduced through efficiency or replaced by renewable energy will be offset to bring News Corp's total net greenhouse emissions to zero in the next three years," a News strategy predicts.

"Carbon offsets generated by wind power projects in India will begin to be purchased this year."

Messenger Newspapers One Degree committee chairman and company secretary **Malcolm House** said bio-diesel would be used to fuel the generator at the head office, in Port Adelaide, while occupancy sensors would be used to reduce lighting and airconditioning.

He said staff also would be encouraged to use public transport or cycle to work, with bike racks installed at all offices.

"This process is about encouraging our staff and our readers to reduce their carbon footprint and give our children a better place to live," Mr House said.

News Digital Media will be the first division of News Limited to become carbon neutral when it hits the target by the end of this year.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010.



# Three-year plan to be carbon neutral

MESSENGER Community Newspapers is going green in a bid to become carbon neutral in just three years.

At last week's launch of News Limited's (publisher of Messenger Newspapers) One Degree climate change initiative, company chairman and chief executive **John Hartigan** praised the efforts of SA's News Limited papers to cut carbon emissions.

"Every bit builds up to something that really makes an impact across the whole of Australia," Mr Hartigan said.

"It's not a gimmick, it's not a quick fix and it's certainly not a fad - we're fair dinkum."

In the financial year to June 2006, Messenger's carbon footprint was 816 tonnes.

The initiative, over the next three years, features plans to slash these emissions by 20 per cent and save 164 tonnes - the equivalent of taking 38 cars permanently off the road.

Messenger, which reaches 700,000 readers a



week, is investigating using energy efficient roof paint for its production area, replacing its electric hot water heaters with solar hot water panels and leasing hybrid cars.

News is investigating the carbon generated by newspaper production newspapers from the tree to disposal to find ways to reduce it.

"Emissions which can't be reduced through efficiency or replaced by renewable energy will be offset to bring News Corp's total net greenhouse emissions to zero in the next three years," a News strategy predicts.

"Carbon offsets generated by wind power projects in India will begin to be purchased this year."

Messenger Newspapers One Degree committee chairman and company secretary **Malcolm House** said bio-diesel would be used to fuel the generator at the head office, in Port Adelaide, while occupancy sensors would be used to reduce lighting and air-conditioning.

He said staff also would be encouraged to use public transport or cycle to work, with bike racks installed at all offices.

"This process is about encouraging our staff and our readers to reduce their carbon footprint and give our children a better place to live," Mr House said.

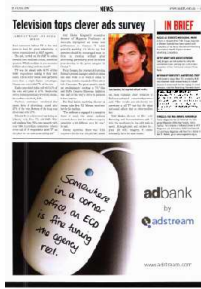
News Digital Media will be the first division of News Limited to become carbon neutral when it hits the target by the end of this year.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010.



**B & T**  
**29/06/2007**  
**Page: 2**  
**General News**  
**Region: National Circulation: 6909**  
**Type: Magazines Trade**  
**Size: 23.26 sq.cms**  
---F--

**News Digital Media**, Australia's fastest-growing digital publisher, announced it will become carbon neutral within months. News Limited's digital arm will ramp up its green credentials as part of its parent company's sustainability strategy, One Degree, which was launched this week. Richard Freudenstein, chief executive officer of News Digital Media, said as Australia's fastest growing digital media publisher, the company needed to not only embrace the issue but walk the talk and set an example with its own sustainability policy. The ad industry has come under pressure in recent weeks to take a lead in environmentally sustainable business.



**B & T**  
**29/06/2007**  
**Page: 5**  
**General News**  
**Region: National Circulation: 6909**  
**Type: Magazines Trade**  
**Size: 12.23 sq.cms**  
---F--

**NEWS DIGITAL MEDIA GOES GREEN**

News Digital Media has announced that it will become carbon neutral within months, joining a growing list of organisations taking leadership on climate control. News Limited's digital arm will measure its carbon footprint with an external audit.



Echo - Bellarine edition

28/06/2007

Page: 2

General News

Region: Bellarine VIC Circulation: 40435

Type: Regional

Size: 58.66 sq.cms

---T---

## News Ltd, by degrees

**NEWS Limited is joining the fight against climate change, with CEO John Hartigan this week announcing the company's climate change campaign, One Degree.**

News Limited's climate change program is part of News Corporation's global initiative announced in May, which commits the company to become carbon neutral by 2010.

"We have chosen One Degree because we believe that small actions by everyone — One Degree of change — can and will have a dramatic impact on the future of our planet," Mr Hartigan said.

"In launching One Degree, I am also announcing our intention to cut News Ltd's greenhouse gas emissions by 20 per cent and become 100 per cent carbon neutral by

2010. Our first division to reach this goal will be News Digital Media, which is on track to be carbon neutral by the end of 2007," he said.

The Geelong Advertiser Group, which is part of News Ltd and publishes the *echo*, the *Geelong Advertiser* and the *GeelongNEWS*, is looking at a number of options to reduce greenhouse gas emissions.

The Group's carbon footprint was 1070 tonnes in the year to June 2006.

Improvements will be made to facilities, operations and transportation to increase energy efficiency, including using solar energy and sharing infrastructure and services across the business.



## News Ltd, by degrees

**NEWS Limited is joining the fight against climate change, with CEO John Hartigan this week announcing the company's climate change campaign, One Degree.**

News Limited's climate change program is part of News Corporation's global initiative announced in May, which commits the company to become carbon neutral by 2010.

"We have chosen One Degree because we believe that small actions by everyone — One Degree of change — can and will have a dramatic impact on the future of our planet," Mr Hartigan said.

"In launching One Degree, I am also announcing our intention to cut News Ltd's greenhouse gas emissions by 20 per cent and become 100 per cent carbon neutral by

2010. Our first division to reach this goal will be News Digital Media, which is on track to be carbon neutral by the end of 2007," he said.

The Geelong Advertiser Group, which is part of News Ltd and publishes the *echo*, the *Geelong Advertiser* and the *GeelongNEWS*, is looking at a number of options to reduce greenhouse gas emissions.

The Group's carbon footprint was 1070 tonnes in the year to June 2006.

Improvements will be made to facilities, operations and transportation to increase energy efficiency, including using solar energy and sharing infrastructure and services across the business.



Echo - Ocean Grove edition  
28/06/2007  
Page: 2  
General News  
Region: Melbourne  
Type: Regional  
Size: 58.17 sq.cms  
---T---

## News Ltd, by degrees

**NEWS Limited is joining the fight against climate change, with CEO John Hartigan this week announcing the company's climate change campaign, One Degree.**

News Limited's climate change program is part of News Corporation's global initiative announced in May which commits the company to become carbon neutral by 2010.

"We have chosen One Degree because we believe that small actions by everyone — One Degree of change — can and will have a dramatic impact on the future of our planet," Mr Hartigan said.

"In launching One Degree, I am also announcing our intention to cut News Ltd's greenhouse gas emissions by 20 per cent and become 100 per cent carbon neutral by

2010. Our first division to reach this goal will be News Digital Media, which is on track to be carbon neutral by the end of 2007," he said.

The Geelong Advertiser Group, which is part of News Ltd and publishes the *echo*, the *Geelong Advertiser* and the *GeelongNEWS*, is looking at a number of options to reduce greenhouse gas emissions.

The Group's carbon footprint was 1070 tonnes in the year to June 2006.

Improvements will be made to facilities, operations and transportation to increase energy efficiency, including using solar energy and sharing infrastructure and services across the business.



**Echo - Surf Coast edition**  
**28/06/2007**  
Page: 2  
General News  
Region: Surf Coast VIC Circulation: 40435  
Type: Regional  
Size: 58.69 sq.cms  
---T---

## News Ltd, by degrees

**NEWS Limited is joining the fight against climate change, with CEO John Hartigan this week announcing the company's climate change campaign, One Degree.**

News Limited's climate change program is part of News Corporation's global initiative announced in May, which commits the company to become carbon neutral by 2010.

"We have chosen One Degree because we believe that small actions by everyone — One Degree of change — can and will have a dramatic impact on the future of our planet," Mr Hartigan said.

"In launching One Degree, I am also announcing our intention to cut News Ltd's greenhouse gas emissions by 20 per cent and become 100 per cent carbon neutral by

2010. Our first division to reach this goal will be News Digital Media, which is on track to be carbon neutral by the end of 2007," he said.

The Geelong Advertiser Group, which is part of News Ltd and publishes the *echo*, the *Geelong Advertiser* and the *GeelongNEWS*, is looking at a number of options to reduce greenhouse gas emissions.

The Group's carbon footprint was 1070 tonnes in the year to June 2006.

Improvements will be made to facilities, operations and transportation to increase energy efficiency, including using solar energy and sharing infrastructure and services across the business.



# Greenhouse gases pledge

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target this week as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media

group to become carbon neutral when it hits the target by the end of this year.

The rest of the group, including Messenger, will progressively achieve the target by 2010. The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by



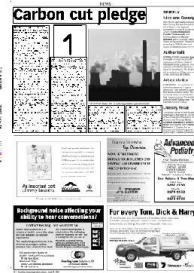
2010. News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.

The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans developed by every division. Mr Hartigan said the 20 per cent emissions cut would prevent 30,000

tonnes of greenhouse gases from entering the atmosphere each year. "That's equivalent to taking about 7500 cars permanently off the road," he said.

Mr Hartigan said News Limited had been at the vanguard of informing and acting on environmental issues for the past 17 years.

"As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint."



# Carbon cut pledge



NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target this week as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group, including Messenger, will progressively achieve the target by 2010.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.

The One Degree campaign is

being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents).

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated."

Mr Hartigan said News Limited has been at the vanguard of informing and acting on environ-

mental issues: "For the past 17 years we had an active environment program which has led to the use of cleaner technologies. As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint. This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business."

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions as an example to other businesses and individuals. "Our number one priority is to get our own house in order and reduce the impact of what we do," he said.

"But we also recognise the opportunity and responsibility we have to inform and inspire the Australian community about climate change and what we can all do to make a difference."

back



**Guardian Messenger**  
**27/06/2007**  
Page: 24  
General News  
Region: Adelaide Circulation: 68653  
Type: Suburban  
Size: 326.90 sq.cms  
--W----



CUT IT OUT: News Ltd is reducing carbon gas emissions.



# Greener targets in News

NEWS Limited – publisher of the *Sun* – has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

Chairman and chief executive John Hartigan announced the target on Monday as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first local division to become carbon neutral when it hits the target by the end of this year. The rest of the group – including Gold Coast Publications – will progressively achieve the target by 2010.

The News Limited commitment follows the announcement by News Corporation last month of a global initiative that commits all parts of the company to become carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20 per cent over three years is

twice that set by the parent company.

The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans that have been developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents).

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth," he said.

"That's equivalent to taking about 7500 cars permanently off the road.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated."



# Carbon cut promised

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target this week as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group, including Messenger, will progressively achieve the target by 2010.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide



equivalents).

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy."

Mr Hartigan said News Limited has been at the vanguard of informing and acting on environmental issues: "For the past 17 years we had an active environment program which has led to the use of cleaner technologies. As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint"

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions as an example to other businesses and individuals.

"Our number one priority is to get our own house in order," he said.

"But we also recognise the opportunity and responsibility we have to inform and inspire the Australian community about climate change and what we can all do to make a difference."



# Media giant's carbon pledge

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target this week as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group, including Messenger, will progressively achieve the target by 2010.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010. News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.

The One Degree cam-

paign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents).

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy."

Mr Hartigan said News Limited had been at the vanguard of informing and



acting on environmental issues: "For the past 17 years we had an active environment program which has led to the use of cleaner technologies. As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint. This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business."

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions as an example to other businesses and individuals.

"Our number one priority is to get our own house in order and reduce the impact of what we do," he said. "But we also recognise the opportunity and responsibility we have to inform and inspire the Australian community about climate change."



# Carbon cut on the cards

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target this week as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group, including Messenger, will progressively achieve the target by 2010.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents).



"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said.

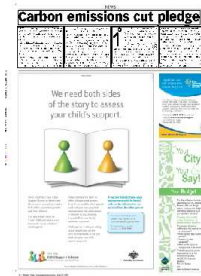
"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy."

Mr Hartigan said News Limited has been at the vanguard of informing and acting on environmental issues: "For the past 17 years we had an active environment program which has led to the use of cleaner technologies. As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint"

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions as an example to other businesses and individuals.

"Our number one priority is to get our own house in order and reduce the impact of what we do," he said.

"But we also recognise the opportunity and responsibility we have to inform and inspire the Australian community about climate change and what we can all do to make a difference."



# Carbon emissions cut pledge

NEWS Limited (publisher of Messenger Newspapers) has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive **John Hartigan** announced the target this week as part of the launch of a company-wide energy reduction plan, One Degree.

News Digital Media will be the first division in the media group to become carbon neutral when it hits the target by the end of this year. The rest of the group,

including Messenger, will progressively achieve the target by 2010.

The News Limited commitment follows last month's announcement by parent company News Corporation of a global initiative committing all parts of the company to be carbon neutral by 2010. News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company. The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans developed by every div-



ision. Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents).

“A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road,” he said.

Mr Hartigan said News Limited had been at the vanguard of informing and acting on environmental issues: “For the past 17 years we had an active environment program which has led to the use of cleaner technologies. As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint.”

He said that as Australia's largest media company, News Limited had an obligation and a responsibility to do what it could to reduce carbon emissions as an example to other businesses and individuals.

“Our number one priority is to get our own house in order and reduce the impact of what we do,” he said.



# One Degree not difficult

DANIEL BREEN

MEDIA giant News Limited is going green.

The conglomerate, which owns the *Geelong Advertiser* and a host of other media outlets, yesterday announced plans to cut its greenhouse gas emissions by 20 per cent and become carbon neutral by 2010.

News Limited chairman and chief executive John Hartigan revealed the targets during the launch of the company-wide energy reduction plan One Degree.

As part of the plan, News Digital Media will become the first carbon neutral entity in the News Limited stable with plans to achieve the target at the end of this year.

Other organisations within the company will progressively achieve the target during the next three years.

Mr Hartigan said yesterday's commitment was a natural pro-



John Hartigan

gression from News Corporation's global announcement last month to commit the entire company to becoming carbon neutral by 2010.

News Limited generated 146,466 tonnes of carbon dioxide in the year leading up to June 2006.

Mr Hartigan said that based on that level of energy consumption, a 20 per cent cut to greenhouse gas emissions would prevent 30,000 tonnes of greenhouse gases from entering the atmosphere.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy," Mr Hartigan said.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated."

Mr Hartigan said the plan would have a huge impact on News Limited's operations, as well as on the environment.

"For the past 17 years we had an active environment program which has led to the use of cleaner technologies. This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business," he said.

"Our number one priority is to get our own house in order and reduce the impact of what we do."



# The News is all green

## One Degree at a time toward carbon-neutral

By MICHELLE CAZZULINO

NEWS Limited, publisher of *The Daily Telegraph*, yesterday committed to an ambitious new program to slash its greenhouse gas emissions by 20 per cent and become carbon-neutral within three years.

The target was announced as part of the launch of a company-wide energy reduction plan, called One Degree, and follows last month's announcement by parent company News Corporation committing all parts of the company to becoming carbon-neutral by 2010.

News Limited chairman and chief executive John Hartigan said News Digital Media would become the first local division to become carbon-neutral and was on track to meet that objective by the end of this year.

The rest of the group would progressively achieve the target over the

next three years, Mr Hartigan said.

Detailed energy reduction plans have been developed by every division, supported by the One Degree campaign which will be implemented in all parts of News Limited.

The initiative is expected have a significant effect on the environment, with the company generating 146,466 tonnes of carbon dioxide, or carbon dioxide equivalents, in the year to June 2006.

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth," Mr Hartigan said.

"That's equivalent to taking about 7500 cars permanently off the road.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be

eliminated."

As Australia's largest media company, News Limited had "an obligation and a responsibility" to do what it could to reduce carbon emissions, acting as an example to other businesses and individuals.

"For the past 17 years, we had an active environment program which has led to the use of cleaner technologies," he said.

"As Australia's largest newspaper publisher, we have also been instrumental in Australia becoming the world's leading recycler of newsprint.

"This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business."

Several other companies have developed similar initiatives in recent months — internet groups Yahoo! and Google have also announced plans to become carbon-neutral in the future and will invest in environmental initiatives around the world.



## News of a greener future

**Brendan O'Malley**

NEWS Ltd has committed to cutting greenhouse gas emissions by 20 per cent and to become carbon neutral within three years.

John Hartigan, chairman and chief executive of News Ltd, the publisher of *The Courier-Mail*, yesterday announced the bold plan at the launch of the company's "One Degree" energy reduction campaign.

"One Degree is a permanent and fundamental change to News Ltd. It is an opportunity for us all to make a difference to one of the most significant challenges of our generation,"



For the latest weather details

[couriermail.com.au](http://couriermail.com.au)

he said. News Digital Media is expected to become carbon neutral by the end of the year.

News Corporation last month committed all parts of the company to becoming carbon neutral by 2010.

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warm-

ing the Earth," Mr Hartigan said. "That's equivalent to taking about 7500 cars permanently off the road."

Mr Hartigan said News Ltd's emission targets would be met by greater efficiency and the use of renewable energy sources.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated," he said.

"As Australia's largest media company News Ltd has an obligation and a responsibility to do what it can to reduce carbon emissions as an example to other businesses and individuals."



# News Limited to spread climate message

Lara Sinclair

NEWS Limited, the nation's biggest media company, will launch a campaign to promote climate-friendly initiatives to its 15 million readers and viewers after announcing yesterday it would cut its own greenhouse emissions by 20 per cent and become carbon neutral in three years.

Advertising aimed at encouraging the public to make small changes to become more energy efficient is expected to be launched within the next month.

The campaign will amplify the company's One Degree energy reduction plan, which was an-

nounced yesterday by John Hartigan, chairman and chief executive of News Limited, publisher of *The Australian*.

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth," Mr Hartigan said. "That's equivalent to taking about 7500 cars permanently off the road."

The plan, which also suggests ways staff can reduce their carbon footprint, includes using more fuel-efficient vehicles, encouraging suppliers to reduce their carbon output, reducing water usage and making buildings more energy-efficient.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated," Mr Hartigan said.

Tony Wilkins, head of the company's environment and climate change department, said cost-savings would help the company invest in renewable energy. News Limited's carbon footprint last financial year was 146,466 tonnes — about 22 per cent of parent company News Corporation's total footprint — but Dr Wilkins said readers and viewers emitted 10,000 times as much.

"I think the single biggest influence that we can have as a

company is the influence that we have on the public," Dr Wilkins said. "If we succeed in inspiring our audiences to reduce their own impact on climate change by 5 per cent, it would be like turning off the state of California for a year."

The plan, which will result in interactive arm News Digital Media becoming carbon neutral within six months, follows an announcement by News Corporation that it aimed to be carbon neutral within three years. Climate change posed "clear, catastrophic threats", News Corporation chairman and chief executive Rupert Murdoch said last month.



**Adelaide Advertiser**  
**26/06/2007**  
**Page: 4**  
**General News**  
**Region: Adelaide Circulation: 191250**  
**Type: Capital City Daily**  
**Size: 254.59 sq.cms**  
**MTWTFSS-**

## COMMITMENT | Publisher to be carbon-neutral by 2010

# News's climate pledge

### MICHELLE CAZZULINO

NEWS Limited, publisher of *The Advertiser*, yesterday committed to an ambitious new program which will see the company slash its greenhouse gas emissions by 20 per cent and become carbon-neutral within three years.

The target was announced as part of the launch of a company-wide energy reduction plan, titled One Degree, and follows an announcement by News Corporation last month, committing all parts of the company to becoming carbon-neutral by 2010.

News Limited chairman and chief executive John Hartigan said News Digital Media would become the first local division to become carbon-neutral and was on track to meet that objective by the end of this year.

The rest of the group will progressively achieve the target over the next three years. Detailed energy reduction plans have been

developed by every division, supported by the One Degree campaign, which will be implemented in all parts of News Limited.

The initiative is expected to have a dramatic effect on the environment, with the company generating 146,466 tonnes of carbon dioxide, or carbon dioxide equivalents, in the year to June, 2006.

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy.

"Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated."

As Australia's largest media company, News Limited had "an obligation and a responsibility" to do what it could to reduce carbon emissions in its offices and printing plants, acting as an example to other businesses and individuals, Mr Hartigan added.

"For the past 17 years, we had an active environment program which has led to the use of cleaner technologies," he said.

"As Australia's largest newspaper publisher, we have also been instrumental in Australia becoming the world's leading recycler of newsprint.

"This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business."

Several other companies have developed similar initiatives in recent months - internet groups Yahoo! and Google have also announced plans to become carbon-neutral in the future.

## ENVIRONMENTAL ACTION

- Bunnings - will be carbon-neutral by 2015 and is harvesting rainwater and stormwater in 130 stores.
- ANZ - aims to become carbon neutral in Australia and New Zealand by 2009.
- Channel 7 program *Sunrise* - films from Australia's first carbon-neutral set.
- CARSguide.com.au - has started a scheme for the website's users to plant 10,000 trees to help offset the greenhouse emissions from cars.
- Finsbury Green Printing - Australia's first carbon-neutral printer. It recycles 95 per cent of its waste and has cut water use by 2.7 million litres per year.
- John Butler Trio - the popular band has announced a carbon-neutral tour.
- The AFL and Origin - formed a partnership to make AFL the first carbon-neutral professional sporting code in the world, by switching to green energy and offsetting 120,000 tonnes of greenhouse emissions this year.



## Greenhouse targets set by News Limited

NEWS Limited, publisher of the *Townsville Bulletin* yesterday committed to an ambitious new program which will see the company slash its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

The target was announced as part of the launch of a company-wide energy reduction plan, titled One Degree, and follows an announcement by News Corporation last month, committing all parts of the company to becoming carbon neutral by 2010.

News Limited chairman and chief executive John Hartigan said News Digital Media would become the first local division to become carbon neutral and was on track to meet that objective by the end of this year.

The rest of the group would progressively

achieve the target over the next three years, Mr Hartigan said.

Detailed energy reduction plans have been developed by every division, supported by the One Degree campaign, which will be implemented in all parts of News Limited.

The initiative is expected have a dramatic effect on the environment, with the company generating 146,466 tonnes of carbon dioxide, or carbon dioxide equivalents, in the year to June 2006.

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," Mr Hartigan said.

As Australia's largest media company, News Limited had 'an obligation and a responsibility' to do what it could to reduce carbon emissions, acting as an example to other businesses and individuals, Mr Hartigan added.



## News house greener

NEWS Limited will cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive John Hartigan announced the target yesterday as part of the launch of a company-wide energy reduction plan, "One Degree".

News Digital Media will be the first local division to become carbon neutral when it hits the target by the end of this year.

The rest of the group will progressively achieve the target by 2010.

The News Limited commitment follows the announcement by News Corporation last month of a global initiative that commits all parts of the company to become carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent company.



# Carbon black-listed

## News Ltd in pledge to halt its emissions

NEWS Limited, publisher of *The Gold Coast Bulletin*, has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive John Hartigan announced the target yesterday as part of the launch of a company-wide energy reduction plan – One Degree.

News Digital Media will be the first local division to become carbon neutral when it hits the target by the end of this year. The rest of the group will progressively achieve the target by 2010.

The News Limited commitment follows the announcement by News Corporation last month of a global initiative that commits all parts of the company to become carbon neutral by 2010.

News Limited's targeted reduction in carbon emissions of 20 per cent over three years is twice that set by the parent

company. The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans that have been developed by every division.

Mr Hartigan said in the year to June, 2006, News Limited generated 146,466 tonnes of carbon dioxide.

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warming the Earth. That's equivalent to taking about 7500 cars permanently off the road," said Mr Hartigan.

"Our new energy reduction plans have set aggressive targets across every part of our operations to reduce emissions through increased efficiency and the use of renewable energy. Carbon credits to fund alternative energy sources will be used as a last resort to offset what can't be eliminated."

Mr Hartigan said News Limited had been at the vanguard of informing and

acting on environmental issues.

"For the past 17 years we had an active environment program which has led to the use of cleaner technologies. As Australia's largest newspaper publisher we have also been instrumental in Australia becoming the world's leading recycler of newsprint," he said.

"This commitment to reduce our carbon footprint builds on what we have done in the past and will change how we approach every aspect of our business."

Mr Hartigan said that as Australia's largest media company, News Limited had an obligation and responsibility to do what it could to reduce emissions as an example.

"Our number one priority is to get our own house in order and reduce the impact of what we do. But we also recognise the opportunity and responsibility we have to inform and inspire the Australian community about climate change."



**Cairns Post**  
**26/06/2007**  
Page: 10  
General News  
Region: Cairns QLD Circulation: 28000  
Type: Regional  
Size: 133.08 sq.cms  
MTWTFS-

# Carbon-neutral aim

## The Cairns Post part of greenhouse fight

NEWS Limited, publisher of *The Cairns Post*, has committed to cut its greenhouse gas emissions by 20 per cent and become carbon neutral within three years.

News Limited chairman and chief executive John Hartigan announced the target yesterday as part of the launch of a company-wide energy reduction plan One Degree.

News Digital Media will be the first local division to become carbon neutral when it hits the target by the end of this year. The rest of the group will progressively achieve the target by 2010.

The News Limited commit-

ment follows the announcement by News Corporation last month of a global initiative that commits all parts of the company to become carbon neutral by 2010.

The One Degree campaign is being implemented in all parts of News Limited to support the rollout of detailed energy reduction plans that have been developed by every division.

Mr Hartigan said in the year to June 2006, News Limited generated 146,466 tonnes of carbon dioxide (or carbon dioxide equivalents).

"A 20 per cent cut in emissions will prevent 30,000 tonnes of greenhouse gases from entering the atmosphere and warm-

ing the Earth. That's equivalent to taking about 7500 cars permanently off the road," he said.

*The Cairns Post* general manager Nick Trompf said he fully supported the One Degree plan and the company would introduce a range of initiatives to reduce its greenhouse gas emissions.

"We live in a wonderful part of the world and are acutely aware of the impact industry has on the environment," Mr Trompf said. "We will be working hard to cut our energy consumption and to encourage other businesses to embrace energy-savvy practices."