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25 April - 9 May 2006

# The Beaconsfield Mine Rescue

Ground-breaking interactive coverage of the news event of the year

*NEWS.com.au* and the *Mercury*

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## the webcam

- ▶ In a world first, *NEWS.com.au* and the *Mercury* provided an unedited streaming images from the site of a developing news story
- ▶ A webcam installed at the Beaconsfield site provided live images from outside the mine during the rescue
- ▶ *Mercury* IT staff set up the camera on a 4m pole - using a soft drink can to amplify the satellite signal (Image available for popup)
- ▶ *NEWS.com.au* staff integrated the feed into the News Ltd network, providing it to all masthead sites
- ▶ The camera captured the frenzy of activity on the morning of the rescue, including the convoy taking the freed miners to hospital

[watch the reel](#)

- ▶ Newspapers ran pointers to the webcam feed on their masthead sites





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## local depth, global reach

- ▶ The multimedia features were complemented by continuous fast-moving coverage of the running story
- ▶ *NEWS.com.au* editors worked to mould rolling stories encompassing the latest developments for a national and global audience
- ▶ Overall coverage exemplified how News Ltd can capitalise on its local depth and global reach when covering major stories to provide unparalleled story packages



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## credits

### **NEWS.com.au**

- ▶ News Editor: [Fay Gould](#)
- ▶ Chief of Staff: [Paul Colgan](#)
- ▶ Multimedia Producer: [Eirik Wallem Fossan](#)
- ▶ Multimedia Journalist: [Liz Bennett](#)
- ▶ Breaking News Editor: [Brian Buchanan](#)
- ▶ News Producers: [Will Temple](#), [Miguel D'Souza](#), [Justine Parker](#)

### **Mercury**

- ▶ Webcam Management: [Kevin Goodall](#), [Chris Mitchell](#), [Andrew Ormerod](#)

