

[home \(/\)](#) » [archives \(/archives\)](#)

## 'Bloodletting' starts at News Limited

21 Jun 2012

Alexandra Roach

The heads have allegedly begun to roll at News Limited a day after the generally positive message from chief executive Kim Williams.

Sources have told *AdNews* that the redundancies have begun across the board, with the publisher's soon-to-be-defunct digital arm News Digital Media among the affected.

Despite Williams' positive words yesterday and the insistence News Limited would make 'significantly less' redundancies than the 1,900 rival publisher Fairfax Media announced on Monday, the lay-offs have already begun.

"The blood-letting at News Limited has started this morning and quite ferociously," an inside source told *AdNews*. "The message yesterday [from Kim Williams] was so positive and we were all expecting them to follow through that everyone would be treated fairly because Fairfax made such a cock-up of it."

While the total number of redundancies News Limited will make in its restructure is still unknown, the employees laid off today are not the first.

Another source told *AdNews* that lay-offs swept through the junior and middle ranks at NewsLifeMedia in the weeks leading up to Williams' public announcement, with employees receiving emails stating they had been booked in for meetings at 9am the following Monday. When staff arrived for these meetings, they were told they had been made redundant.

"News [Limited] was clear yesterday that it is investing and transforming its business for the future," a company spokesman told *AdNews*. "This includes investing \$60 million in Eidos Methode (a new publishing system), as well as investing in *Business Spectator* and *The Eureka Report*. We have also made a conditional proposal to acquire Consolidated Media Holding's subscription television assets."

Williams said yesterday: "As part of transforming the



News Limited chief executive Kim Williams.

### related content

[AdNews News: News Limited announces significant changes across the board \(/adnews/news-limited-announces-significant-changes-across-the-board\)](#)

[AdNews News: News buys Business Spectator; restructure announcement at 1:45pm \(/adnews/news-buys-business-spectator-restructure-announcement-at-1-45pm\)](#)

[AdNews News: News Limited makes bid for Cons Media, seeks half of Foxtel \(/adnews/news-limited-makes-bid-for-cons-media-seeks-half-of-foxtel\)](#)

[AdNews News: NewsLifeMedia commercial director Zara Curtis resigns \(/adnews/newslifemedia-commercial-director-zara-curtis-resigns\)](#)

[AdNews News: NewsLifeMedia promotes GQ editor to publisher \(/adnews/newslifemedia-promotes-gq-editor-to-publisher\)](#)

[AdNews News: News Ltd restructure a fortnight away, as Fairfax consolidates \(/adnews/news-ltd-restructure-a-fortnight-away-as-fairfax-consolidates\)](#)

[AdNews News: Fairfax's war of words with News Limited heats up \(/adnews/fairfax-s-war-of-words-with-news-limited-heats-up\)](#)

[AdNews News: These are 'disturbing times' in the newspaper industry: MEAA \(/adnews/these-are-disturbing-times-in-the-newspaper-industry-meaa\)](#)

[AdNews News: Hartigan: Fairfax and News Ltd stoush is bad for business \(/adnews/hartigan-fairfax-and-news-ltd-stoush-is-bad-for-](#)

company we announced yesterday that as we roll-out the organisational model we will make a variety of positions redundant and that some positions would be retired through natural attrition. We will also hire people with new skills that we require going forward.”

This latest round of redundancies follow from the recent round of hirings and firings at NewsLifeMedia, under new chief executive Nicole Sheffield. Among the departures were *Vogue* editor-in-chief Kirstie Clements, lifestyle group publisher Mark Kelly and *Inside Out* editor Richard Waller. Commercial director Zara Curtis, who begins a new role with FremantleMedia next month, resigned last week.

### Follow @AdNews

<http://www.twitter.com/adnews> on Twitter for breaking stories and campaigns throughout the day.

Have something to say? Send us your comments using the form below or contact the writer at [alexandraroach@yaffa.com.au](mailto:alexandraroach@yaffa.com.au) (<mailto:AlexandraRoach@yaffa.com.au>)

Email (#) 0 Tweet 7 Share 1 Like 7

### reader comments

There are no comments on this article yet.

### add a comment

Name \*

[business](#))

[AdNews News: News Limited stays mum on 400 redundancies](#)

([/adnews/news-limited-stays-mum-on-400-redundancies](#))

[AdNews News: News Ltd joins hover wars with CommBank 'Can'](#)

([/adnews/news-ltd-joins-hover-wars-with-commbank-can](#))

[AdNews News: NewsLifeMedia's overhaul continues](#)

([/adnews/newslifemedia-s-overhaul-continues](#))

[AdNews News: NewsLifeMedia's top editorial staff in exodus](#)

([/adnews/newslifemedia-s-top-editorial-staff-in-exodus](#))

[latest news» \(/index.cfm?objectid=ff606300-fc00-11de-88150050568c22c9\)](#)

[NEWS IN BRIEF: 13 August 2012 \(/adnews/news-in-brief-13-august-2012\)](#)

[Combined readership shows highest audiences in a decade \(/adnews/combined-readership-shows-highest-audiences-in-a-decade\)](#)

[NAB pitches media \(/adnews/nab-pitches-media\)](#)

[Facebook plays down 'special arrangement' with Ten's Connect \(/adnews/facebook-plays-down-special-arrangement-with-ten-s-connect\)](#)

Hi, we welcome your comments.

You may comment as many times as you like. We approve and edit comments at our discretion. Do not send us comments that are:

abusive or malicious  
off-topic or excessively long  
blatantly spam.

By commenting you agree to our [Terms and Conditions \(/footer/terms-and-conditions\)](#) and [Privacy Policy \(/footer/privacy-policy\)](#). If you wish to alert us about a comment,