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This article is based on a paper presented to the Media, War and Memory conference, Auckland University of Technology, September 18-19, 2014 by Dr Philip Cass and Dr Jonathan “Jack” Ford. Dr Cass is Senior Lecturer in the Master of International Communication programme at Unitec in Auckland. Dr Ford is a professional historian. A former member of the Brisbane City Council’s Heritage Unit, he has undertaken major surveys of that city’s surviving wartime architecture and was for many years a member of the Australian Broadcasting Corporations’ Anzac Day commentary team in Brisbane.