

This meeting notes that in its determination on the NBN “Special Report” the Press Council flagged its intention to develop Specific Standards of Practice to be applied in relation to advertorials and sponsored content.

There is evidence this company is already not adhering to the standards it must adhere to in relation to demarcation of advertorial.

Given growing concern over creeping advertorial, this meeting requests MEAA to contact the Chair of the Press Council requesting that work commence and offering assistance in developing new standards of practice on behalf of the Fairfax Sydney Morning Herald house.

This meeting condemns senior management for their failure to consult over major change.

We note that detail is yet to be made available on the April restructure announcement despite –

- House Committee and MEAA officials meeting with Garry Linnell
- A previous meeting specifically requesting Greg Hywood address us on the restructure
- Correspondence from the House Committee to Allen Williams requesting a meeting, and
- Correspondence from the Federal Secretary to Greg Hywood

And further, we note the “announcement” of Fairfax Production Services last week. Again with no detail and with no communication to the MEAA or any offer to consult.

We request MEAA initiate proceedings in the Fair Work Commission over this blatant failure to consult.

3) This meeting demands that in any Fairfax Production Services structure, advertising and editorial be kept separate.

We reject the notion that editorial production is not an integral element of editorial work and journalism and demand any future structure recognise this fact.