

Mon, 18 May 2009 08:55:39 +1000
To: Patricia.Amphlett@alliance.org.au
From: Roger Clarke <Roger.Clarke@xamax.com.au>
Subject: The Media Alliance Code

Dear Patricia

I refer to earlier letters of 9 April and 24 April, to which I don't seem to have had a reply.

The Australian Privacy Foundation is intent on getting this important issue into the public eye.

One of the next steps we have taken is for me, as its Chair, to publish a piece in Online Opinion. It appeared this morning at:

Why it's time for guidelines on 'privacy and the media'
<http://www.onlineopinion.com.au/view.asp?article=8914>

Is Media Alliance considering the articulation of its presently very limited guidance on privacy into a comprehensive set of guidelines for its members?

As I deal with the media on this matter, it would be valuable to know what the primary professional body thinks about the idea.

Regards ... Roger Clarke