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The New Zealand Herald

Wilson & Horton Ltd, Proprietors

ADVERTISING DEPARTMENT

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P.O. BOX 32

AUCKLAND 1

In reply please quote ref.

18 February 1983

The Home Birth Association,
P.O. Box 7093,
Wellesley Street,
AUCKLAND.

Dear Sir/Madam,

As an employee of the New Zealand Herald and a member of your association, I wish to take this opportunity to reply to the article in the Home Birth Association's newsletter of December 1982, referring to "Birth Notices - Censorship from the Herald".

Firstly, the Herald will accept advertisements from members of the Home Birth Association in the birth column.

However, the requested notice from the Greenfill family was contravening the standard they try to uphold, as the Herald will not allow any organisation to advertise themselves in "Birth" advertisements, because they do not want commercialism in the column as the specific value of the birth notices being a personal announcement then becomes lost or distracted by advertising messages.

However, they will accept the words "Home Birth" within the notice.

I was concerned by the Greenfill's interpretation of the policy as being, "forced to put the ad in the paper the Herald's way". We need to ensure that family notices remain free of any political, moral or public issue. I have attached a copy of the Herald's policy concerning birth notices.

I understand that sometimes advertisers may be upset, but as an individual who is also a member of the Home Birth Association, I do not appreciate personal innuendos published by the Home Birth Association against the integrity of the NZ Herald's supervisors. Such bitter statements are harsh and hurtful and do not reflect, I hope, the general attitude of the Home Birth

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Association which I see as a caring and loving group of people.

I belatedly congratulate Alan and Angeline Greenfill on the birth of their son, and wish them many happy hours of family joy.

Yours faithfully,
THE NEW ZEALAND HERALD

Paul England

Paul England
EMPLOYEE-ADVERTISING DEPT