

21-Nov-2025

**Regarding advertising disclosure on the Betoota Advocate Website:**

***From Clancy Overell, Editor at the Betoota Advocate.***

As the fourth-generation editor of Australia's oldest newspaper, I resent the fact that we even need to have an online presence - but here we are.

As some people have noted, we are not that good at keeping up with the ever-changing advertising guidelines across each platform that we publish our hard work on for free.

I completely wash my hands of this, and squarely blame the young people in my office who are in charge of anything computer-related. I have berated them publicly and I promise that such mishaps and inconsistencies have been ironed out.

As for the need to include product placements in the thousands of words published by our esteemed rural newspaper each day - I also resent this. I know that our readers resent it, and it seems that ABC's Media Watch does too!