



## **CASE REPORT**

1. Complaint reference number	158/98
2. Advertiser	Kemalda Entertainment Pty Ltd (Rodney Rude)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows the comedian, Rodney Rude apparently during a performance on stage. He says, 'How are ya going there baby? Good to see ya. I've got a cholesterol problem reckon you could help me get rid of me fat?'

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'What he says on stage when people pay to see him knowing the type of foul filth he deals in is one thing. To promote it using yet another crudeism (sic) for the male genitalia in a particular state is something else again...as yourself/ves also would you put to air a similar snippet from his show involving the female genitalia? Somehow, I think not. Is this another example of a double-standard that I see and hear so often in today's society...if you must advertise this type of rubbish use something less humiliating and degrading to men...'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that the advertisement did not constitute discrimination or vilification and did not breach the Code. In addition, the Board was of the view that the language used in the advertisement would not offend prevailing community views and standards. The Board dismissed the complaint.