



CASE REPORT

1. Complaint reference number	181/04
2. Advertiser	North Coast Christian Media Council
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 10 August 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a mixed group of children, adults and characters dancing around to a jingle which includes phrases such as “God loves you so much,” “Life is better with Jesus around” and “Real life comes from knowing Jesus.”

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“ This offends me because it seems designed to undermine parents rights to raise their children with atheistic beliefs or non-Christian religions. ”

“To me these ads are discriminatory and I would imagine quite distressing to children of non Christian backgrounds.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“ Even if Christianity were a minority religion, I’m sure the freedoms we cherish in this country would protect the right to express it. ”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (religion)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.