



CASE REPORT

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| 1. Complaint reference number | 198/02 |
| 2. Advertiser | Fox FM 101.9 |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a Jerry-Springer-style TV talk-back show with a live audience. An interviewee is complaining that her partner is not present as he is jealous of the amount of attention that she receives. A man then runs onto the set naked (genitals diffused), and the audience and woman show a combination of anger and excitement. In conclusion a voiceover says: “Tracy and Matt in the mornings on the FOX.”

THE COMPLAINT

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

“...I was so shocked and incensed that I cannot even tell you what the add (sic) was for... I considered it an assault on my living room. I do not think of it as humorous in the least.”

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 view that most viewers of the advertisement would recognise its intended humour and that the content did not constitute a breach of the Code in relation to sex, sexuality and/or nudity.

Finding that the advertisement did not contravene the Code on this or any other ground, the Board dismissed the complaint.