



CASE REPORT

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| 1. Complaint reference number | 201/98 |
| 2. Advertiser | Murdoch Magazines Pty Ltd (fctv) |
| 3. Product | Media |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 December 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement comprises a commentary by Penny Cook (new host of fctv). Her script includes the following wording, ‘Hi, I’m Penny Cook, the new host of fctv...on every day at 1.30 pm.’ There is the sound of a baby crying and Penny says, ‘I’m coming darling.’ The commentary then goes on, ‘The best thing about family circle tv isn’t the sensational cooking or the creative craft.’ A telephone rings in the background and Penny asks whether she can call back. She then continues, ‘...and its not even the up to date health and beauty tips...’ There is the sound of a doorbell ringing and Penny groans. She continues, ‘...it’s the fact that there’s finally a tv show for women by women at a time when women can actually watch...’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘Considering the program they advertise is supposedly presented by women for women, I find this attitude quite surprising anyway. Women have and continue to struggle to achieve equal rights, equal pay etc. etc. I consider this sort of promotion sexist and offensive to women....This sort of advertising implies and reinforces the conservative view that all women belong at home during the day...they are also stereotyping the view that women do not belong in the workforce, and they belong at home.’

THE DETERMINATION

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

Members of the Board were of the view that the advertisement did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint.