



## **CASE REPORT**

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| 1. Complaint reference number | 217/99   |
| 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 |
| 6. Date of determination      | Tuesday, 13 July 1999                              |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement features an excerpt from a Rodney Rude live show in which he is saying ‘Sitting in McDonald’s eating a stinking big McFeast and a fries, I look around and who’s sitting there? Pauline Hanson! I said to the manager: “MacManager, macbloody well macget over here! What’s this woman doing in here? You’ve already got one red headed clown”.’ The advertisement concludes by showing tour dates and venues, together with corresponding voiceover.

## **THE COMPLAINT**

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

*“There does not seem to be any politician, current or ex, who has been used for so much vilification and I do wish to protest this.”*

## **THE DETERMINATION**

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

The Board determined that the reference to Pauline Hanson within the advertisement did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.