



CASE REPORT

1. Complaint reference number	222/99
2. Advertiser	Radio 4BC Brisbane (Stan Zemanek Show)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The two television advertisements begin with the words ‘The Beast. Stan Zemanek.’ on screen, followed by a scene of Stan Zemanek talking directly to camera. In the first advertisement, he says ‘Hello, I’m Stan Zemanek and I’m on 1116 4BC. You can listen to me tonight and I can tell you it’ll be the most entertaining thing you’ve ever done with your clothes on.’

In the second advertisement, he says ‘Why don’t you go and give yourself an uppercut you moron ... You wouldn’t work in an iron lung you low slung bastard ... Let’s lose those beauties and just listen to the beast on 1116 4BC from 7 o’clock tonight.’

THE COMPLAINT

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

“I can’t believe that anyone in the public eye can come out or is allowed to utter and contemplate the expressions of that man ... Have our broadcasting morals stooped so low?”

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 advertisement did not contain any language that was inappropriate or that offended prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.