



CASE REPORT

1. Complaint reference number	230/03
2. Advertiser	Austereo Group Ltd (B105FM)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens what is clearly a parody of the Jerry Springer television show, with B105FM's Morning Crew of Jamie, Penny and Ian in the spotlight. Penny and Ian are being interviewed when 'Jamie' runs on stage nude. The image is pixilated to obscure the genital area, and after the personality leaves the stage a full-screen caption appears reading: 'B105FM. 105.3FM. The Morning Crew with Jamie, Penny and Ian.'

THE COMPLAINT

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

"The shots involved lasted for several seconds and clearly showed that he had no clothing on, also including shots of his naked rear (with no obscuring effect)."

"...Jamie Dunn is ... running around on stage nude with slight blurring around the genital area and nothing covering his backside."

"I am concerned about the standards that B105 have to go to adv on TV and also to have Jamie Dunne run on stage naked."

"It contained 'almost' nudity—the use of pixels didn't cover explicit parts of the human body effectively enough."

"...an ad for a radio station...showing Jamie Dunn in full frontal nudity. This was quite disgusting."

"The attempt to cover or hide Mr Dunn's genital area failed miserably and left nothing to the imagination."

"...highly offensive."

"The main character of BF10FM (sic)—Jamie Dunn—prances across the stage floor naked—showing his entire body & flab with a very small edited section to cover his private parts."

"I find the portrayal of nudity offensive and inappropriate."

"I really don't know what he was advertising but he was involved in really inappropriate behaviour."

"...Jamie Dunn parading naked across the stage with full frontal and back view..."

"...if I want to see a fat, nude man flaunting himself it will be at my choosing, not while watching a movie which I'm sure will have been watched by many young people."

“...my who family finds (this an other ads in the B105FM campaign) to be highly offensive...”

“At no time was there any warning that the ads contained any nudity or anything that may offend; a standard that all other programs screened are required to do.”

THE DETERMINATION

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

It was further noted that the advertisement could be regarded as containing the first full frontal nudity considered by the Board although, in the view of the Board, the material was adequately pixilated.

The Board considered that majority of people would identify the context of the representation as being a parody of an internationally-successful television talk show, and that the intended humour would therefore be widely recognised.

It determined that the material did not contravene the Code in respect of the portrayal of sex, sexuality and/or nudity.

On further determination that this advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.