



## **CASE REPORT**

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| 1. Complaint reference number | 306/06   |
| 2. Advertiser                 | Austereo Group Ltd (SAFM - Milly, Lehmo & Louie Show)    |
| 3. Product                    | Media  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Nationality – section 2.1 |
| 6. Date of determination      | Tuesday, 8 August 2006                                   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television announcement shows three radio presenters discussing the popularity of their show and the fact that there are now copycat shows all over the world. The threesome is then shown in various international scenarios imitating German/Austrian, Eskimo and Japanese copycat presenters. Text on screen reads “Milly Lehmo and Louie For Breakfast. World famous in Adelaide . SAFM 1071” and concludes with a scene of the German/Austrian presenters – the woman playing an accordion as the two men slap-dance.

## **THE COMPLAINT**

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

*I find the advertisement unbelievably racist as it makes fun of German Austrian culture, Eskimo culture and Japanese culture and the way people of these cultures speak English and behave. I can see how many people of these cultures would be extremely offended upon viewing the advertisement.*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*Our view is that whilst the material does depict people from different countries and cultures, the basis for the commercial is to point out copycat programs. In that way, Milly, Lehmo and Louie are making fun of themselves in other cultural settings; dressed in stereotypical national costumes, and adopting accents and showing an interpretation of their program in different settings. In our view, their depiction is clearly humorous, light-hearted and was made for the purpose of comedy; consistent with their radio program. We believe that it does not discriminate against or vilify any person or section of the community on account of their race, ethnicity or nationality. It does not, in our opinion, make one dislike or think less of people from different countries or cultures.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”) specifically section 2.1 regarding vilification on the grounds of race or ethnicity.

The Board considered that mimicking a language used by people of any particular race or ethnicity was not, of itself, vilifying of the people of that race or ethnicity. In this advertisement the Board noted that the advertisement depicted the radio personalities in a sequence of fantasy situations in other countries. The Board considered that, while the advertisement was tasteless, it did not demean

or discriminate against people of the cultures depicted in the advertisement.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.