



CASE REPORT

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| 1. Complaint reference number | 312/01 |
| 2. Advertiser | Australian Polish Review |
| 3. Product | Community Awareness |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 November 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television community awareness advertisement opens on the fluttering flag of the USA, with an announcer's voice-over saying: "God bless America and its efforts to rid the world of terrorism." As the image changes to video footage of the second aircraft crashing into New York's World Trade Centre on September 11 2001, the voice-over continues: "On behalf of the Polish, Serbian and Macedonian communities in Australia we thank you for your commitment to bring to justice those who want to destroy the will of peaceful nations and force upon them their fanatical beliefs." Over fluttering flags of Poland, Serbia, Macedonia and Australia, the announcer says: "Acts which have changed many a country's history." With a caption reading "United We Stand In Solidarity with the American Nation" superimposed over the Australian and American flags, the announcer concludes: "Let us unite as one nation and maintain our democratic way of life." A second announcer reads a closing caption reading: "Spoken by Julian Pulvermacher. Authorised by Michael Kordek on behalf of the Australian Polish Review, Sydney, Australia."

THE COMPLAINT

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

'I object to the commencement of the ad which shows the aeroplane crashing into the Twin Tower Building. I thought all the broadcasters had agreed to a code to not show that particular graphic piece of footage again...to avoid submitting viewers to further trauma and overload of the plane crash image. I was therefore surprised to see the footage at the commencement of this ad.'

THE DETERMINATION

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

Noting that the agreement not to screen the footage was one reported to have been reached by American television networks, the Board determined this advertisement did not breach the health and safety provisions of the Code.

Further finding that the advertisement did not contravene any other provision of the Code, the Board dismissed the complaint.