



## **CASE REPORT**

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| 1. Complaint reference number | 315/00   |
| 2. Advertiser                 | FNQ Broadcasters Townsville Pty Ltd (Sea FM)   |
| 3. Product                    | Media  |
| 4. Type of advertisement      | Outdoor  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 14 November 2000  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement, captioned ‘The only thing you need on for breakfast!’, portrays a photograph of two men, with a woman between them, standing naked from the waist up, their mouths open and startled expressions on their faces. The woman’s hands cup each of her breasts (nipples obscured) and each man has one of his hands covering each of hers. The advertisement carries three ‘Sea FM 100.7 Townsville’ logos and, in the top right corner, the words, ‘Morning Crew’.

## **THE COMPLAINT**

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

*‘In my opinion these signs are absolutely degrading to both women and men.’*

*‘The advertisement is very large and in an extremely prominent position at a major intersection. It is highly visible to passing traffic, indeed it is impossible to avoid and is seen by all members of the community including children and young people.’*

*‘..... to have its putrid philosophy thrust at one from a billboard in a public place is something that we don’t have to put up with.’*

*‘I believe it to be a distraction for motorists and a dangerous traffic hazard and should be removed as soon as possible before an accident happens.’*

*‘The advertisement uses sexual harassment to sell a radio station. It thus uses sexual violence in an unjustifiable context.’*

*‘As a Christian woman and wife and mother and grandmother I find it offensive.’*

## **THE DETERMINATION**

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

The Board, while appreciating the points of view expressed by complainants, felt that the portrayal of the three people within the advertisement was a humorous and non-sexual depiction. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.