



## **CASE REPORT**

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| 1. Complaint reference number | 324/99  |
| 2. Advertiser                 | JT Publishing Australia Pty Ltd (Hustler magazine)  |
| 3. Product                    | Media   |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 12 October 1999  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement consists of a man saying “Hi, Big Jim here and I’m just flicking through the pages of the best Hustler Down Under you’ll see this year. Featuring the ‘Beaver Hunt’ winner Tavia in all her naked glory. Tavia Spicer. You voted for her and now she’s \$5,000 richer. See her reveal all in this month’s Hustler Down Under. She’s blonde and busty. Look for her on the cover of this month’s Hustler Down Under. Snatch yourself a copy now. Available at newsagents, convenience stores and adult shop s.”

## **THE COMPLAINT**

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

*“I am disgusted to hear the repeated advertisement for a pornographic magazine ... it is impossible to force children to turn to another station as most kids have a radio/stereo in their rooms, therefore, mature moral controls on what is being allowed to be advertised is imperative ... it is a poor image for women and encouraging poor behaviour and morals for boys and men.”*

## **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 the advertisement did not constitute discrimination or vilification, nor did it breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint. In passing, the Board noted the advertiser’s advice that, following the receipt of complaints, the particular expressions used in its advertising had been reconsidered and that the phrase ‘Beaver Hunt’ would be replaced with ‘Glamour Hunt’ in the future.