



## **CASE REPORT**

1. Complaint reference number	326/03
2. Advertiser	Channel Nine Perth
3. Product	Media
4. Type of advertisement	Transport
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement referred to featured the photographic images of two young female women standing back to back to each other with their arms crossed. These photographic images are set against a blue background with the Channel 9 logo in the top right hand corner with the words “the new generation of news” in white print underneath the Channel 9 logo.

## **THE COMPLAINT**

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

*“Although the words and images on the billboard in and of themselves appeared fairly innocuous, in the context of how the young news readers have recently taken over from an older one, I felt that they were promoting ageism in that they were implying that youthful newsreaders were superior to older ones. As an older person (age 55) I found the implicit message of this ad to be offensive.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The purpose of the advertisement is to inform the Perth community about the change in newsreaders at Channel 9. We seek to publicise the fact that Channel 9 has changed the delivery of its news service to keep up with contemporary tastes and culture...”*

*“The reference to “New Generation” implies Channel 9 is using a new method of delivering a news service, not that younger newsreaders are better than old newsreaders”.*

## **THE DETERMINATION**

The Advertising Standards Board (“the Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (“the Code”).

The Board considered that, within the context of prevailing community standards, the content of this advertisement did not contravene the provisions of the Code relating to age discrimination and/or vilification nor any other provision of the Code.

The Board therefore dismissed the complaint.