



CASE REPORT

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| 1. Complaint reference number | 58/00 |
| 2. Advertiser | Sydney Morning Herald (Ku Klux Klan) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man talking to camera, saying ‘We don’t shy away from hate. We see love and hate as being two sides of the one coin. Sometimes you have to use hate to protect yourself. The biggest threat is immigration and what we call ‘mongrelisation’. There should be complete prohibition of sex between peoples of different race. I would like see Australia as an Aryan nation with a population up to, say, 250 million people’. While the man is speaking, the scene is interspersed with shots of him getting dressed in Ku Klux Klan clothing. The advertisement concludes with the superimposed words ‘What kind of tomorrow do you want. The Sydney Morning Herald. Tomorrow’s Paper’.

THE COMPLAINT

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

“ We do not believe the advertisement defensible as fair comment. Procreation between married citizens of and in Australia is a private affair, not a matter of public interest. ... We believe the advertisement amounts to incitement to racial hatred ... ”

‘I find this advertisement in very poor taste. It was advertising racial purity and was, as far as I am concerned, a complete abuse of freedom of speech.’

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 remarks made by the man did not constitute discrimination or vilification. In reaching its decision, the Board noted that, while others may disagree with his remarks, the man was expressing his own personal point of view, as was his entitlement. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.