



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 67/01   |
| 2. Advertiser                 | Ron Fawkse (Free Bible offer)   |
| 3. Product                    | Other   |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 10 April 2001  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The newspaper advertisement comprises text only, with the question ‘*What does God Say?*’ Appearing under a reverse type heading of ‘*HOMOSEXUALITY.*’ Together with quotations from the Bible, the advertisement includes an offer of a free Bible for writing to a post office box address in Wahroonga, NSW, or calling a mobile telephone number.

## **THE COMPLAINT**

Comments made by the complainant regarding this advertisement include the following:

*‘I believe the biblical quotes published in the ad...vilify gays and lesbians.’ ‘For this inflammatory material to appear...on the same day as the Sydney Gay & Lesbian Mardi Gras Parade I find particularly offensive...At a time when many young people may be prompted into pursuing support and information regarding homosexuality, this ad leads them to narrow-mindedness and intolerance.’*

## **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 determined that the material within the advertisement did not constitute discrimination/vilification and did not contravene prevailing community standards in relation to health & safety. Determining that the advertisement did not breach the Code on these or any other grounds, the Board dismissed the complaint.