



## **CASE REPORT**

1. Complaint reference number	69/00
2. Advertiser	One.Tel Ltd
3. Product	Telecommunications
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertising supplement features a photograph of a hospital room scene with the heading ‘Tell your parents it’s a Baby girl.’ In the scene, the mother is talking on the telephone as the father appears to have passed out on the floor. A young woman dressed in a nurse’s uniform is cradling his head in her lap as she is about to apply an oxygen mask to him.

## **THE COMPLAINT**

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

*“What I take offense to is the appearance of the nurse...Her appearance would fit perfectly in a pornographic video – especially as the husband is in her lap! I am a registered nurse and midwife... We are professionals, and have fought over the years to gain our professional status, and we would like to maintain it”.*

## **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 was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in 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.