



CASE REPORT

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| 1. Complaint reference number | 74/00 |
| 2. Advertiser | Queensland Television Ltd (Channel 9) Austereo Pty Ltd (B105FM) |
| 3. Product | Media |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print newspaper advertisement is headed ‘Compulsive viewing’ and features a photograph of radio announcer Jamie Dunn in a side view ‘flasher’ pose, with his overcoat held down to his waist level and trousers around his ankles. A man and a woman, both wearing B105FM tee shirts are looking at him with expressions of surprise and disgust on their faces. Under the photograph is text reading ‘6.30pm Jamie Dunn & the B105 Morning Crew Exposed’ together with the channel 9 logo.

THE COMPLAINT

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

“ There are many little children in our society who are the subject of sexual abuse. They have no frame of reference to protect them from the connotations that such a picture holds.”

“Are we telling the world it is ‘compulsive viewing’ for men to expose themselves?”

“This paper goes into family homes which include children.”

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 depiction of the man within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. While the Board, accordingly, dismissed the complaint, it did note the advertiser’s advice to complainants that the advertisement would not be repeated.