

<b>COMPLAINT NUMBER</b>	18/376
<b>COMPLAINANT</b>	M Dunn
<b>ADVERTISER</b>	MediaWorks
<b>ADVERTISEMENT</b>	The Rock, Television
<b>DATE OF MEETING</b>	5 November 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Rock radio station has three television advertisements, one set in a church with a choir and two in a confessional booth where the hosts are confessing and drinking. The advertisements conclude with the tagline “Rock is our religion”

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, M Dunn, said:** THE ROCK is advertising in a church, most likely St Matthews in the City, Auckland in a manner that mocks and ridicules Christianity with signs of the cross being made and laughed at, The follow up TV ads further the theme saying: "The Rock is our religion". I believe these ads for The Rock FM are in poor taste, offensive to most New Zealanders and note they do not similarly target the Jews or the Islamic religions or any other. faith. I ask that this advertising be stopped on the basis it is offensive, cowardly in that it targets Christians and the mocking of a group in our society is not the New Zealand way.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5**

**The Chair** noted the Complainant’s concern that the advertisement mocked and ridiculed Christianity and its tone was offensive.

The Chair confirmed that humour and satire were permissible under the Advertising Codes. She acknowledged that it was not ideal to use places of worship to promote a radio station, however the setting related to the Advertiser’s catch phrase “Rock is our Religion” and it was the Chair’s view that most people would accept the light-hearted nature of the advertisement.

The Chair said taking into account generally prevailing community standards, the portrayal of the church scenes in the advertisement were not likely to cause serious or widespread offence.

While acknowledging the offence the advertisement caused the Complainant, the Chair said the advertisement did not reach the threshold to breach of the Code of Ethics.

Therefore, the Chair ruled there were no grounds for the complaint to proceed.

**Chair’s Ruling:** Complaint **No Grounds to Proceed**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.