

COMPLAINT NUMBER	20/546
ADVERTISER	Calendar Girls
ADVERTISEMENT	Calendar Girls Radio
DATE OF MEETING	24 November 2020
OUTCOME	Not Upheld No further action required

Summary of the Complaints Board Decision

The Complaints Board did not uphold a complaint about a radio advertisement for the Calendar Girls Mansion, which played on George FM on a Sunday. The Board said it is legal to advertise adult entertainment services and the content of the advertisement did not reach the threshold to cause serious or widespread offence.

Advertisement

The radio advertisement for the Calendar Girl's Mansion website had a female voiceover which said: "So boys what's on your calendar, because I've got absolutely nothing on at all." The website provides live streaming webcam of females living in the Calendar Girls Mansion. Private one-on-one video chats are also available.

Summary of the Complaint

The Complainant was concerned the advertisement was inappropriate for daytime listening because it contains suggestive comments aimed at young men.

Issues Raised:

- Social Responsibility
- Decency and Offensiveness

Summary of the Advertiser's Response

The Advertiser defended the advertisement and said they do not place advertisements during the time slots that school drop-offs or pick-ups occur, and they place the advertisement on male-focused radio stations.

Relevant ASA Codes of Practice

The Chair directed the Complaints Board to consider the complaint with reference to the following codes:

ADVERTISING STANDARDS CODE

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

Relevant precedent decisions

In considering this complaint the Complaints Board referred to a precedent decision, Decision 19/339, which was ruled No Grounds to Proceed.

The full versions of this decision can be found on the ASA website:

<https://www.asa.co.nz/decisions/>

Decision 19/339 concerned a radio advertisement for Calendar Girls which said: "What time is it? It's toy time – Calendar Girls – Toy shows all month long...So what's on your calendar boys for tonight? Because I've got nothing on at all!" The complainant was concerned about children hearing the advertisement. The Chair of the Complaints Board said *The Rock* radio station is targeted at an adult male audience between the ages of 18-44. The Chair said the placement of the Calendar Girls advertisement, during the middle of the school day, meant that school children were unlikely to make up a significant portion of the audience and the advertisement was not explicit. It was unlikely that the true nature of the double entendre "I've got nothing on at all", would be understood by children.

Complaints Board Discussion

Consumer Takeout

The Complaints Board agreed the likely consumer takeout of the advertisement was the Calendar Girls website provides 24/7 live streaming of female adult entertainers living in a house together. Payment for viewing is by subscription.

Audience and Placement

The Complaints Board noted the comment from Mediaworks that the target audience for George FM radio station is adults aged between 18 and 35, with a slight skew towards males. The station plays alternative music. The Complaints Board noted that George FM describes its audience as "risk takers who are ahead of the curve... Listeners adore the music, from electronic beats to the latest urban releases".

The Complaints Board observed the advertisement was played on a Sunday, around midday.

Was the advertisement offensive?

The Complaints Board said the advertisement did not reach the threshold to cause serious or widespread offence. The Board said while the reference to the service being advertised may have surprised some listeners, it is legal to advertise adult entertainment services.

The Complaints Board's understanding is that the Calendar Girls Mansion webcam is like an X-rated version of the television programme called Big Brother. The Board acknowledged that some consumers may regard the service as exploitative of women, but its role was to consider whether the advertisement breached the Advertising Standards Code.

The Complaints Board noted the phrase "I've got absolutely nothing on..." was double entendre and could mean the woman had no activities on her calendar or she had no clothes on. The Board said in the context of an advertisement for adult entertainment this phrase, while being suggestive, was not overtly explicit or obscene.

The Complaints Board noted that the complainant was concerned the advertisement was aimed at young men. The Complaints Board noted the target audience for George FM radio station is adults aged between 18 and 35, with a slight skew towards males. The advertisement was not therefore targeting young men in terms of the target audience demographic.

Was the advertisement socially responsible?

The Complaints Board said the advertisement was socially responsible, taking into account context, medium, audience and product and was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

Outcome

The Complaints Board ruled the complaint was **Not Upheld**.

No further action required.

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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.

APPENDICES

1. Complaint
 2. Response from Advertiser
 3. Response from Media
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Appendix 1

COMPLAINT

Very suggestive and highly inappropriate for daytime listening. The woman said what's on your calendar boys because I've got nothing on at all. Among other filthy suggestive comments aimed at young men. I am deeply disturbed that this kind of advertising is allowed when all I want is relax in the sun with good music. Will be boycotting George FM.

Appendix 2

RESPONSE FROM ADVERTISER, CALENDAR GIRLS

We have been on the radio some 20 years now and also carefully word and place our ads. We do not place ads on the hour over school drop offs or school pick-ups Place them on male focus stations for the obvious reasons. Other than the male focus stations we also place them on George the "house party" station.

Given this is the second complaint this year I'd tend to think it's far from offending the greater public.

Appendix 3

RESPONSE FROM MEDIA, MEDIWORKS

To whom it may concern

George FM is a station aimed at adults. The target market is 18-35, with a slight skew towards male. The George listener is actively engaged in all parts of life, and is consequently more open minded than most.

The advertisement this complaint refers to is part of an overall campaign for this client that has run for a number of years. In the context of the George audience, it's hardly surprising that we have seldom had complaints about Calendar Girls advertising - it's just not something that would offend your typical George listener. And given the length of time this has been on air, and the scarcity of complaints about it, you could hardly say this campaign causes 'widespread offence'.

The complaint also refers to 'other filthy, suggestive comments'. Here is the script:

VO: The house is heating up.

VOX: Calendar Girls.

VO: The Calendar Girls mansion is now open at CGs Mansion.com

Hot girls, heated arguments,

Who got kicked out?

Who's the most hardcore?

With free webcams 24/7, if you're missing the mansion you're missing out.

Don't forget, open an account for a free 50 dollar credit.

On the house at CGs Mansion.com

VOX: So boys what's on your calendar, because I've got absolutely nothing on at all.

There are no 'filthy or suggestive' comments here, and if there is sexual imagery, it's in the context of the ASA codes: appropriate to the audience and medium.

Adult entertainment of this nature is legal and open to any audience. That being said, it's not for everyone, and that's clearly where this complaint comes from. As a socially responsible broadcaster, Mediaworks recognises this, which is why we restrict daytime advertising of this nature to stations that are targeted to adults. Those stations are The Rock, The Sound, and George FM.

Mediaworks voluntarily restricts the playing of audio for clients in this category to once an hour, and never between 6 and 9AM, or 3 and 7PM. Those are times when children are more likely to be part of the audience, which is why they're excluded.

Thanks for the opportunity to respond to this complaint.