

COMPLAINT NUMBER	21/142
ADVERTISER	MediaWorks
ADVERTISEMENT	Rock Drive with Jay and Dunc Facebook
DATE OF MEETING	29 March 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Rock Drive with Jay and Dunc Facebook advertisement promoted a segment from The Rock Drive with Jay and Dunc radio programme called "Poo Towns". The segment features songs about towns in New Zealand. The Facebook post included the heading "Poo Towns", with a poo emoji on either side. The text said "Producer Jeremy will write a song about KAWERAU from your comments".

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

Complaint: I believe this goes against decency and STANDARD 6 DISCRIMINATION AND DENIGRATION. I was aghast to see towns singled out on The Rock Facebook platform. How does calling any town a Poo town help NZ towns. They DJs think its funny but locals surely dont when people are weighing in with degrading rubbish replies and falsehoods. Not a good thing for a radio station to be freely pitching. Luckily locals got wind and are pointing out all the great things about our town. We shouldn't have to defend ourselves against this Rubbish. Not good. Posted on facebook yeaterday.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);

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.

Guidelines

Advertisements must not exploit, degrade, denigrate, demean or objectify any person or group of people or any products, services, objects or places.

Humorous, satirical treatment of people and groups of people are natural and accepted features of societal relationships and may be acceptable, provided they are not likely to cause harm or serious or widespread offence.

The Chair noted the Complainant's concern the advertisement went against decency.

Rule 1(c) of the Advertising Standards Code required the Chair to consider whether the use of phrase "Poo Towns", in this context, was likely to cause serious or widespread offence, in light of generally prevailing community standards. The Chair said that despite the Complainant's objection to the advertisement, it did not reach the threshold to cause serious or widespread offence for most consumers.

The Chair noted the advertisement was posted to the radio station's Facebook page and its content reflects the station's description on the Mediaworks website which says: "The Rock is a mainstream modern Rock station targeted at men aged 25-44, who enjoy a laugh and don't take themselves too seriously." She said the Facebook page and the advertisement provided an indication about the sort of humour listeners might expect to hear on this station. This style of humour may not appeal to some listeners.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and said it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

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