

COMPLAINT NUMBER	22/090
ADVERTISER	NZME
ADVERTISEMENT	Newstalk ZB, Television
DATE OF MEETING	28 March 2022
OUTCOME	No Grounds to Proceed

Advertisement: The Newstalk ZB television advertisement shows the word, "Every" as the proceeding word changes several times - "issue", "incident", "announcement", "rate", "rise" degree", etc. The advertisement then shows Newstalk ZB presenters individually, with text alongside them such as "Every issue", "Every perspective", "Every question", "Every angle", etc. The advertisement ends with the Newstalk ZB name and underneath, "EVERY VIEW. FROM EVERY ANGLE."

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

Complaint: NewsTalkZB advertising has the concluding tagline "Every perspective, every view, every angle". The concluding tagline included images of three hosts "Kate Hawkesby, Kerre McIvor, and Mike Hosking. I think having these three hosts representing the notion of "Every perspective, every view, every angle" is misleading because all of them are right-leaning in their political views. I would argue that they do not represent sufficient diversity of perspectives and views for this claim to be made. To summarise, the three NewsTalkZB hosts are not representative of the broad range of views of New Zealanders and it is incorrect for NZME to suggest that they are.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

Principle 2: Truthful Presentation: Advertisements must be truthful, balanced and not misleading.

Rule 2(b) Truthful Presentation: Advertisements must not mislead or be likely to mislead, deceive or confuse consumers, abuse their trust or exploit their lack of knowledge. This includes by implication, inaccuracy, ambiguity, exaggeration, unrealistic claim, omission, false representation or otherwise. Obvious hyperbole identifiable as such is not considered to be misleading.

The Chair acknowledged the Complainant's concern that the advertisement was misleading. The Complainant said the advertisement claims Newstalk ZB provides coverage from "every perspective, every view, every angle" however its presenters are politically right-leaning.

The Chair referred to a precedent decision, 19/427, which was ruled No Grounds to Proceed. The Complainant in this case believed the NZME advertisement was misleading as it claimed the New Zealand Herald delivers its readers, "every perspective".

The decision stated, in part,

"The Chair considered the statements "See Every Perspective" and "Your Devil's Advocate" were aspirational sentiments from the Advertiser. The Chair said the likely

consumer takeout of these statements would be the New Zealand Herald publishes views from different perspectives – including those it does not agree with.”

The Chair said this precedent was relevant to the complaint before her. Similarly, she said the phrases used in the advertisement for Newstalk ZB were aspirational and promoted their commitment to quality journalism.

She noted the advertisement showed a series of eight Newstalk ZB presenters, and said the advertisement promoted the station as a whole. She believed the average consumer would understand that phrases such as “every view” or “every angle” related to the different perspectives from the programme hosts, the people who call into the talk-back segments and the guests interviewed on topics of the day.

The Chair said the advertisement did not meet the threshold to be misleading. She confirmed the advertisement did not breach Principle 2 or Principle 2(b) of the Advertising Standards Code.

The Chair ruled there were no grounds 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.