

<b>COMPLAINT NUMBER</b>	22/131
<b>ADVERTISER</b>	Calendar Girls
<b>ADVERTISEMENT</b>	Calendar Girls Radio
<b>DATE OF MEETING</b>	23 May 2022
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The voiceover for the Calendar Girls radio advertisement said: “Tandy is 21, Holly is 24, and they’re sisters. See them at Calendar Girls or follow them on social. Calendar Girls, open until 6am, just... don’t tell their dad. So, what’s on your calendar, boys, for tonight?”

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

There were two complaints about this advertisement:

**Complaint 1:** I’ve had to hear the ‘Calendar Girls’ advert on ‘The Sound’ radio in Auckland several times to actually work out if it’s saying what I think.

It advertises Calendar Girls and mentions something about the girls there and following them/viewing them on various social media, then after a pause says “Just don’t tell their Dad”

Regardless of their age this can only lead you to think one thing, which is essentially they ‘need’ permission from their Dad, and/or are still of an age that would need to ask his permission/still live with their parents - It’s really sort of condoning and/or promoting child sex as a normality and acceptable behaviour, whether intentionally or not it really disgusts me. I don’t think I’m being unreasonable in that given the content and services they’re promoting this is highly inappropriate.

**Complaint 2:** I think the advert for “calendar girls” just played at 11:00 am 17-05-22 is incredibly inappropriate for this time of the day when kids are listening – in fact as a woman I found it really creepy that they are advertising the “new sisters at the venue and don’t tell their Dad” ????? I find this chauvinistic and offensive. Im beyond surprised such a good radio station would allow such an advert.

**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.

**The Chair** noted the Complainants were concerned the advertisement was chauvinistic and offensive and promoted child sex as an acceptable behaviour.

The Chair referred to a precedent decision, 20/546, which was ruled Not Upheld by the Complaints Board. That decision concerned a radio advertisement for the Calendar Girls

Mansion, which played on George FM on a Sunday. The advertisement, which was promoting 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."

In decision 20/546 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 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. The Board said in the context of an advertisement for adult entertainment, the phrase used in the advertisement, while being suggestive, was not overtly explicit or obscene.

The Chair said the precedent decision applied to the complaint presently before her. The Chair said both women described in the advertisement were adults, not children, and of legal age. The Chair said the reference to keeping their profession a secret from their father was probably designed to make their work seem more risqué and appealing to the target audience.

The Chair noted the media had confirmed the advertisement had been placed on The Sound station between 9am and 3pm, and 7pm to midnight, but not during the Breakfast or Drive programmes, when children were more likely to be hear it.

The Chair said the advertisement did not reach the threshold to be offensive and had been prepared and placed with the due sense of social responsibility required. The Chair said the advertisement 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](http://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.