



QTQ 9 - Brisbane—Promotion for the program 'Chippendales: A Secret History' broadcast in a 'G' classification period

Complaint

The promotion was for a program which outlined details of the history of the male strip group 'Chippendales'. It was broadcast during a first release movie 'Captain's Courageous', a 'G' classified program on QTQ 9 Brisbane on Sunday 7 June 1998 which would have attracted a substantial child audience. Footage included images of the male strip review, including dancers performing in sometimes very brief costume, such as 'G Strings', and the audience reaction to the show. The complainant felt that the promotion was inappropriate for broadcast during a 'G' classified program.

Relevant Code of Practice

The program was assessed against the following

sections of the Commercial Television Industry Code of Practice (the code):

3.4 During the times and the programs set out below, promotions for only "P", "C", "G" and "PG" programs may be broadcast, and the content of those promotions must comply with Clause 3.6:

3.4.1 between 5.00pm and 6.00pm on weekdays;

3.4.2 cartoon programs in "G" viewing periods on any day;

3.4.3 "G"-classified programs in "G" viewing periods at weekends which are promoted for viewing by children, or are likely to attract substantial numbers of children.

3.6 In "G" viewing periods and in all "G" programs starting at 3.30pm on a weekday, or broadcast between 7.30pm and 8.30pm on any day, no program promotion may include material (whether visual or auditory) which involves:


3.6.8 nudity or partial nudity;

3.6.9 depictions of, or discussions about, sexual activity except of the most innocuous kind;

Decision

The ABA found that QTQ 9 had breached section 3.4.3 of the Code by a broadcasting a promotion for an 'M' classified program. The ABA also found that the promotion exceeded the criteria for nudity in a program promotion in a 'G' classified period (3.6.8) and depiction of sexual activity (3.6.9).

Action Taken

The ABA is satisfied with QTQ 9's response and their undertaking to again apologise to the complainant for any offence, to undertake thorough staff training for staff in the Promotions Department and reorganise their work operations/structure to prevent a similar breach in the future. 

The codes

Commercial television, commercial radio, community radio, narrowcasters, the ABC and SBS all operate under codes of practice. Subscription broadcasters are well advanced in the development of their code. The ABA supervises the operation of the codes and acts as an independent adjudicator when complaints are not resolved between the complainant and the broadcaster concerned.

Primary responsibility for compliance with the codes and for resolving complaints rests with the broadcasters. If a station does not answer a complaint within 60 days, or if the complainant considers the response to be unsatisfactory, the complaint can be referred to the ABA for investigation.

Investigations

The ABA is required to investigate unresolved complaints and to inform complainants of the results of investigations. The ABA can investigate complaints about the national broadcasters, the ABC and SBS.

The ABA can also investigate complaints about matters relating to the standards for children's television or Australian content on commercial television, the standards for subscription broadcasting, and complaints about any type of broadcasting service when the complaint relates to a possible breach of the Act or conditions of licence.

The ABA has a range of sanctions available to it if there is a breach of a code of practice, program standard or licence condition. Any action taken depends on the seriousness of the breach.