



TEN 10 Sydney

Inappropriate material for G time

Complaint

On 29 March 2000 the ABA received a complaint alleging that, on 12 December 1999, a program promotion for a PG classified program 'Just Shoot Me' contained verbal sexual references which were not appropriate for broadcast in children's cartoon programs broadcast at 7.30 a.m. on a Sunday.

Relevant code

The Commercial Television Industry Code of Practice provides:

The General G Classification

2.11 Material classified G is not necessarily intended for children but it must be very mild in impact and must not contain any matter likely to be unsuitable for children to watch without supervision.

2.11.2 *Sex and Nudity*: Visual depiction of, and verbal references to, sexual behaviour must be brief, infrequent, contain little or no detail and be strictly limited to the story line or program context. Restrained, brief and infrequent visual depiction of nudity only when absolutely necessary to the story line or program context.

Promotions in G Programs

3.6 Only a promotion which complies with clause 3.8 and is for a P, C, G or PG program, or for an unclassified news, current affairs or live or near-live sporting program, may be broadcast during the following programs:

3.6.1 cartoon programs in G viewing periods on any day.

Restrictions in G Viewing Periods and in Certain other G Programs

3.8 Special restrictions apply to the content of program promotions in G viewing periods, or in G

programs which start at 3.30 p.m. on a weekday, or which are broadcast between 7.30 p.m. and 8.30 p.m. on any day. All such program promotions must comply with the G classification requirements set out in clause 2.11, and in addition must include no material which involves any of the following:

...

3.8.9 visual depiction of, or verbal reference to, sexual behaviour except of the most innocuous kind;

Decision

The ABA found that the licensee breached clause 2.11 of the code by broadcasting a promotion in a G classified timezone which contained matter that was not very mild in impact and was likely to be unsuitable for children to watch without supervision; breached clause 3.8 of the code by broadcasting a promotion which did not comply with clause 2.11 and which contained verbal references which were not of the most innocuous kind and breached clause 3.6 of the code by broadcasting a promotion during a cartoon program in a G viewing period which did not comply with clause 3.8 of the code.

Action taken

As a result of the Authority's investigation, the licensee sought a meeting with the ABA to discuss code provisions in relation to sexual references in promotions. In addition the licensee has taken action to ensure that program promotions which comply with the G requirements of the code but are not aimed at children, are not placed in programs mainly directed at children, such as cartoons.

