

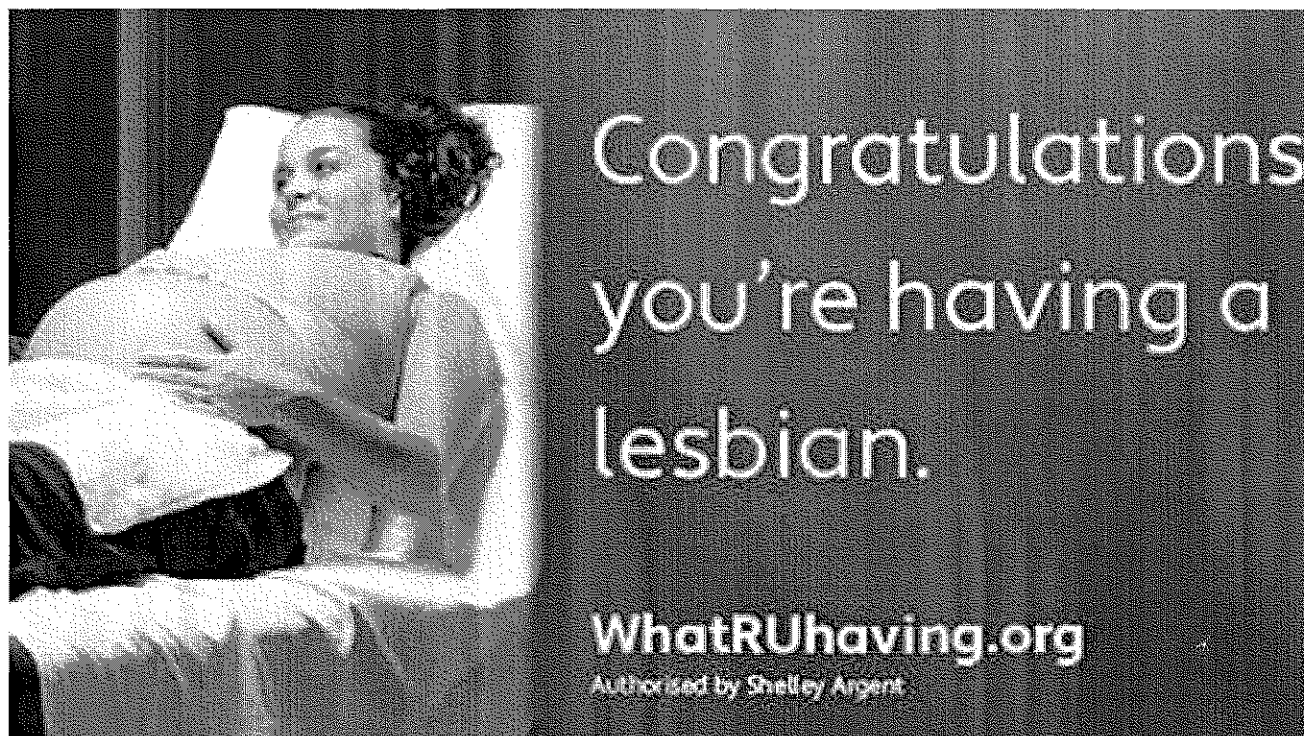
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Advertising watchdog clears provocative 'I'm having a lesbian' billboard

BY: NATASHA BITA NATIONAL SOCIAL EDITOR

FROM: NEWS CORP AUSTRALIA NETWORK

9 MONTHS AGO JULY 11, 2013 8:23PM



Billboard in Queensland receiving complaints to the Advertising and Standards Bureau. Source: Supplied

BILLBOARDS showing a pregnant woman "having a lesbian" has been cleared by the advertising watchdog after complaints that it "sexualised children".

The Advertising Standards Bureau has thrown out both complaints against the ad promoting gay marriage.

The billboards - now on display in Brisbane and likely to be rolled out nationally - show a pregnant woman with the slogan, "Congratulations, you're having a lesbian".

One anonymous complainant claimed the ad "is illegal as it involves the sexualisation of children".

Another woman complained that the billboard could make pregnant woman "uneasy".

"If science can prove one is having a lesbian/homosexual should one abort?" the woman told the advertising board.

"If a child saw this advertisement and asks about it, what does one tell a child?"

An advertising board spokeswoman yesterday confirmed both complaints had been dismissed, but said the reasons had not been published.

The advertiser, Parents and Friends of Lesbians and Gays, rejected the suggestion it had exploited or sexualised children.

It told the advertising board the woman in the ad was "modestly clothed and sensitively portrayed".

"We feel that our message is justified for its educational value, to bring awareness to the public about homosexuality," its response states.

"Wouldn't it be great if one day parents were able to accept and celebrate the sexual orientation of their child from the day they were born?"

She said more than 300,000 people in 195 countries had viewed a related YouTube video - "What R U having?" - featuring a woman having an ultrasound.

"You're having a lesbian!" the doctor tells the overjoyed parents.

The campaign's theme is that "any child can be born gay."

Ms Argent said singer Ricky Martin, who is gay, had tweeted about the video.

Billboard giant GOA, which has donated \$60,000 worth of space in Brisbane, yesterday said it had received hate mail over the ads.

Managing director Chris Tyquin said one of the letters claimed that "homosexuality can be cured".

###

SOURCE: <http://www.news.com.au/national/advertising-watchdog-clears-provocative-8216i8217m-having-a-lesbian8217-billboard/story-fncynjr2-1226677876190>

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'Appalling taste': Foxtel to remove bestiality billboard

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Controversial: the billboard in Kings Cross.

Foxtel has apologised and said it will on Wednesday night remove a Kings Cross billboard depicting bestiality that was "clearly in appalling taste".

The prominent billboard advertising the Foxtel arts channel Studio is currently placed on William Street in Kings Cross and depicts a man simulating sex with a pig.

A spokesman for Foxtel said that the billboard "was intended to provoke, but is clearly in appalling taste and demonstrates a lapse of judgment by Studio and a failure in the approvals process at Foxtel".

"Once senior management at Foxtel became aware of the nature of the image we instructed Studio to remove and replace the billboard," a statement said.

"Foxtel regrets any offence that has been caused."

Chris Keely, general manager of the of the Studio channel, told Fairfax Media: "While art can sometimes be divisive or provocative, we certainly did not intend to upset anyone with this campaign.

"We apologise for any offence that was caused by the billboard.

"We will be immediately replacing it overnight."

The image was taken from an episode of the British television mini-series *Black Mirror*, by Charlie Brooker. In the episode, a princess is kidnapped and her captor demands that the British prime minister have sex with a pig on live national television before she is released.

The show is screening on the Foxtel channel Studio as part of its "Festival of WTF".

Earlier on Wednesday, Wendy Francis, of the Australian Christian Lobby, said the prominent billboard was distressing and inappropriate, especially for children.



1 OF 4

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"I'm in my 50s. I'm big enough and ugly enough, but that's really distressing. My stomach actually turned," she said of the billboard.

"The damage is already done. It's already up now, it's got media attention. This is exactly what these advertisers want. They know this is damaging children. They know that this is not normal behaviour. They know that it will create attention.

"They are not thinking of our society, of children being confronted by adult concepts. And these are adult concepts that are not even normal."

Ms Francis, a former Family First candidate for the Senate, said the billboard was a prime example that self-regulation within the advertising industry was not working.

She predicted it would be quickly removed "but not before they get the media attention they were after".

"They would have every intention of offending and knowingly breaking rules, but they do it anyway, and there's no penalty for their misdemeanour," she said.

In 2011, Ms Francis lobbied to have safe sex advertisements removed from bus shelters but they were reinstated after a public outcry.

Tim Allerton, managing director of Sydney-based City Public Relations, said the shock tactics used in the billboard were a desperate bid for attention.

He said David Ogilvy, the British advertising executive hailed as the "father of advertising", and other advertising greats would be "rolling in their graves at such a paucity of imagination and creativity in advertising".

"It appears that campaigns like this show the agency has run out of ideas and is just looking for shock and PR value from a shocking image," he said.

"Agencies are heading down a slippery slope as they go for more shocking images in desperate attempts to get our attention."

The Advertising Standards Board have been contacted for comment.

with Megan Levy

Poll: **Should the billboard be taken down?**

Yes

70%

No

30%

Total votes: 6486 | Poll closed 1 May, 2013

Disclaimer: These polls are not scientific and reflect the opinion only of visitors who have chosen to participate.

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“It's a scene from a show. Get over it. I really do think that these organisations should just refuse to listen to religious lobby groups. These groups are just loud. They have no real power, they are packs of

idiots who believe in fairies and angels and stuff like that. They are actually the least "natural" of all human beings out there.

richdruitt | May 02, 2013, 8:56AM

“ All billboards should be taken down, I find them all offensive.

As for Foxtel, if their product was good enough then they would not need to advertise it in the first place.

Barney | Sydney May 02, 2013, 9:18AM

“ How dare we as a progressive society deem ourselves worthy to judge the love of a man and his pig. End this discrimination now and change the Marriage Act!!!

Terry | Clarke May 02, 2013, 9:26AM

“ Dumb billboard. Dumb Foxtel. But even dumber Foxtel customers. The show in question was on free to air ABC some time ago. Why pay Foxtel to watch re-runs from free to air? I suppose at least this TV program was made this century, unlike most of the offerings on pay TV.

Glenn | May 02, 2013, 10:09AM

“ This is terrible!! Won't somebody please think of the children?!

Helen | Springfield May 02, 2013, 10:28AM

“ Disappointed with Foxtel that it had to take a backlash and requests from certain groups to take down that disgraceful billboard. It clearly reveal what Foxtel is really all about, an insignificant, inferior organisation yet to discover human decency. Yuckkkkk, that's what I say directly to all their faces at Foxtel, your characters are highly undesirable.

Disgusted | Sydney May 02, 2013, 10:37AM

“ Spot on comments. It would seem that our advertising industry is being taken over with emotionally immature juveniles who perceive shock and attention as a good thing. Such a self-serving industry.

james | May 02, 2013, 12:13PM

“ WTF Foxtel - Shame on you. How do I explain this to my 5 year old? I have cancelled my Foxtel subscription today. And again - SHAME JOB Foxtel.

will-i-am | May 02, 2013, 12:24PM

“ I'm appalled; The PM should be treated with far more respect than that...

Mark21 | May 02, 2013, 12:44PM

“ They should not have been put up in the first place! Don't these people have to have permission before they do this? Heads will and should roll!

Frances G | May 02, 2013, 2:13PM

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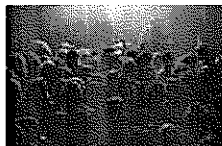
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Sex sells - but bold ad doesn't last long

18th Sep 2008 8:00 AM

By Elizabeth Spry

BUNDAMBA grandmother Carol Wallace is relieved roadside billboards advertising "longer lasting sex" are being censored.

"I think it's revolting," Ms Wallace said.

"My eight-year-old grand-daughter was in the car with her mother and asked: 'Do you want longer lasting sex?'"

After an 18-month battle with the Advertising Standards Bureau (ABS), the Advanced Medical Institute (AMI) lost its right to keep sex on its signs.

The ABS said it received between five to 15 complaints each week about the ads and announced in August they would be removed.

This decision was a reversal of the bureau's decision last year that deemed the advertisements acceptable.

But rather than remove the signs, the AMI has covered the word 'sex' with a black-and-white 'censored' sticker, which appeared on a billboard at Goodna on the Ipswich Motorway this week.

State Member for Bundamba Jo-Ann Miller was pleased the signs had been censored.

"I've had complaints about it and I'm glad they've put censors over them," Mrs Miller said.

"People have enough to deal with in their lives without having slogans and that type distracting them from the road.

"I don't think there's any reason for them to be advertising this type of rubbish - if they want to do this kind of product, let them take out ads in papers and letterbox drops so that the community is not distracted on the road."

AMI chief executive officer Associate Professor Jack Vaisman said: "We've said all along that we're not out to offend anyone - the purpose of our direct advertising is to let men who are suffering sexual problems know that help is available.

"We need to be direct in our advertising because we've found men don't respond to the message otherwise."

Prof Vaisman said AMI would put 'censored' stickers on their billboards Australia-wide as quickly as possible.

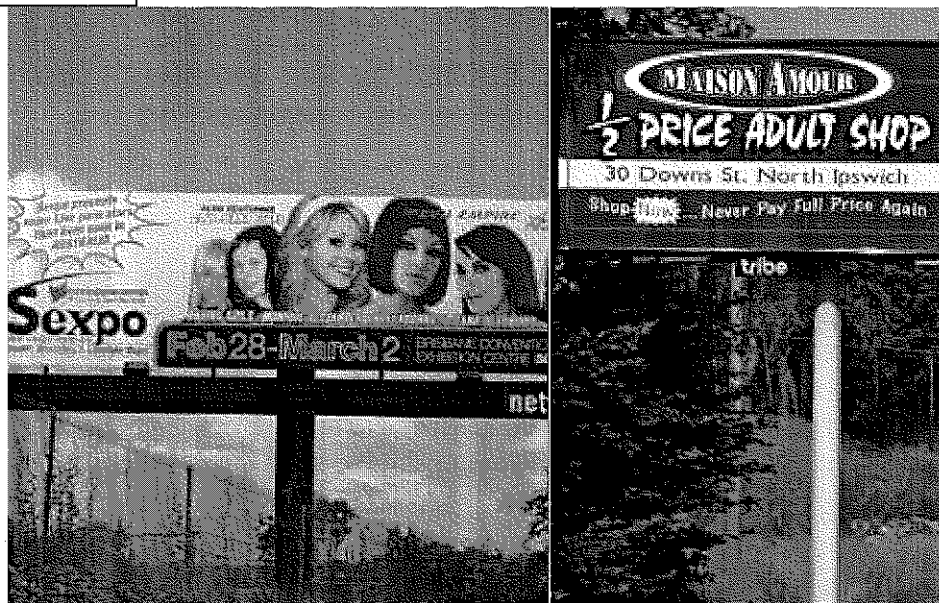
Advertising Standards Bureau chief executive officer Alison Abernethy was unavailable for comment yesterday.



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Too close: Billboards promoting the Sexpo adult festival and a sex shop.

Sexpo billboard 'too close to school'

Georgina Robinson | February 11, 2008 - 1:02PM

An Ipswich City councillor has called on Queensland Rail to remove a billboard advertising "live porn stars" because it is situated just 600 metres from a primary school.

The Sexpo billboard, on QR land along the Ipswich rail line at Goodna, features headshots of a number of international adult entertainers.

It promises "more live porn stars than ever seen in Australia" and is about 600 metres away from Goodna Primary School on Albert Street.

It is understood no complaint has been registered with industry watchdog the Advertising Standards Bureau.

But Councillor Paul Tully said a school principal from Ipswich complained to him about the billboard's prominence.

"Given the proximity of this billboard to the local school, I pity the parents having to answer their children's inevitable questions as they crawl along the motorway to and from school," the school principal wrote.

Cr Tully said residents had also contacted him about another billboard advertisement for the local sex shop.

He said the Maison Amour ad, just opposite the Goodna McDonalds store, was also on QR land and should be taken down.

"(QR) won't allow political signs on railway land, yet sexually explicit billboards are given the green light across the state," Cr Tully said.

"Our railway reserves should be used for appropriate commercial advertising, not for Sexpos, sex shops, male impotence and longer lasting sex."

But a QR spokesperson said the agency was unable to censor any content except for political and religious messages.

"QR could face a legal challenge should it pre-judge advertising without good reason," the spokesperson said.

The Sexpo billboard gives top-billing to Belladonna, a 26-year-old porn star from the United States who has made more than 250 adult films and has a large online following.

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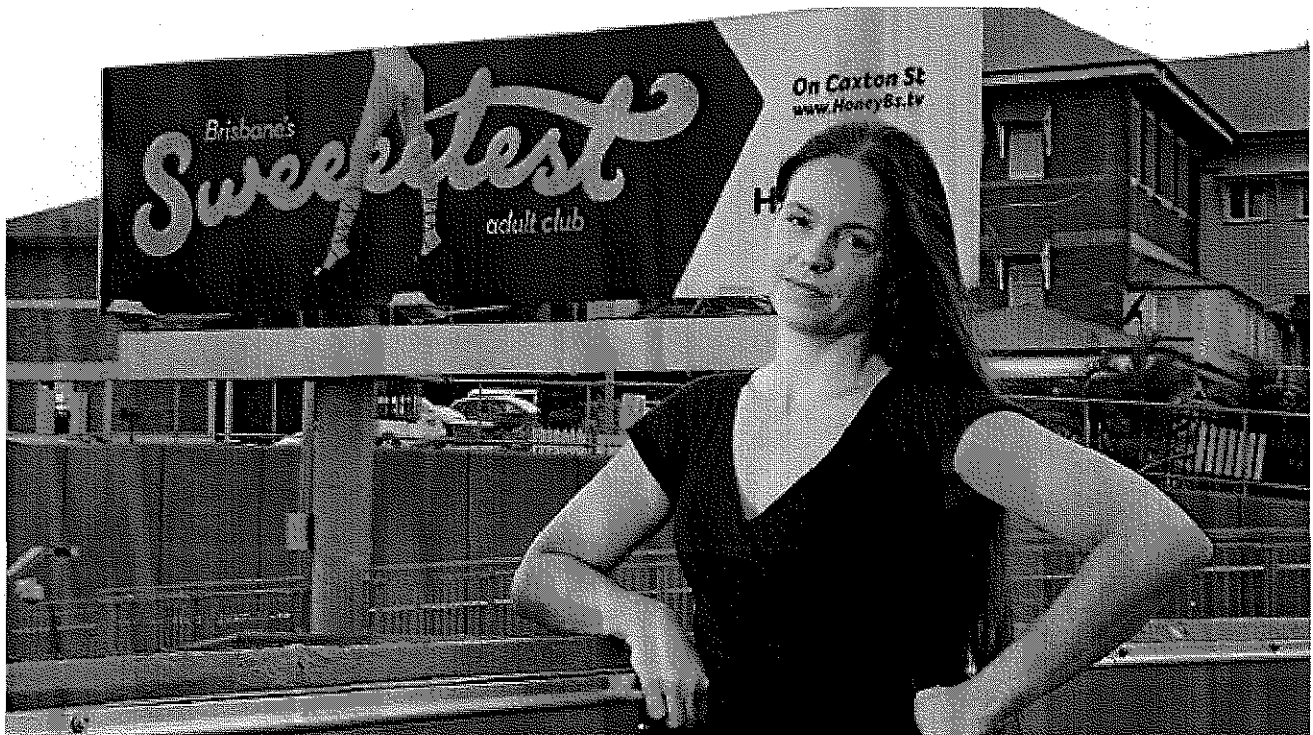
Indecent exposure upsets Melinda Liszewski with this billboard outside Brisbane Grammar School.

- by: Jasmin Lill, City North News
- From: Quest Newspapers
- March 08, 2013 12:00AM

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INDECENT EXPOSURE: Melinda Liszewski, from Collective Shout, is against the objectification of women. This billboard was outside Brisbane Grammar School until last week. Picture: Peter Cronin
Source: Quest Newspapers

MORE than 500 people have signed a petition to ban strip club billboards near schools after complaints about the posters were thrown out by the advertising watchdog.

Pip Douglas and Tanya Mathias started the petition after billboards promoting the clubs were erected near several Brisbane schools.

"We think it's highly irresponsible to allow the sex industry to promote exploitation of women to minors," Ms Douglas said.

She said the billboard for HoneyB's objectified women as ``headless, faceless, honeypots".

The sign was set up close to Brisbane Grammar School at Spring Hill but was removed after City North News photographed it.

HoneyB's refused to comment, but Ms Douglas said the petition would eventually be tabled in parliament.

"Unless there's some change in legislation, it'll keep popping up," she said.

The Advertising Standards Board dismissed a complaint about the billboard in July last year and said that most members of the community would not find the signs to be offensive.

Collective Shout campaigns against the objectification of women and spokesperson Melinda Liszewski is also against the ads.

"How do you educate boys to be respectful of women, to try and reinforce equal relations when you've got the sex industry targeting them in this way?" she said.

Do you agree with this? Leave us a comment below?

The petition for the ASB to stop sex industry billboards outside schools is online at

www.change.org (<http://www.change.org>)

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7:05PM Wednesday Apr 02, 2014 Do you know more about a story?

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Rip and Roll campaign draws most complaints

July 11, 2011

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This safe sex advertisement has been pulled from Brisbane bus shelters after the Australian Christian Lobby complained it was offensive.

Controversial "Rip and Roll" ads on Brisbane bus shelters have drawn more complaints than any other advertising campaign in Australia this year.

The Queensland Association of Health Communities' safe sex campaign was pulled by advertising agency Adshel after a wave of complaints over the image of a gay couple hugging.

However, the outdoor advertising company was the target of widespread backlash and sensationally reinstated the ads.



Protesters gather outside Adshel's Fortitude Valley headquarters. Photo: Katherine Feeney

The campaign, which drew 275 complaints, topped the 10 most-complained about ads from January to June, released by the Advertising Standards Bureau today.

ASB chief executive Fiona Jolly said issues surrounding religious beliefs and gender identity had proved divisive in the community, rocketing ads tackling the issues to the top three spots in the mid-year top 10.

"Of the 10 most complained about ads between January and the end of June, six related to people's beliefs, values and personal choices," she said.

"People's attitudes in relation to homosexuality were one of the main reasons for the high number of complaints received about a recent Rip and Roll billboard and poster.

"Religious beliefs were the main concern in two ads, one about Islam and another for a Foxtel product which played on the term Christmas."

The Rip and Roll ads filled the top two spots on the list, with billboards drawing 220 complaints and posters 55.

The ASB dismissed the complaints against the Rip and Roll campaign, as it did in five other instances in the 10 most controversial ads.

Complaints against three campaigns were upheld, while one, against a Rivers ad, was dismissed on independent review after initially being upheld by the ASB.

Religion proved a hot-button topic with a "Jesus - A prophet of Islam" ad receiving 55 complaints.

The ASB upheld complaints against a General Pants Group ad featuring a photo of a topless woman, Foxtel's "Foxmas" TV ad, and an anti-abortion ad that read "The casualty for every ABORTION 1 dead 1 wounded".

Of the 10, four ads were shown on television, two were billboards, two were posters, and there was one transport and one print ad.

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