

MEDIA RELEASE

7 October 2008

FamilyVoice Australia

Network Ten – you’ve done it again! ACMA ‘subliminal advertising’ decision

FamilyVoice Australia (formerly known as Festival of Light) received a letter today from **Alexandra Slack** of the Australian Communications and Media Authority (ACMA) – see attachment. Ms Slack said that ACMA has upheld a FamilyVoice complaint against a Network Ten program screened almost a year ago.

FamilyVoice Australia promotes Christian family values. It was the only community group among nine complainants who noted that Network Ten had breached the Commercial TV Code of Practice last October by using “subliminal” advertising during its broadcast of the ARIA Music Awards, when sponsors’ logos were screened throughout the program for very brief periods (eg 1/25 second) at a time.

Network Ten’s lawyers have explored all possible loopholes in the Code, saying for example that Ten did not intend to advertise subliminally; that the broadcast was done reasonably and in good faith; that it was done as part of an “artistic” work.

“ACMA examined all these excuses with great thoroughness, at presumably great cost to the taxpayer, before finally, over nine months later, pronouncing Network Ten guilty,” said FamilyVoice research officer Mrs Roslyn Phillips.

“So did ACMA impose a fine or licence condition on Network Ten? I’m so glad you asked,” Mrs Phillips said.

“The letter did not mention any penalty at all. None.

“This is the second time in three months that ACMA has upheld a FamilyVoice complaint against Network Ten. In July they upheld our complaint against *Californication*. The Code was breached by an explicit sex scene that should never have been shown on TV. Ten was found guilty – but paid no penalty,” Mrs Phillips said. “Network Ten, you’ve done it again!

“Sadly, ACMA is a toothless tiger.”

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For more information, contact Mrs Roslyn Phillips on 1300 365 965 or 08 8264 5398