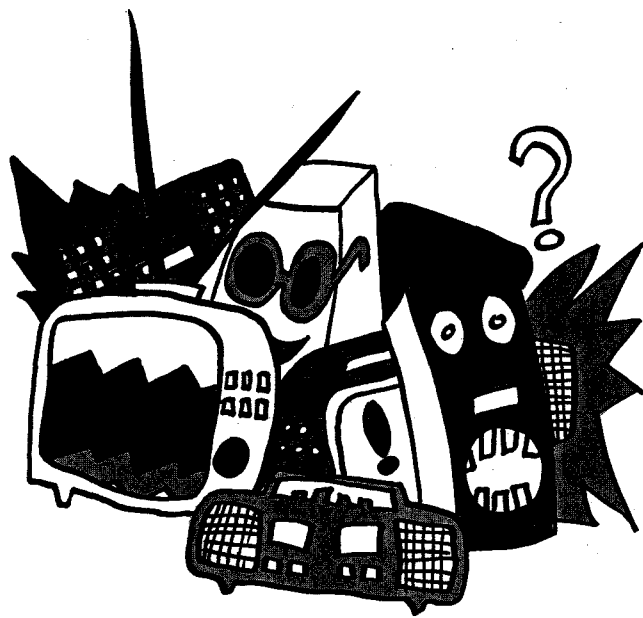


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**ANNUAL REPORT**  
**FOR THE YEAR ENDED**  
**30 JUNE 1993**

**MISSION STATEMENT**

*To establish and maintain acceptable standards of broadcasting on all New Zealand radio and television, within the context of current social values, research and the principle of self-regulation, in a changing and deregulated industry*

Submitted to the Minister of Broadcasting for presentation to the House of Representatives pursuant to clause 14 of the First Schedule of the Broadcasting Act 1989.

Iain Gallaway  
Chairperson

The annual financial reports have been published separately and can be obtained, as can the other material mentioned in this document

***by writing to:***

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## CHAIRPERSON'S FOREWORD

The Annual Report which follows provides in itself a clear indication of the volume, breadth and depth of the Authority's activities during the past twelve months.

The volume of complaints has continued to escalate, a fact which is quite dramatically reflected in the number of decisions issued during the year - 144, which is 11 more than the total (133) issued in the first three years of the Authority's existence. It became necessary to provide support for Dr Stace, the Complaints Manager, and we were fortunate to be able to appoint Ms Phillipa Ballard to the position of Complaints Executive.

The most satisfying features of the year from a personal viewpoint have been the introduction of first, the new violence code which came into force on 1 January, and secondly, the revised alcohol code which came into force on 1 April. The former has been acknowledged overseas as arguably the best violence code in any country whilst with the latter it was particularly satisfying to have sports bodies, broadcasters and sponsors jointly acknowledging responsibility in this area by establishing a voluntary sports code. Initial indications have been that broadcasters are responding responsibly to the new codes and to the first decisions reflecting them.

A variety of valuable research has been completed also, particularly in the area of good taste and decency. The Authority realises full well that attitudes here must inevitably be subjective, and research is thus vital to provide us with up to date information as to the degree of acceptability of certain situations, words etc, by a widespread cross section of the viewing and listening public.

With a reduction of 5% in an already restricted budget for the 1993/94 year, research will inevitably suffer, but we look forward to our national seminar on balance,

fairness and accuracy in May 1994. This will be the second seminar which the Authority has funded, the first on violence having been an outstanding success. With the calibre of speakers whom we hope to have present, we are sure that the forthcoming seminar will be equally successful.

Finally, I want to acknowledge the support which I have received from everyone with whom I have been associated during the past year.

Our Minister the Hon. Maurice Williamson continues to be supportive in all respects, whilst taking care to distance himself from any involvement in the Authority's decision-making process. These same comments are applicable to the senior executives of the Ministry of Commerce, with whom we maintain a good working relationship.

I am pleased to report that Ms Joanne Morris has recently been reappointed for a further 3 year term. Her contribution towards the Waitangi Tribunal, the Ministerial Committee of Inquiry into Pornography and the Authority itself was recognised by the award of an O.B.E. in the 1993 New Years Honours list and she, Ms Lindsey Dawson and Ms Rosemary Barraclough shoulder a heavy work load and contribute invaluable to all areas of the Authority's work. Decisions are arrived at by members synergistically, first by the decision-making process and secondly by perusal, comment and amendment of drafts. No decision is issued until its form receives unanimous approval. At the time of publishing this report 314 decisions have been issued, only 2 of which have been the subject of appeal by broadcasters. It will be noted that a number of our decisions are majority ones, but we believe that this is a healthy sign.

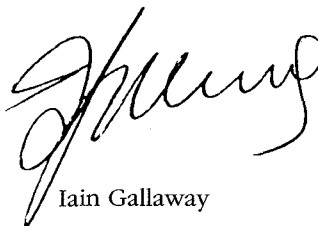
I become weary of critical comment on two matters. The first relates to the qualifications of members. Originally there were suggestions that there were not enough

journalists appointed to the Authority - today three out of four are experienced journalists and two of those three have lengthy experience as broadcasters and journalists in both electronic and print media in a variety of areas including news and current affairs.

The second relates to the delay in issuing decisions. This is primarily due to the legislation under which full compliance with the time limits provided by The Broadcasting Act can mean a period of four to five months from the time a programme is

screened until a formal complaint reaches the Authority's office. The right of appeal to the High Court also requires broadcasters and the Authority to ensure that their reasoning is carefully and clearly explained and fully documented.

My final word is for our small staff. Gail Powell remains a loyal, able and industrious Executive Director and her experienced and efficient staff have worked extremely well with her to complete an arduous year with much satisfaction and credit.



Iain Gallaway  
Chairperson

## OVERVIEW

This year, the fourth of the Authority's existence, has again been full and productive. The Authority announced the revision of two codes - the violence code and the alcohol advertising code; it began deliberations on the allocation of parliamen-

tary funds for party political advertising; it held public consultations in Hawkes Bay; it initiated a number of research projects and it experienced its busiest year in respect of formal complaints.

## MEMBERS

### CHAIRPERSON

Mr **Iain Gallaway**, Q.S.O. M.B.E., a Dunedin barrister and solicitor has had many years "behind-the-microphone" on both radio and television sport and current affairs and also in broadcasting management, having served on the Board of the Broadcasting Corporation of New Zealand for seven and a half years including three years as Deputy Chairman of Radio New Zealand. Mr Gallaway has been Chancellor of the Anglican Diocese of Dunedin for more than thirty years and has been involved in numerous national and local charities, business and sporting organisations. He has four adult children. Mr Gallaway is now serving his second three-year term.



### MEMBERS

Ms **Rosemary Barraclough** B.A. (Hons), Dip Journ, was a print journalist in Timaru and Hamilton working both as reporter and sub editor, before leaving the paid workforce to begin a family in Auckland. She has continued full participation in the Authority's business since the recent birth of her second child.

Ms **Lindsey Dawson**, Auckland, has more than twenty years print media experience and has also worked in private radio, television and public relations. She was founding editor of both *More* and *Next* magazines and is currently a full-time writer. She has two adult children.

Ms **Joanne Morris**, O.B.E., LL.M (Hons), formerly a senior law lecturer at Victoria University in Wellington is currently a member of the Waitangi Tribunal. She chaired the 1988 Ministerial Committee of Inquiry into Pornography. Ms Morris, who has two young children, has completed four years of service on the Authority and has been reappointed for another three years.

### EXTENDED AUTHORITY

Messrs **David Beatson**, (nominated by the Prime Minister) and **Lloyd Falck**, (nominated by the Leader of the Opposition) have been reappointed to the Authority for matters related to the allocation of funds and time for party political advertising under the provisions of Part VI of the Broadcasting Act.

## COMPLAINTS

### VOLUME OF COMPLAINTS

The number of decisions issued has been the outstanding feature of this financial year. The Authority issued 144 decisions - 11 more than the entire number (133) issued in the first three years of the Authority's existence.

As its resources have not increased, the Authority has had to increase its efficiency to cope with the burgeoning workload. Procedures have been set up to share the work equitably among members. In addition, when the opportunity arose to replace the research officer, workloads were redistributed to give more resources to the complaints area. Members have spent many hours between meetings assessing complaints and draft decisions and staff have worked hard to ensure that complaints are dealt with expeditiously and well. However, the number of formal complaints cannot continue to increase at a similar rate each year without serious repercussions.

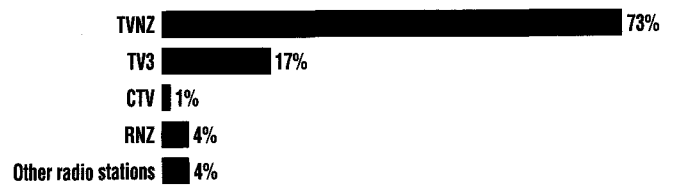
It has been suggested that the number of complaints will stabilise, if not reduce, with the recent removal of the BSA's jurisdiction over advertisements. However the Authority is a little sceptical of this view given the public's apparent increasing interest in maintaining standards on television in particular, and its growing awareness of the Authority's complaints role. Although determining formal complaints is a major priority and the quasi-judicial aspect of the Authority's work limits its advocacy role in the development of standards, the Authority would be concerned should the increasing complaints workload undermine its ability to carry out its other important functions.

### ANALYSIS OF DECISIONS

Television New Zealand (TVNZ) continues to be the subject of most complaints and the

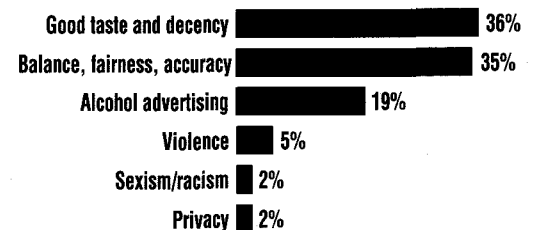
number of decisions involving TVNZ has increased from 64% to 73%. The proportion of decisions arising from TV3's programmes, 17%, is virtually unchanged, whereas the proportion arising from radio broadcasts has more than halved, from approximately 20% to 8%.

### Distribution of Complaints by Broadcaster



The number of complaints upheld (in full or in part) has decreased slightly and now averages a little less than one in three. While the proportion of complaints alleging a breach of the balance or fairness requirements has remained much the same over the past two years, complaints which allege a breach of good taste and decency show an increase over the past year from 29% to 36% of all decisions.

### Subject of Complaints



A significant number of the good taste and decency complaints referred to episodes of the two series of *Sex* broadcast by Channel Two between 9.30 and 10.30pm weekly from August to October 1992 and March to May 1993. The research commissioned by the Authority to assist it in dealing with this type of complaint is discussed later in this report.

While the Broadcasting Act allows broad-



casters up to 60 working days to reply to a complainant, the Authority has sought their co-operation and most seem to be speeding up their complaints processes. There is no statutory time limit imposed upon the Authority and its initial self-imposed limit of 60 working days from the receipt of final comments was changed last year to a tight 40 working days. The Authority has come close to achieving this target, averaging 42 working days from receipt of the final comments to release of the decision.

Appendix I lists all the decisions issued this financial year.

#### **PRIVACY**

Privacy continues to be regarded by the Authority as an area of great importance, particularly in view of the s.4(1)(c) requirement in the Act that broadcasters maintain standards *consistent with the privacy of the*

*individual*. The procedure laid down in the Act allows complainants citing privacy grounds to complain directly to the Authority, unlike the procedure for any other ground for complaint. Furthermore, should a breach of privacy be substantiated, the Authority may order the broadcaster to pay compensation up to \$5,000. However, out of 144 complaints determined, only 3 cited privacy as the primary ground of complaint which, the Authority is pleased to say, indicates an encouraging measure of responsibility on the part of broadcasters.

The Authority is aware that the privacy area is one where legal precedents are limited and, until the parameters of a tort of privacy are legally established, it will continue to advance the privacy principles included in the Advisory Opinion issued to broadcasters in 1992.

## ANALYSIS OF DECISIONS

JULY 1992 - JUNE 1993

<b>JULY 1992 - JUNE 1993 - 144 DECISIONS ISSUED</b>
<b>JULY 1991 - JUNE 1992 - 76 DECISIONS ISSUED</b>
<b>JULY 1990 - JUNE 1991 - 45 DECISIONS ISSUED</b>
<b>JULY 1989 - JUNE 1990 - 12 DECISIONS ISSUED</b>

### BASIS OF COMPLAINT (1991 - 1992 FIGURES IN BRACKETS)

	TOTAL	Good Taste & Decency (including lanugage)	Balance/Unfair Inaccurate Reporting
Declined	101 (51)	42 (17)	34 (17)
Upheld (all or in part)	43 (25)	10 (5)	17 (10)
Declined Jurisdiction	8 (5)		
Complaint Withdrawn	8 (7)		
	<b>Alcohol Advertising</b>	<b>Violence</b>	<b>Privacy</b>
Declined	18 (12)	2 (2)	1 (1)
Upheld (all or in part)	9 (3)	5 (3)	2 (1)
	<b>Racism</b>	<b>Other</b>	<b>Sexism</b>
Declined	3 (1)	1 (1)	- (-)
Upheld (all or in part)	- (-)	- (2)	- (1)

Eight orders were made by the Authority. Five related to complaints about balance, fairness and accuracy and required the broadcast of a statement. Two related to privacy and awarded compensation of \$750 and \$2,500 respectively. A further one related to a complaint about fairness and costs of \$1,250 were ordered by the Authority to the complainant.

### ADVERTISING DECISIONS

	TOTAL	Alcohol	Product	Political
Declined	23 (15)	18 (12)	5 (3)	- (-)
Upheld (all or in part)	11 (5)	9 (3)	2 (2)	- (-)

### BY BROADCASTER AND PROGRAMME

TVNZ	TOTAL	NEWS	FRONTLINE	HOLMES	ADVERTISING	TALK BACK	DOCU- MENTARY	OTHER
Declined	71 (36)	11 (4)	2 (6)	8 (7)	14 (9)		9 (-)	27 (10)
Upheld (all or in part)	34 (12)	6 (-)	1 (1)	12 (2)	5 (3)		- (1)	10 (5)
			<b>60 MINUTES</b>	<b>NIGHTLINE</b>				
Declined	21 (7)	4 (2)	2 (1)	1 (1)	6 (2)		2 (1)	6 (-)
Upheld (all or in part)	4 (5)	1 (-)	- (2)	- (1)	1 (-)		- (-)	2 (2)
<b>CTV</b>								
Declined	- (1)				(1)			-
Upheld (all or in part)	2 (-)				(-)			2
<b>RNZ</b>								
Declined	6 (4)	3 (3)			1	2		(1)
Upheld (all or in part)	- (3)	- (2)			-	-		(1)
<b>Private and Other Radio</b>								
Declined	3 (3)	(1)			1 (1)	1 (-)		1 (1)
Upheld (all or in part)	3 (5)	(-)			- (1)	1 (2)		2 (2)

## CODE REVIEWS

### VIOLENCE CODE

Television violence continues to be the overwhelming concern of New Zealand television viewers. In its latest public opinion survey, the Authority repeated a key question asked in two earlier surveys in 1990 and 1992: "What concerns you, if anything, about what you see on television?" Violence was mentioned, as in the two previous surveys, far more often than any other factor. A total of 43% of respondents claimed they were concerned about the amount of violence portrayed on television, more than double the percentage for any other issue.

As reported last year, the Authority worked closely with broadcasters and interested groups in developing a new violence code. It was announced in November 1992 and became effective on 1 January 1993. The Authority is pleased with the code which resulted from the combined effort and co-operation of all concerned. The New Zealand code was mentioned several times by participants at a recent Canadian International Colloquium on Television Violence as being a good example of a fair, comprehensive and effective code for regulating violence on television.

It is still too early to determine whether it has made an obvious difference in programming. Nevertheless it has certainly resulted in the Authority upholding a greater proportion of the still small number of violence complaints. The code acknowledges a number of different factors including:

- cumulative effect of repeated violence
- adult viewing time versus family and children's viewing time
- realistic versus farcical violence
- contextual versus gratuitous violence
- parental responsibility and consumer choice

The Authority's Executive Director was invited by the Canadian Government (at its expense) to be a panel member at an International Colloquium on Television Violence held in Montreal during April. Its purpose was to share ideas and facilitate contacts between regulating bodies in western nations so that a concerted effort can be made internationally to reduce television violence. There appears to be growing concern about this issue worldwide and producers and broadcasters are reported to be moving away from "hard action" programmes towards more family viewing. The Authority welcomes this move. It also supports the efforts of New Zealand lobby groups to raise public awareness concerning the potential impact of prolonged viewing of excessive violence.

### ALCOHOL CODE

The second major code review completed this year was the assessment of the alcohol code which had come into effect 1 February 1992. When the new code was introduced, the Chairperson said it would be reviewed after the first six months to ensure that it was operating satisfactorily and to see if any fine-tuning was required. The basic principle of whether brand advertising of alcohol should be permitted on radio and television was not considered because that question will be reviewed at the end of the first two years i.e. in the first half of 1994.

#### Public opinion research

To help it assess the new liquor promotion code, the Authority commissioned a public opinion survey of 504 people, conducted in July 1992 in the three major centres. The survey revealed very little public concern about alcohol advertising. A standard unprompted question was asked first: "Are there any aspects of what is shown on television which concern you at all? If so, what in particular are you concerned about?" Alcohol advertising was mentioned

by only 1.2%, a similar number to the 1990 and 1993 response. Even when prompted only 32% of the sample were at all concerned about alcohol advertising.

When those respondents were asked why they were concerned, a number of answers were given. The most common was that they felt that alcohol advertising encourages young people to drink and the second highest response was similar - that it glamorises alcohol. The survey tried to find out if people were aware of any changes to alcohol advertising over the past six months, (i.e. since the introduction of brand advertising) and less than half the sample appeared to be aware of any changes. Although most thought that alcohol promotion did not stand out, compared with other categories of advertising, 69% believed that there should be more advertising of moderation messages.

### **Submissions**

Although alcohol advertising does not seem to be high on the list of public concerns, the Authority acknowledges that the advertising of alcohol on television and radio is a sensitive subject and accordingly it has invested considerable time and resources in working with the appropriate people, first to develop and latterly to fine-tune the code for liquor promotion. The Authority widely advertised its interest in receiving submissions and 38 formal submissions came in from a broad cross-section of both individuals and groups. It also examined information from broadcasters regarding the amount of alcohol advertising broadcast and the educational campaign related to the appropriate use of alcohol.

### **Changes to the Code**

The Authority's chief concern was that the existing code consisted of three separate parts, and was confusing and difficult to understand. It recommended that all the rules and standards be incorporated into one document which was easily understood and implemented. Several areas needed some modification. These included the

association of drinking and driving, the saturation of sponsorship credits, contrived incidental promotions and implied immoderate consumption.

The Authority spent considerable time ensuring that the minor changes it recommended were discussed thoroughly with broadcasters and an agreement was reached. There was some concern about the proposed changes to the standard dealing with "incidental advertising" and the New Zealand Sports Assembly approached the Authority with a proposal that the Assembly co-ordinate the development of a voluntary sports code to be endorsed by advertisers, broadcasters and sporting bodies. A consensus was finally achieved amongst these groups and this useful and constructive code was acknowledged in the new amended code which became effective on 1 April 1993. The Authority pays tribute to everyone who co-operated in the code's development and it accepts that those involved are sincere in their commitment to ensure that it is effective.

The Authority agreed with the concern of some pro-health groups that the education messages were messages only for moderation and that there was an absence of "no alcohol" messages. Consequently it required that "no alcohol" messages be included in the education campaign which broadcasters provide free to the value of \$1,000,000 each year on both radio and television.

## DATA GATHERING

### Good Taste and Decency

More than a third of the Authority's decisions in the last year related to complaints about good taste and decency issues - well up from four years ago when only 16% concerned good taste and decency. The Authority recognises that good taste and decency is a subjective matter relating to individual beliefs and values. Because public opinion is an important component of the Authority's understanding of good taste and decency matters, it continually seeks, through a variety of approaches, to keep in touch with community views. Good taste and decency was a main focus in local consultations held in Hawkes Bay last October and has been the subject of several research reports commissioned by the Authority.

#### Qualitative research on a programme from the *Sex* series

Shortly after TVNZ started screening the first series on *Sex*, the Authority began receiving complaints and it decided to commission an in-depth study of viewers' reactions. Mr Chris Watson, a lecturer in the Education Department at Massey University, was commissioned to hold a series of focused discussions on one of the programmes with ten groups organised on the basis of age and other socio-economic factors. The report of those group discussions has been invaluable to the Authority in determining complaints on such programmes. Essentially all groups accepted that there was a place for frank and open discussions regarding sexual behaviour on television but they "drew the line" at varying points.

### Public Opinion on Good Taste and Decency

In order to understand how many people shared the views which had been identified, the Authority issued a brief to a number of research companies for a nationwide public opinion survey. AGB McNair was selected and 990 adults in nine centres throughout the country were interviewed in June/July 1993. The Authority repeated the same question asked in two other public opinion surveys regarding what concerns, if any, television viewers have. As was true in 1990 and 1992, the overwhelming majority (43%) answered "television violence". The second highest number complained about the number of advertisements (20%). However, it can be seen from the table below that if all of those factors, apart from violence, which are loosely considered to be good taste and decency matters (bad language, sex and morality issues) are combined - a total of 44% respondents said that they are concerned about the traditional good taste and decency issues.

***"First, are there any aspects of what is shown on television which concern you at all? IF YES: What in particular are you concerned about?"***

	%		%
Violence	43	Sexism/stereotyping	3
Too many advertisements	20	Tabloid/sleazy journalism	3
Nudity/sex scenes	18	Not enough NZ content	2
Bad language	11	Quality of programmes	2
Unacceptable moral standards	5	Too many game shows	2
Unsuitable timing of programmes	5	Too many soaps	2
Too much American content	5	Violent/sensational	2
Too much sport	5	Racism	2
Alcohol advertising/sponsorship	3	Lack of variety/choice	2
Violent children's programmes	3	Too many repeats	2

(abbreviated table)

The Authority also wanted to know what ordinary viewers and listeners consider to be good taste and decency matters. The survey revealed that violence was the greatest good taste and decency concern, a surprise finding for some people but not the Authority.

***When you think about what “goes against” good taste and decency on radio and television, what sorts of things come to mind?***

	%		%
Violence	47	Racism	7
Nudity/sex scenes	33	Tabloid/sleazy journalism	4
Bad language	24	Too much American content	4
Too many advertisements	10	Alcohol advertising/sponsorship	3
Unacceptable moral standards	9	News overdramatised/sensational	2
Sexism/stereotyping	8		

(abbreviated table)

**What Offends People**

In addition to the above questions, thirty different hypothetical scenes from television programmes and radio programmes were described, and respondents were asked to rate their level of offensiveness ranging from “no offence” through to “high offence”.

One of the clear messages is that viewers and listeners expect that programmes screened during family viewing times should be much less direct and explicit than programmes screened later in the evening.

Consistent with earlier qualitative research, viewers are more tolerant of scenes showing explicit sexual practices in a documentary or educational programme on television than they are of the same degrees of explicitness in a fictional programme. It is interesting to note that respondents rated violent scenes as slightly more offensive than scenes describing explicit sexual behaviour. The poll confirmed the Authority’s view that people are more offended when violence, depictions of sexual conduct or abusive language appear to be gratuitous i.e. included solely to raise the excitement level, rather than being integral to the story. For instance, the respondents were more prepared to accept scenes showing intimate sexual activity in a drama than in a music video.

Listeners find rudeness from radio hosts especially offensive, but the item which offended more people than any other related to obtrusive interviewing at a scene of tragedy. A throw-away racist comment also rated very highly in terms of offensiveness, but a humorous sexist remark was considered less offensive.

**Offensive Language**

The Authority frequently hears from viewers and listeners objecting to the language used in certain programmes. Consequently, the Authority attempted to obtain some understanding of which words are the most offensive to New Zealanders when heard over the air. A street chase scene from a police drama, screened after 8.30pm, was described and respondents were shown 20 cards, each with a potentially offensive word. They rated each word on a 0-5 scale, ranging from no offence to a high level of offence. It was not surprising that three of the words were highly offensive but the three least offensive of the 20 words - “bollocks”, “bloody” and “hell” - were perceived as more than “moderately offensive” by over a fifth of the respondents. Views on language tend to be a little more polarised than views on other matters - people seem either to be not offended at all or very offended.

The table overpage ranks in order of degree of offensiveness the 16 most offensive scenes and words.

**Why People are Offended**

The reason most often given for being offended by violence is the belief that television violence makes acts of violence more acceptable in our society. People are also concerned because children may be watching. However, people are more offended by explicit sexual activity because children may be watching than they are offended on their own behalf. Viewers and listeners who are offended by bad language also say they are offended because children may be hearing the words, but more people answered that they are offended on their own behalf by language, than for the other areas where this question was asked.

Naturally, the Authority does not consider research at one particular time period to be the definitive position on good taste and decency matters and it will continue to try to keep in touch with the thinking of the New Zealand public. However, its ability to conduct research in the future will be totally dependent on its level of funding.

**OTHER RESEARCH**

RANKING	CATEGORY	ITEM	% WHO SCORE 3+	AVERAGE SCORE
1	Miscellaneous TV	A television reporter tries persistently to interview the shocked victims of a road accident at the scene of the accident	90	4.17
2	Miscellaneous TV	A front person on a news programme makes a throwaway remark which is racist	84	3.80
3	Language	Cunt	80	3.87
4	Language	Motherfucker	80	3.82
5	Violence	An action movie on television with a close up scene showing a young man being severely beaten. The scene is not really important to the story. The programme is screened before 9.30pm	79	3.67
6	Violence	A scene in a television drama, screened during family viewing time, where a child is being verbally abused and threatened	75	3.53
7	Language	Fuck	75	3.59
8	Radio	A DJ on a day-time radio show holds a phone-in competition asking callers to think of as many slang words as they can which describe the act of sexual intercourse	75	3.56
9	Radio	A talkback host insults a caller on his/her radio show	71	3.17
10	Sex and nudity	A scene in a television movie showing a man and woman naked in bed having sexual intercourse. The scene is not really important to the story. The programme is screened before 9.30pm	70	3.38
11	Sex and nudity	A music video showing images of intimate sexual activity	70	3.27
12	Radio	A talkback host insults a studio guest on his/her show	68	3.05
13	Violence	An action movie on television with a close up scene showing a young man being severely beaten. The scene is important to the story. The programme is screened before 9.30	66	3.09
14	Sex and nudity	An item on a television news programme about strip clubs, where strippers are shown performing. It is screened in early evening news, between 6 and 7pm	64	3.06
15	Sex and nudity	A scene in television movie showing a man and woman naked in bed having sexual intercourse. The scene is important to the story. The programme is screened before 9.30pm	64	3.06
16	Violence	An action movie on television with a close up scene showing a young man being severely beaten. The scene is not really important to the story. The programme is screened after 9.30pm	63	2.99

Respondents rated 30 hypothetical scenarios and 20 words on an offensive scale 0-5, ranging from "inoffensive" (0) to "totally offensive" (5). A score of 3+ indicates more than a moderate level of offence.

More than one third of the Authority's complaints deal with balance, fairness and accuracy in news and current affairs programmes. The Authority last year tried to develop a research programme but was unable to do so because of a lack of co-operation from broadcasters. It has decided instead to hold a two-day national seminar on the subject early in 1994 to which it will invite eminent speak-

ers, and broadcasters have expressed interest in supporting this event.

With judicious use of the funds available the Authority was able to obtain useful research information about several other topics. It contributed to a project examining how sexual conduct is depicted in the media and the impact of "soft porn" on viewers and people who have been the victims of sexual assault. Although the Authority's commitment to this project is small, it looks forward to receiving the report of the completed study. It also provided a grant to the Mental Health Foundation which enabled the Foundation to continue its biennial television violence monitor.

A small grant was given to Mr Chris Watson, a lecturer in the Department of Education at Massey University who specialises in media issues, to enable him to study the impact of technology changes on broadcasting standards in North America and Europe as part of his sabbatical studies. While attending the colloquium on television violence, the Executive Director also explored the ramifications of technological change on standards in Canada.

Finally, the Authority commissioned three small projects which relate to the 1991 monitor of New Zealand television violence content. The report of one of those studies, the comparison of violence in two weeks of news - one during the Gulf war and one 9 months later - has been received and the Authority is looking forward to the receipt of the final report examining the impact that viewing specific violent incidents has on various socio-economic groups. The third project used the tapes to analyse the "sexual incidents" in the same way the violent incidents were analysed. This analysis will provide a benchmark for future comparisons if the amount and nature of sexual content on television becomes an increasingly important standards issue.

The Authority's research publications are listed in Appendix II.

## CHANGES TO THE BROADCASTING ACT

On 1 July the Broadcasting Amendment Act 1993 came into effect with several changes affecting the Authority. Most related to its obligations under Part VI regarding party political advertising but the most significant was the transfer of the responsibility for advertising standards on radio and television from the Broadcasting Standards Authority to the Advertising Standards Authority (ASA) and its complaints body, the Advertising Standards Complaint Board. While the Authority was concerned to lose this responsibility in the areas such as good taste and decency, believing it is better equipped to apply the advertising standards which relate to social issues, it hopes that the loss of

advertising complaints will prevent its workload of formal complaints from becoming untenable.

The transfer of responsibilities between the two bodies was achieved in a smooth and harmonious manner and the Authority wishes to acknowledge the co-operation of the Advertising Standards Authority and in particular Mr Glenn Wiggs, its executive director, in planning the change-over. The ASA code has been amended to incorporate all the standards related to liquor promotions which are not programme standards matters.



## ELECTION RESPONSIBILITIES

(PART VI OF THE BROADCASTING ACT)

The Authority continues to find that its responsibility to allocate funds appropriated by Parliament for party political advertising and the time offered by broadcasters rests somewhat uncomfortably with the rest of its responsibilities. However, acknowledging that this is a very important matter, the Authority devotes considerable time and resources to ensuring that it is carried out meticulously, fairly and openly.

Prior to the Wellington by-election, it published a notice in the *Gazette* and wrote to political parties which fielded 10 or more candidates in the 1990 General Election regarding eligibility for free or discounted time. It also wrote to the broadcasters in the region inviting them to make free or discounted time available, noting that Parliament was not allocating public funds for that purpose. Broadcasters declined that invitation.

Since the time frame for the Tauranga by-election was extremely short, the broadcasters in the region were contacted informally by telephone. None intended to offer free or discounted time for political party advertising and Parliament did not appropriate any funds for allocation. Given its discretion in respect of by-elections, the Authority decided not to take the matter any further.

In preparing for the 1993 General Election the Authority in December 1992 published a preliminary notice in the *Gazette* and wrote to all political parties represented in the last General Election. The letter explained that it would be seeking submissions regarding

eligibility for free time and public monies and invited them to make an application to the Authority. Since then it has been in frequent contact with all the parties which responded to that invitation. After receiving submissions from 14 different parties or groupings of parties, the Authority invited representatives of the parties to speak to those submissions in June.

Broadcasters were also invited to offer free time and make discounted time available, as provided in the Act, and they have had several opportunities to make their views known to the Authority. Given the number of radio stations now broadcasting in New Zealand, contacting every broadcaster is in itself a formidable task. Broadcasters have also been consulted regarding fast-tracking of complaints about political party advertising during the election period.

The process is continuing into the next financial year and will not culminate until election day, after which all returns from broadcasters, reporting the expenditure of each party, will be processed.

The Authority once again has depended heavily on the services of Mr Ian McLean, its consultant in dealing with party political matters, and is very appreciative of the meticulous manner in which he assists the Authority with this important task. It also acknowledges the invaluable contribution made by the two additional members appointed to the Authority for Part VI matters, Messrs David Beatson and Lloyd Falck.

## PUBLICATIONS, EDUCATION AND PROMOTION

The Authority continues to acknowledge that a well-informed public which vigorously debates standards issues and uses the formal complaints procedures is vital in maintaining broadcasting standards. The Authority approached broadcasters about a joint campaign advertising the complaints procedures, but received a mixed response. A modest nationwide advertising campaign using the radio and print media has been planned. The Authority continues to distribute its decisions to the parties involved and other key organisations free of charge, offers an annual subscription service

and provides copies of individual decisions at \$5.00 a copy.

One of the major contributions to an informed and empowered public is the publication of the *Codes of Broadcasting Practice* and the distribution of these *Codes* to all public libraries. When the violence code was changed, the publication was revised and replacement copies sent to all holders of the *Codes*. The Authority is in the process of completing another major and comprehensive revision precipitated by recent changes to the Broadcasting Act.

## FINANCES

Although it appears from the cash flow statement that the Authority finished the year with \$120,000 surplus, this is far from the truth. In fact the balance sheet indicates that once commitments are accounted for, the Authority has only \$7000 working capital remaining. This has serious implications for the current year.

With a reduced grant and a much smaller amount carried forward than in previous years the Authority may find it impossible to contain this year's expenditure within its income without eliminating at least one of its most important areas of activity, research. This will certainly be the case if the number of complaints continues to grow.

## STAFF

<b>Executive Director</b>	Gail Powell, M.A.
<b>Complaints Manager</b>	Michael Stace, LL.M.,D.Jur.
<b>Complaints Executive</b>	Phillipa Ballard, MA., LL.B.
<b>Administration Manager</b>	Ann Hensley
<b>Secretary/Administration Assistant</b>	Deborah Houston
<b>Receptionist/WP Operator</b> (shared with NZ On Air)	Madeline Palmer

Members and staff work closely together and a strong team spirit is engendered. Every one of the team has worked at an increasingly productive level and with remarkable dedication in order to achieve such a high level of output.

Mr Brian Fisher continues to provide an essential service with regard to financial reporting.

## OUTPUT 1 DETERMINE FORMAL COMPLAINTS

As a quasi-judicial body and within the provisions of the Broadcasting Act 1989, the Authority will determine all complaints, both those referred after consideration by the broadcaster and those dealing with privacy matters which are sent directly to the Authority, as promptly and as informally as possible while following the principles of natural justice.

### OUTCOME Improved compliance with broadcasting standards

### RESOURCE COST

#### Financial

\$92,627	Specific expenditure
<u>\$253,864</u>	62.5% of overheads
\$346,491	55% of TOTAL EXPENDITURE

#### Human

70% of Members' time  
50% of general staff time plus one complaints manager and one complaints executive

### PERFORMANCE

	1989/90	1990/91	1991/92	1992/93
<b>COMPLAINTS RECEIVED</b>	<b>43</b>	<b>52</b>	<b>106</b>	<b>159</b>
<b>COMPLAINTS DETERMINED</b>				
Decisions Issued:	12	45	76	144
Upheld (all or in part)	6	19	25	43
Not upheld	6	26	51	101
Interlocutory Decisions	-	1	1	3
Declined Jurisdiction (time bar, etc)	2	-	5	8
Withdrawn	-	-	7	8
<b>TIMELINESS</b>	<b>Target 1992/93</b>	<b>Achieved</b>		
Decisions will be issued within 40 working days of receiving final comments from all parties, unless delayed by court proceedings	83%*	88%*	99%*	65 <del>72</del> %§
Complaints on party political advertising will be fast-tracked and Decisions issued within 2 working days of receipt	NA	100%	NA	NA

\* target previous years was 60 working days

§ 98% met the former 60 working day standard

### QUALITY

The Authority will respond to all queries about formal complaints procedures in a helpful and "user friendly" manner while maintaining impartiality and provide accurate and full information. Decisions will aim both to be and to be seen to be principled, firm and just by the complainant, public and broadcasters and written in a concise and logical manner. Decisions will explain clearly the Authority's reasons so that the broadcasters know and understand the Authority's expectations. In making its decisions the Authority will recognise community standards and expectations, the production realities which broadcasters face, research findings and international practice when relevant. Sanctions will be fair and effective. Complex decisions will be summarised for the media to ensure accurate reporting.

## OUTPUT 2 REVIEW *CODES OF BROADCASTING PRACTICE*

The Authority will assess the adequacy of self-regulatory *Codes* developed by the broadcasters, after consulting widely and after studying local and international practices and research findings. If the *Codes* appear inadequate, the Authority will encourage broadcasters to develop new standards which meet the Authority's concerns. As a last resort, the Authority will impose *Codes*.

**OUTCOME** Adequate and easily understood *Codes* to ensure acceptable standards on radio and television.

### RESOURCE COST

<b>Financial</b>	\$23,006	Specific expenditure
	\$81,236	20% of overheads
	\$104,242	16.5% of TOTAL EXPENDITURE
<b>Human</b>	17.5% of Members' time 20% of general staff time	

### PERFORMANCE

	Alcohol Promotion 6 month Review		Code of Ethics		Television Violence	
	Target	Actual	Target	Actual	Target	Actual
- Examine code to determine adequacy	✓	✓	(last year)	-	(last year)	-
- Consult widely and review research	✓	✓	✓	in part	(last year)	-
- Invite broadcasters to draft new code	if appropriate	✓	if appropriate	DN	(last year)	-
- Finalise new code	if appropriate	✓	if appropriate	DN	✓	✓
	Sponsorship Advertising/Advertorials		Children's Programmes (advertising)		Gambling	
	Target	Actual	Target	Actual	Target	Actual
- Examine code to determine adequacy	✓	DN	✓	X	✓	✓
- Consult widely and review research	if appropriate	DN	✓	in part	✓	in part
- Invite broadcasters to draft new code	if appropriate	-	if appropriate	-	if appropriate	DN
- Finalise new code	if appropriate	-	if appropriate	-	(next year)	-

✓ - planned/achieved X - not achieved IP - in progress DN - decided not to proceed

### QUALITY

A Code will be reviewed when it is shown to be inadequate, either during consideration of formal complaints or where there is significant public demand for a review. A review of a code will be handled in a professional manner including announcing the review publicly and providing detailed information to all known interested parties about the parameters of the review and the time frame. Discussion papers will be clearly written and distributed widely. Public input will be thoroughly assessed and all viewpoints given careful consideration. The Authority will work constructively with broadcasters to ensure that a new code is practical and fair but also reflects the expectations of viewers and listeners and the requirements of a just society. Interested parties will be invited, where appropriate, to comment on draft codes before final approval.

## OUTPUT 3 CONDUCT RESEARCH

As finances permit, the Authority will use its own staff, as well as commission appropriate experts, to conduct New Zealand-specific research about broadcasting standards matters and publish the findings. The Authority will conduct public opinion research and visit local communities to find out the opinions of New Zealand viewers and listeners.

**OUTCOME** Expanded knowledge about issues which will enhance the Authority's ability to improve Codes and determine complaints and will assist broadcasters in maintaining acceptable standards

### RESOURCE COST

**Financial**

\$67,461	Specific expenditure
\$30,463	20% of overheads
\$97,924	15.5% of TOTAL EXPENDITURE

**Human**

5% of Members' time
12.5% of general staff time

### PERFORMANCE

1992/93 Target and ad hoc activities		Actual
<b>Conduct Research</b>	- Conduct Public Opinion survey: reaction to current alcohol advertising and gambling	✓
	- Support Mental Health Foundation's monitor of television violence	✓
	- Commission a content analysis of advertising in one week of children's programmes, possibly as a graduate project	DN
	- Participate in a content analysis of gender and race images in advertising, if a consortium puts together a project	X
	- Explore and, if feasible, conduct a public opinion poll re good taste and decency issues	IP
	- Discuss a Fairness, Balance and Accuracy research project again after studying literature review	✓
	- Commission research concerning women's issues in broadcasting	IP
	- Study impact of technological changes on broadcasting standards	IP
	- Commission qualitative study of public views regarding a programme from <i>Sex</i> series (10 groups)	✓
	- Receive and study results of comparison of violence content in news in February 1991 and November 1991	✓
	- Receive and study results of comparison of "perceived degree of impact" of violent incidents of various age and socio-economic groups	NR
	- Participate in international colloquium on television violence	✓
<b>Publish Research</b>	- Publish 1991/92 research results	3
	- Publish 1992/93 research results	2
	- Edit and publish a collection of material on children's television viewing	✓
<b>Local consultations</b>	- Hold local consultations on good taste and decency and general standards issues in Napier/Hastings (with special session to tap Maori views); Oct/Nov	✓
	- in another place to be determined; Mar/April	DN

✓ - achieved      IP - in progress      DN - decided not to proceed      x - not achieved      NR - not received

### QUALITY

Research priorities will be carefully assessed on the Authority's strategic goals and public concerns. Both internal and commissioned research will meet all the professional criteria for quality research. Local consultations will be advertised through varied media in the local community and handled in a friendly and informal manner.

## OUTPUT 4 PUBLICATIONS, EDUCATION AND PROMOTION

The Authority will use all appropriate opportunities to stimulate public debate about standards matters, the role of the Authority and the way individuals and groups can influence broadcasters' decisions about standards issues, including use of the formal complaints process.

**OUTCOME**      **Raised awareness about standards matters**

### RESOURCE COST

<b>Financial</b>	\$15,749	Specific expenditure
	\$20,309	20% of overheads
	\$36,058	6% of TOTAL EXPENDITURE
<b>Human</b>		2.5% of Members' time 10% of general staff time

### PERFORMANCE

		Target	Actual
<b>Publish and Distribute Codes</b>	- publish new edition when major changes made	✓	✓
	- distribute free copy to public libraries when new edition published	✓	✓
	- distribute updates within 2 months to all holders	✓	✓
<b>Seminar/Workshops</b>	- run a workshop on advertising/sponsorship in children's programme	if warranted	x
<b>Brochures</b>	- update as required	✓	IP
	- continue distribution to libraries, broadcasters, CAB's and public places	on-going	✓
<b>Advertise complaint procedures</b>	- run nationwide radio/TV campaign	✓	IP(radio)
	- run a nationwide press campaign	✓	IP
	- publish information in the Listener, TV Guide periodically	✓	✓

✓ - planned/achieved  
not to proceed

x - not achieved  
(x) - not an objective

IP - in progress DN - decided

### QUALITY

Published information shall be easily understood, eye-catching and look professionally produced. Essential material shall be published in the Maori and Samoan languages also. The Authority's public statements will be not only informative but also stimulating and thought provoking. Answers to correspondence will be instructive and comprehensive, when appropriate. In all public contacts the Authority will be as "user-friendly" as practicable.

## OUTPUT 5 ALLOCATE FUNDS AND FREE TIME FOR POLITICAL ADVERTISING TIME

The Authority will advise all political parties of the proper procedures for seeking allocations of parliamentary appropriations for political party advertising during a general or a by-election, hold formal hearings as appropriate to receive the submissions from the parties, allocate time and money, monitor the implementation and authorise payments to broadcasters for the approved expenditure according to the principles and requirements of the Act.

**OUTCOME** Fair and open allocation of public funds for party political advertising during elections

### RESOURCE COST

<b>Financial</b>	\$25,342	Specific expenditure
	<u>\$20,309</u>	5% of overheads
	\$45,651	7% of TOTAL EXPENDITURE
<b>Human</b>		5% of Members' time 7.5% of general staff time plus one consultant

### PERFORMANCE

	Target 1992/93	Actual
<b>By -elections</b>	- invite appropriate broadcasters to offer free time	✓
	- advise parties of broadcasters' response	✓
	- allocate any time or money	NA
<b>General Election Consultations</b>	- announce procedure and time frame in Gazette	✓
	- advise all political parties and broadcasters of procedural requirements	✓
	- hold formal hearings for broadcasters	IP
	- hold formal hearings for political parties	✓
<b>Allocations</b>	- allocate time and money and advise all parties	IP
<b>Implementation</b>	- monitor expenditure	NA
	- authorise payment within two weeks of receipt of documentation keep Minister informed	NA ✓
	- notify Secretary of Commerce of any problems, including compliance	✓

✓ - achieved      X - not achieved      NA - not applicable

### QUALITY

The procedures will be followed within the time frames specified in the Broadcasting Act and in a manner that is fair, open and helpful to both broadcasters and political parties. Procedures for by-elections will be adapted to simplify and streamline requirements as appropriate in the time frame.



**APPENDIX I****COMPLAINTS DETERMINED BY THE AUTHORITY****JULY 1992 - JUNE 1993**

<b>Complainant</b>	<b>Programme</b>	<b>Nature of Complaint</b>	<b>Decision</b>
GOAL	DB Young Guns sponsorship advertisement, TVNZ	Use of an aggressive theme	Not upheld No: 39/92
Mr Ian Ross	T-shirt displayed on <i>One National News</i> bore obscene language, TVNZ	Offensive and breached law	Not upheld No: 40/92
Mr PG Curran	Coverage of Irish terrorism on <i>One Network News</i> , TVNZ	Unbalanced	Not upheld No: 41/92
GOAL	"Gordons Gin" liquor advertisement, TVNZ	Implied that liquor was necessary for social success	Not upheld No: 42/92
Dr Richard Talbot	"Strepsils" advertisement, TVNZ	Misleading	Upheld in part No: 43/92
Mrs Margaret Jackson	"Steinlager" beer advertisement, TVNZ	Caused offence to women	Not upheld No: 44/92
GOAL	DB Young Guns sponsorship advertisement, TVNZ	Breached requirements for sponsorship advertisements	Not upheld No: 45/92
Mr JE Whyte	Item on <i>Holmes</i> about the film "Sacred Sex", TVNZ	Lack of good taste and at an inappropriate time	Upheld No: 46/92
Mr Kristian Harang	Item on <i>One Network News</i> about the film "Sacred Sex", TVNZ	Lack of good taste	Not upheld No: 47/92
Mrs Valerie Craymer-Alexander	Items on <i>Holmes</i> and <i>Tonight</i> about the film "Sacred Sex", TVNZ	Lack of good taste and inappropriate for children	Upheld in part No: 48/92
Mr LG Saunders	Item on <i>Holmes</i> about the film "Sacred Sex", TVNZ	Lack of good taste	Upheld No: 49/92
Tradition Family Property (NZ)	Item on <i>Holmes</i> about the film "Sacred Sex", TVNZ	Lack of good taste, at an inappropriate time and unbalanced	Upheld in part No: 50/92
Mrs Frances Burt	Items on <i>One Network News</i> and <i>Holmes</i> about the film "Sacred Sex", TVNZ	Lack of taste and at an inappropriate time	Upheld in part No: 51/92
Mr Craig Creevey	Contest "Celebrity Tinkle" on 91FM Auckland	Lack of good taste	Upheld No: 52/92
GOAL	DB Export Dry Beer advertisement, TV3	Suggested that liquor consumption results in a significant change of mood	Not upheld No: 53/92
Mr Harry Rickit	Satirical item on 91FM Auckland	Denigrated Maori	Not upheld No: 54/92
Mr John Carter MP	Item reporting his speech about housing on <i>One Network News</i> , TVNZ	Dissatisfied with TVNZ's action having upheld the complaint	Upheld No: 55/92
Mr Kerry Sharp	Item on <i>60 Minutes</i> called "Lambs of Christ", TV3	Unbalanced	Not upheld No: 56/92
Growth Through Moderation Soc Inc	"Steinlager Finest Tries" competition, TVNZ	Dissatisfaction with TVNZ's action having upheld the complaint	Not upheld No: 57/92

Mental Health Foundation	Violence on a promo for rugby league match, TVNZ	Dissatisfied with TVNZ's action having upheld the complaint	Not upheld No: 58/92
Auckland Women's Health Council	"Steinlager" beer advertisement, TVNZ	Displayed macho behaviour and associated drinking and driving	upheld in part No: 59/92
Mr Kerry Sharp	<i>Sophie's Sex Special</i> , TVNZ	Unbalanced	Not upheld No: 60/92
Mr Clay Nelson	<i>Sophie's Sex Special</i> , TVNZ	Lack of good taste	Not upheld No: 61/92
Christian Heritage Party	<i>Sophie's Sex Special</i> , TVNZ	Lack of good taste and failed to maintain principles of law	Not upheld No: 62/92
Mr Phillip Smits	Advertisement for nightclub, RNZ	Lack of good taste and denigrated Thai women	Not upheld No: 63/92
Mr Phillip Smits	Advertisement for nightclub, Radio Pacific	Lack of good taste and denigrated Thai women	Not upheld No: 64/92
Mr Don J Boscott	Talkback on 2ZB linking penis size with driving ability, RNZ	Lack of good taste and denigrated men	Not upheld No: 65/92
Mr Grant Rothville	Trailers for two films to be broadcast at a later hour, TV3	Lack of good taste, at an inappropriate time and gratuitously violent	Upheld in part No: 66/92
GOAL	<i>Crowe on Crowe</i> , TVNZ	Incidental promotion of alcohol	Not upheld No: 67/92
Mr Kristian Harang	Advertisement for stereo equipment, TVNZ	Lack of good taste and used sex to sell unrelated product	Upheld in part No: 68/92
Mrs Lauren Presland	Comment accompanying a dedication request, KCC FM, Whangarei	Invaded privacy	Upheld Compensation of \$750 ordered No: 69/92
GOAL	<i>Aussie League on 2</i> , TVNZ	Liquor advertising outside approved hours	Upheld in part No: 70/92
Mrs Margaret Jackson	<i>Aussie League on 2</i> , TVNZ	Saturation of liquor advertising	Upheld in part No: 71/92
Hon. Simon Upton	Item about health policy on <i>Holmes</i> , TVNZ	Inaccurate and distorted	Upheld in part No: 72/92
Mr MC Bradstock	"Canterbury Draught" beer advertisement, TVNZ	Depicted immoderate consumption and linked alcohol with driving	Upheld in part No: 73/92
NZ Shooters' Rights Assoc Inc	Item about the control of firearms on <i>Holmes</i> , TVNZ	Unbalanced, not objective and alarming	Upheld in part Broadcast of correction ordered No: 74/92
Otago-Southland Firearms Coalition	Item about the control of firearms on <i>Holmes</i> , TVNZ	Inaccurate, unbalanced and unfair to firearm owners	Upheld in part Broadcast of correction ordered No: 75/92
Dr LA Beltowski	Item about the use of firearms on <i>Holmes</i> , TVNZ	Neither fair nor balanced and used gratuitous violence	Upheld in part Broadcast of correction ordered No: 76/92
Mr Russell Garbutt	Item on <i>Mana News</i> about a war memorial in Wanganui, RNZ	Unbalanced and failed to respect principles of law	Not upheld No: 77/92
Mr Mark Toomer	<i>Shortland Street</i> , first episode, TVNZ	Lack of good taste and at an inappropriate time	Not upheld No: 78/92
Mr Robert Wardlaw	<i>Rowan Atkinson on Location</i> sketch, "And Now From Nazareth", TV3	Inaccurate and denigrated Christians	Not upheld No: 79/92
Dr Jane Ritchie	Promo for programme on "Cats", TVNZ	Sexist and denigrated women	Not upheld No: 80/92

Ms Jackie Woolerton	Advertisement for "Chit Chat" biscuits, TV3	Racist and denigrated native North Americans	Not upheld No: 81/92
Ms Jackie Woolerton	Advertisement for "Chit Chat" biscuits, TVNZ	Racist and denigrated native North Americans	Not upheld No: 82/92
Mr Phillip Smits	Item about strip club owner and condom manufacturer as sports club sponsors on <i>Holmes</i> , TVNZ	Lack of good taste and unbalanced	Not upheld No: 83/92
Mr Bob Atkinson	<i>Rowan Atkinson on Location</i> sketch "No One Called Jones", TV3	Lack of good taste	Upheld No: 84/92
National Collective of Independent Women's Refuges Inc	Items about the eviction of some women from its office on <i>Te Karere</i> , TVNZ	Inaccurate and unbalanced	Upheld in part Broadcast of correction ordered No: 85/93
Elizabeth and Grant Paton-Simpson	Promo for and the programme <i>Bikini Jam: Uncovering the Cover Girl</i> , TVNZ	Denigrated women	Not upheld No: 86/92
GOAL	Draw of the "Steinlager Finest Tries" competition, TVNZ	Liquor advertisement outside approved hours	Not upheld No: 87/92
Health Action	"Steinlager's Finest Tries", TVNZ	Dissatisfaction with aspects of TVNZ's reasoning when upholding complaint	No decision required No: 88/92
Mr Norman EN Smith	Comment about royalty on <i>Tonight</i> , TVNZ	Lack of good taste and not objective	Not upheld No: 89/92
Mr Mark Toomer	Use of blasphemy on <i>3 National News</i> , TV3	Lack of good taste and denigrated Christians	Not upheld No: 90/92
GOAL	"DB Bitter" beer advertisement, TV3	Liquor advertisement outside approved hours	Upheld No: 91/92
GOAL	Item about All Blacks in South Africa on <i>Holmes</i> , TVNZ	Incidental promotion of alcohol	Upheld No: 92/92
Ms Marilyn Pryor and Mr Peter Corrigan	Item about the impact of Catholic Church's doctrine in Mexico City on <i>Foreign Correspondent</i> , TVNZ	Inaccurate and unbalanced	Not upheld No: 93/92
Mr Frank Lane	Item about computer piracy on <i>Holmes</i> , TVNZ	Lack of good taste, unbalanced and breached privacy	Upheld in part Broadcaster ordered to pay costs of \$1,250 No: 94/92
Mr Peter Edmunds	Item about computer piracy on <i>Holmes</i> , TVNZ	Breached privacy, unfair and inaccurate	Upheld in part No: 95/92
Mr LJ McKay	Item about the electoral referendum on <i>Tonight</i> , TVNZ	Dissatisfied with action taken when complaint Upheld	Not upheld No: 96/92
Mr Laurie Collier	<i>The Ralston Group</i> , TV3	Offensiveness of some of the language used	Not upheld No: 97/92
Mr HBW Meroiti	Interview with Australian theologian on <i>Holmes</i> , TVNZ	Unbalanced	Not upheld No: 98/92
Mr Kerry Sharp	<i>TV3 Special: Sex</i> , TV3	Unbalanced	Not upheld No: 99/92
Mr Robert Wardlaw	<i>The Simpsons' Halloween Special</i> , TVNZ	Anti-social and not appropriate for children	Upheld in part No: 100/92
GOAL	"Steinlager Blue" beer advertisement, TVNZ	Irresponsible frivolity and mood change in liquor advertisement	Not upheld No: 101/92

Growth Through Moderation Soc Inc	"Steinlager Blue" beer advertisement, TVNZ	Associating liquor with a good party in liquor advertisement	Not upheld No: 102/92
Mrs Margaret Jackson	"Steinlager Blue" beer advertisement, TVNZ	Irresponsible frivolity and careless freedom in a liquor advertisement	Not upheld No: 103/92
New Zealand Police	<i>The Remand of Ivan Curry</i> documentary, TVNZ	Inaccurate, unbalanced and unfair	Not upheld No: 104/92
Mr Kerry Sharp	<i>In Bed with Madonna</i> film, TVNZ	Offensive and denigrated women	Not upheld No: 1/93
Mr Roger Helm	Item on <i>One Network News</i> about Australian State elections, TVNZ	Unbalanced and inaccurate	Not upheld No: 2/93
Ms Jenny Ritchie	Item on Maori fisheries on the <i>Ralston Group</i> , TV3	Unbalanced and denigrated Maori	Not upheld No: 3/93
Monsieur FD O'Dea	Item on <i>Nightline</i> about apparitions, TV3	Insensitive and denigrated Catholics	Not upheld No: 4/93
Mr AG Georgeson	Item on <i>Holmes</i> about Australian home videos, TVNZ	Lack of good taste and inappropriate time	Not upheld No: 5/93
Mr JB Bertram	Item on <i>One Network News</i> about car racing, TVNZ	Language offensive	Not upheld No: 6/93
Mr Kristian Harang	Item about "Penthouse Pets" on <i>Holmes</i> , TVNZ	Lack of good taste and denigrated women	Not upheld No: 7/93
GOAL	<i>DB Sport</i> , 7 September, CTV	Saturation of liquor promotion	Upheld No: 8/93
Mr Kerry Sharp	Item about "Life Chain" on <i>3 National News</i> , TV3	Lack of balance	Not upheld No: 9/93
Mr Kerry Sharp	<i>Sex</i> , episode 1, TVNZ	Lack of balance about condoms	Not upheld No: 10/93
Mr Kerry Sharp	<i>Sex</i> , episode 4, TVNZ	Lack of balance about abstinence	Not upheld No: 11/93
Mr Kerry Sharp	<i>Sex</i> , episode 6, TVNZ	Lack of balance and social engineering	Not upheld No: 12/93
Mr Kerry Sharp	<i>Sex</i> , episode 7, TVNZ	Lack of balance about abortions	Not upheld No: 13/93
Mr Kerry Sharp	<i>Sex</i> , episode 7, TVNZ	Offensive and denigrated women	Not upheld No: 14/93
Mr Kerry Sharp	<i>Sex</i> , episode 8, TVNZ	Lack of good taste and unbalanced	Not upheld No: 15/93
Mr Kerry Sharp	<i>Sex</i> , episode 9, TVNZ	Lack of good taste and unbalanced	Not upheld No: 16/93
Mr Kerry Sharp	<i>Sex</i> , episode 10, TVNZ	Inaccurate, lack of good taste, unbalanced	Not upheld No: 17/93
Mr Kerry Sharp	<i>Sex by Request</i> , episode 11, TVNZ	Inaccurate, unbalanced and offensive	Upheld in part No: 18/93
Ms Vicki Cumber	<i>Sex</i> , episodes 1 & 2, TVNZ	Offensive and denigrated women	Not upheld No: 19/93
Mr Kristian Harang	<i>Sex by Request</i> , episode 11, TVNZ	Offensive and unbalanced	Upheld in part No: 20/93
Ms Nadya Corcoran	<i>Sex</i> , episode 5, TVNZ	Offensive	Not upheld No: 21/93
Dr MP Purchase	<i>Sex</i> , episode 8, TVNZ	Offensive	Not upheld No: 22/93

Ms Barbara Hobden	<i>Sex</i> , episodes 4, 5 and 6, TVNZ	Unbalanced and denigrated women	Not upheld No: 23/93
S & L Thomas	<i>Sex</i> , episode 10, TVNZ	Offensive	Not upheld No: 24/93
Mr WRJ Gray	<i>Frontline</i> item on Maori land, TVNZ	Inaccurate and unbalanced	Upheld in part Broadcast of correction ordered No: 25/93
Mr Kerry Sharp	<i>48 Hours: AIDS in Orange County</i> documentary, TVNZ	Inaccurate and unbalanced	Not upheld No: 26/93
The Kyrke-Smith family	Item on <i>One Network News</i> about mother's death, TVNZ	Breach of family's privacy	Upheld Compensation of \$2,500 ordered No: 27/93
The Kyrke-Smith family	Item on <i>One Network News</i> about mother's death, TVNZ	Unfair and use of deceptive programme practice	Upheld in part No: 28/93
FIRST	<i>One Network News</i> , coverage of women's sport, TVNZ	Unbalanced and denigrated women	Declined to determine No: 29/93
FIRST	<i>3 National News</i> , coverage of women's sport, TV3	Unbalanced and denigrated women	Declined to determine No: 30/93
GOAL	"Lion Red" beer advertisement, TVNZ	Misleading	Not upheld No: 31/93
GOAL	"Jim Beam" whiskey advertisement, TV3	Exaggerated male stereotype	Not upheld No: 32/93
Mr Kerry Sharp	<i>Mr and Mr</i> documentary, TVNZ	Inaccurate and unbalanced	Not upheld No: 33/93
Mr Kerry Sharp	<i>AIDS: What do we tell our children</i> documentary, TVNZ	Inaccurate and unbalanced	Not upheld No: 34/93
Credo Soc Inc	<i>In Focus</i> item on lesbianism, TV3	Inaccurate	Not upheld No: 35/93
Mr BG Wortelboer	Skits on <i>Fast Forward</i> , TV3	Offensive	Not upheld No: 36/92
GOAL	"Waikato Draught" beer advertisement, TV3	Use of word "wowsers" ridiculed prohibitionists	Not upheld No: 37/93
GOAL	"Waikato Draught" beer advertisement, TVNZ	Use of word "wowsers" ridiculed prohibitionists	Not upheld No: 38/93
Mr Kerry Sharp	<i>Prime Sex</i> documentary, TV3	Offensive, unbalanced and denigrated women	Not upheld No: 39/93
Mr Peter Zohrab	Item about a gunman on <i>3 National News</i> , TV3	Sexist language and denigrated men	Not upheld No: 40/93
Mr Peter Zohrab	Item about a gunman on <i>One Network News</i> , TVNZ	Sexist language and denigrated men	Declined to determine No: 41/93
Mr Jim McNair	Spanish-made advertisement on <i>Holmes</i> , TVNZ	Denigrated Christians	Not upheld No: 42/93
Mr Colin Edwards	Item about Filipino gangs in San Diego on <i>One Network News</i> , TVNZ	Gratuitous portrayal of violence	Upheld in part No: 43/93
Mr Trevor Hansen	Item about former wife on <i>Holmes</i> , TVNZ	Invaded privacy	Not upheld No: 44/93
GOAL	<i>Moro Sports Extra</i> item about rugby league, TVNZ	Incidental promotion of alcohol	Not upheld No: 45/93

Mr John Malley	Item about stolen guns on <i>Crimewatch</i> , TVNZ	Dissatisfied with action taken when complaint Upheld in part	Not upheld No: 46/93
Coalition of Concerned Citizens	Interview with Julian Clary on <i>Holmes</i> , TVNZ	Lack of good taste	Not upheld No: 47/93
GOAL	"Steinlager" beer advertisement, TV3	Misleading and deceptive	Not upheld No: 48/93
TEAM	"Steinlager" beer advertisement, TV3	Misleading	Not upheld No: 49/93
Christian Heritage Party	Item on <i>One Network News</i> about homosexuals in the armed forces, TVNZ	Inaccurate and unbalanced	Not upheld No: 50/93
Mr Geoff Pownall	<i>Casualty of War</i> film, TVNZ	Violence was offensive	Upheld No: 51/93
Mr Lisle Edwards	Promos for the film <i>Cocktail</i> , TV3	Not in good taste and at an inappropriate time	Not upheld No: 52/93
Mr Kerry Sharp	Item about Michael Parmenter on <i>60 Minutes</i> , TV3	Inaccurate and unbalanced	Not upheld No: 53/93
Mr Kristian Harang	"Gold Top" socks advertisement, TVNZ	Offensive and at an inappropriate time	Not upheld No: 54/93
Mr Brendan Roberts	Item about "Down's Syndrome" test on <i>One Network News</i> , TVNZ	Dealt with abortion in an unbalanced way	Not upheld No: 55/93
GOAL	"DB Draught" beer sponsorship advertisement, TVNZ	Excessive display of sponsor's logo	Upheld No: 56/93
Rodney Walshe	<i>Information on Ireland</i> item on Auckland Access Radio	Unbalanced	Upheld No: 57/93
Ian Andrews	Rubber nipple skit on <i>Ren and Stimpy</i> , TVNZ	Offensive, violent and inappropriate time	Not upheld No: 58/93
Te Reo Takiwā o Ngātihine	Item about radio station on <i>Te Karere</i> , TV3	Inaccurate, unbalanced and treated people unfairly	Upheld in part No: 59/93
Mr Brian Kirby	Item about Waitangi Tribunal recommendation on <i>Nightline</i> , TV3	Offensive, inaccurate and denigrated Maori	Upheld No: 60/93
Department of Social Welfare	Item about New Zealanders in advertisements for Australian State Elections on <i>One Network News</i> , TVNZ	Inaccurate and treated the Department unfairly	Upheld No: 61/93
Mr P Connolly	Comment about Stoney Batter road on Waiheke Island, RNZ	Unfair to land owner and dissatisfied by action taken on part Upheld	Not upheld No: 62/93
Mrs Lyn Louise Milnes	Musical Interlude "Nothing to Fear", TVNZ	Unbalanced, inaccurate and denigrated Jews	Not upheld No: 63/93
Mr Mike Loder	<i>Shortland Street</i> on 25.1.93, TVNZ	Denigrated firearm owners	Not upheld No: 64/93
The Warehouse Ltd	Item about Customs investigation on <i>One Network News</i> , TVNZ	Inaccurate, unbalanced and unfair	Upheld in part No: 65/93
New Zealand Jewish Council	Talkback about Israelis and Palestinians, Radio Pacific	Dissatisfied with action taken when complaint Upheld	Not upheld No: 66/93

Ms Susi Newborn	Item about childbirth on <i>Frontline</i> , TVNZ	Unbalanced and denigrated midwives	Not upheld No: 67/93
Ms Ann Becker	Item about childbirth on <i>Frontline</i> , TVNZ	Unbalanced and denigrated midwives	Not upheld No: 68/93
GOAL	DB Sport, 9 November, CTV	Saturation and other breaches of liquor code	Upheld in part No: 69/93
Mr Peter Boys	Talkback on <i>Newstalk 1ZB</i> , RNZ	Offensive language	Not upheld No: 70/93
Mr PH Dunlop	Describing firearms as "Rambo Guns" on <i>One Network News</i> , TVNZ	Unbalanced	Not upheld No: 71/93
One New Zealand Foundation	<i>The Treaty of Waitangi</i> , documentary, TVNZ	Unbalanced	Not upheld No: 72/93
Mr Kerry Sharp	<i>Sex</i> , episode 1 (2nd series), TVNZ	Unbalanced and denigrated women	Not upheld No: 73/93
Mr Kristian Harang	<i>Sex</i> , episode (2nd series), TVNZ	Unbalanced and indecent	Not upheld No: 74/93
Mr Kerry Sharp	<i>Sex</i> , episode 2 (2nd series), TVNZ	Offensive and denigrated women	Upheld in part No: 75/93
Mr Tony Ryall	Item about health reforms on <i>Morning Report</i> , RNZ	Unbalanced	Not upheld No: 76/93
Ms Rose Wells	<i>The Highlander</i> film, TVNZ	Gratuitous violence	Not upheld No: 77/93
Mrs Pauline Miller	<i>Hard to Kill</i> film, TVNZ	Gratuitous violence	Upheld in part No: 78/93

In addition to the above, 8 formal complaints were withdrawn before a decision was issued and the Authority declined to accept a further 8 on the basis that the referral failed to comply with the time periods set in the Broadcasting Act 1989.

**OTHER DECISIONS**

Mr RW Kilgour	Comment about tourism, QFM, Queenstown	Invaded Privacy	Insufficient detail supplied by complainant Declined to determine No: ID1/92
Mr Donald Dorf	Comment about royalty on <i>Tonight</i> , TVNZ	Lack of good taste	Insufficient detail supplied by complainant Declined to determine No: ID2/92
Centrepoint Community Growth Trust	Item about Centrepoint on <i>3 National News</i> and <i>Nightline</i> , TV3	Invaded privacy, inaccurate, unfair and unbalanced	Out of time Declined to determine No: ID3/92



**APPENDIX II**

**BSA RESEARCH PUBLICATIONS**

Perceptions of "Good Taste And Decency" in Television and Radio Broadcasting;  
 AGB McNair; July 1993 (public opinion research) ..... 20.00

Comparison Between Two Wars: The Amount of News Violence During the  
 Gulf War Compared to a "Period of Peace"; Watson C A, April 1993 ..... 10.00

Balance Fairness and Accuracy in News and Current Affairs:  
 Literature Review; Jacque Naismith; March 1993 ..... 15.00

Research Papers on Programme Standards Matters in Children's Television;  
 Dr Ann Shepherd; Jacque Naismith; Janet Hoek; March 1993 ..... 15.00

Sophie Lee's Sex - An Analysis of the public attitudes of ten,  
 discrete 'focus groups' towards one episode of the programme  
 'Sex' broadcast Tuesday 13 October 1992; Watson et al; December 1992 ..... 15.00

Public Opinion Research on Alcohol Advertising and Television  
 Violence on Radio and Television; Research International Ltd.; September 1992 ..... 15.00

An Analysis of the portrayal of 'sexual acts' on the three  
 New Zealand broadcast channels during the week of  
 11 - 17 February 1991; Watson et al; August 1992 ..... 15.00

National Television Violence Seminar Papers; August 1991 ..... 20.00

An Analysis of 'Violent Acts': on the three NZ Broadcast television  
 channels during the week of 11 - 17 February 1991; Bassett et al; July 1991 ..... 20.00

Alcohol Advertising: Key Informants Study; Thompson et al; May 1991 ..... Free

Survey of Community Attitudes and Perception of Violence on  
 Television; August 1990 (public opinion research) ..... Free

Alcohol Advertising on Radio and Television - A Discussion Paper;  
 Jay McKay; May 1990 ..... Free

Research into the Effects of Television Violence - An Overview;  
 Helena Barwick; April 1990 ..... 15.00

Attitudes of Acceptable Standards of Language (Swearing and Blasphemy)  
 on New Zealand Radio and Television; Geoff Lealand; 1990 ..... Free

August 1993

To order any of the above write to the Broadcasting Standards Authority  
 PO Box 9213, Wellington