

Media Release

24 April 2017

***Seven Sharp* ‘herb thief’ item unfair and broadcaster should have apologised**

The Broadcasting Standards Authority (BSA) has upheld a complaint that TVNZ failed to take appropriate action, following a fairness complaint from a woman featured on *Seven Sharp*.

The item followed two local residents, labelled ‘herb detectives’, searching for a man they believed was responsible for stealing their herbs. During the item, the pair visited the local market looking for the alleged thief, and spoke to a woman, Shunfang Shen, who was selling herbs. The item implied that Mrs Shen may have been involved in the theft, which was not the case. It was clear from the item that Mrs Shen did not speak English and could not respond to the reporter’s questions or defend herself.

TVNZ upheld Mrs Shen’s complaint that the item was unfair and inaccurate, and later broadcast a correction saying it did not intend to suggest that Mrs Shen was the ‘herb thief’.

The Authority acknowledged that the broadcaster had taken steps to correct the item, but considered the broadcaster should have also issued an apology to Mrs Shen.

The Authority found that the item had the potential to negatively affect Mrs Shen’s livelihood, dignity and reputation, particularly in her local Chinese community.

“New Zealand is a multicultural society and broadcasters should be aware of the cultural implications for individuals featured in broadcasts, particularly where [the broadcast] may be detrimental to them,” the BSA said.

In response to the broadcaster’s position that the item was intended to be ‘light-hearted’, the Authority said that, regardless of the nature of the item, principles of fair treatment still applied.

“Programmes intended to be light-hearted still have the potential to cause harm to any individuals featured or referred to, including bystanders or those peripheral to the main story. This is particularly so where the subject matter alludes to criminal or unethical behaviour”.

ENDS

For more information contact Nicole Hickman on 027 313 0179.

FURTHER INFORMATION

The full decision is available at <http://bsa.govt.nz/decisions/latest>.

The decision was made under the Fairness and Accuracy Standards of the Free-to-Air Television Code of Broadcasting Practice. The Code has been in force since 1 April 2016 and is available at <http://bsa.govt.nz/standards/overview>.

ABOUT THE BROADCASTING STANDARDS AUTHORITY

The Broadcasting Standards Authority is an independent body that oversees the broadcasting standards regime in New Zealand. We do this by determining complaints that broadcasts have breached standards, by doing research and also by providing information about broadcasting standards.

The Authority members are Peter Radich (Chair), Leigh Pearson, Te Raumawhitu Kupenga and Paula Rose.

For more information see our website: www.bsa.govt.nz.

媒体发布

2017年4月24日

Seven Sharp 电视节目的“偷菜”报道有失偏颇，应该对此道歉

Seven Sharp 对一位女士进行报道后，广播标准管理局收到了来自当事人的投诉，当事人投诉说 TVNZ 未采取适当的行动，广播标准管理局对此持赞同意见。

报道中两名当地居民扮演的“侦查员”在寻找一名男士，她们认为该男士偷了她们种的菜。在报道中，俩人到当地的集市寻访此偷菜男士，并且与在卖菜的沈顺芳女士进行了交谈。节目报道暗示沈女士可能涉嫌偷菜，但情况并非如此。报道中显示沈女士不会说英文，无法回答记者的问题或者为自己辩解。

TVNZ 认可沈女士认为此报道有失偏颇并且失实的投诉，之后在节目中澄清该报道并非有意暗示沈女士是“偷菜大盗”。

广播标准管理局认可电视节目组已经采取行动澄清此报道，但还应向沈女士正式道歉。

广播标准管理局发现此报道有可能对沈女士的生活、尊严和声誉，尤其是在她所处的当地华人社区中，造成负面影响。

广播标准管理局表示：“New Zealand is a multicultural society and broadcasters should be aware of the cultural implications for individuals featured in broadcasts, particularly where [the broadcast] may be detrimental to them”。

电视节目组表示此报道带有“调侃”意味，对于这一解释，广播标准管理局认为不管报道的性质如何，都应遵循公平对待原则。

“Programmes intended to be light-hearted still have the potential to cause harm to any individuals featured or referred to, including bystanders or those peripheral to the main story. This is particularly so where the subject matter alludes to criminal or unethical behaviour”。

文章结束

更多详情，请联系 **Nicole Hickman: 027 313 0179**。

更多详情

查阅此决议的完整内容：<http://bsa.govt.nz/decisions/latest>。

本决议乃是根据《广播业务免费无线电视管理规则》的公正和准确性标准进行的裁决。此管理规则自 2016 年 4 月 1 日起生效，具体内容可查阅：<http://bsa.govt.nz/standards/overview>。

关于广播标准管理局

广播标准管理局是监管新西兰广播标准制度的独立机构。我们通过处理违反广播标准的投诉、调查研究以及提供有关广播标准的信息等形式进行监管。

广播标准管理局的成员为 Peter Radich (主席)、Leigh Pearson、Te Raumawhitu Kupenga 和 Paula Rose。

更多详情，请参阅我们的网站：www.bsa.govt.nz。