

11 February 2015

## **Nicki Minaj ‘Anaconda’ complaint upheld**

The Broadcasting Standards Authority has upheld a complaint that a Hindi radio station breached standards related to good taste and decency and children’s interests by broadcasting Nicki Minaj’s song ‘Anaconda’ at 3.30pm.

The song which contained swearing and sexually explicit language was broadcast in English on Humm FM 106.2 on a Friday afternoon.

A listener complained that the song was ‘completely inappropriate’ for broadcast during the day.

BSA Chief Executive Karen Scott-Howman said the authority agreed with the complainant. ‘The content of this song would have been unexpected and offensive for many regular listeners of Humm FM which targets a general audience,’ she said.

The authority considered the language was vulgar and overtly sexualised. ‘While there are no classified time-bands on radio as there are on free-to-air television, radio stations should be mindful of children’s normally accepted listening times, for example before and after school.’

‘We do not think that regular listeners would expect to hear this type of language broadcast in English at this time of day, on this radio station.’

The BSA did not penalise the broadcaster noting this was the first complaint against Humm FM and the broadcaster had acknowledged the breach and permanently removed the song from its playlist.

**Ends**

The full decision is available at [www.bsa.govt.nz](http://www.bsa.govt.nz)

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