

Dear Senate Members

I wish to add my voice to those who are dissatisfied with sexual media content. Two areas in particular have concerned me – as follows

1. Television ads. I wrote to the complaints body last year as I was very offended at the advertisements aired with the Melbourne “Footy Show”. They have gross sexual innuendo. One particular ad, had two women who were clearly meant to be lesbians. When I wrote to the body concerned they replied that as the Foot Show is aired outside normal children’s viewing times the ads were quite appropriate. I disagree. Many children are allowed to stay up to watch the ‘shinnanegans’ of their favourite sports starts. It is a lame excuse to say the programme is outside normal viewing hours.
2. Billboards. I am a grown woman with grown children and don’t consider myself prudish. However, billboards are often very offensive. One particular ad I recall that I hated having to look at, showed young teenagers (about 13-15) partying. They appeared to be high on something and two boys looked as if they were ‘fondling’ the one girl. It was distaste. It was a jeans advert.

I could go on and on, because this is something that bothers me constantly because we are constantly exposed to it and have no choice. It is thrust upon us. Please do something to ensure that public advertisements must be tasteful without any unnecessary sexual innuendo. Thank you

*Glenda Dennler*