



TWENTIETH CENTURY FOX FILM DISTRIBUTION

Susanne Hill  
Deputy Secretary  
Advertising Standards Complaints Board  
Wellington

July 27, 2000.

Dear Susanne Hill

With regard to the complaint from Mr Warren Lindberg concerning the print advertisement for ME, MYSELF and IRENE (your letter July 19). We draw your attention to the following points.

1 The advertisement in its entirety was not created locally. It was produced by the Marketing Department of Twentieth Century Fox Film in Los Angeles and as such we are obligated to follow their campaign. No local Agency was employed for the creative look of the film, this would be entirely the decision of the producers.

2 The advertisement is exactly the same in illustration and working as the poster for the film, again which was created in Los Angeles.

3 Consequently, the Poster was approved for display in New Zealand by THE FILM AND VIDEO LABELLING BODY.

4 The film was given a Certificate by the New Zealand Censor: R13 contains offensive language and sexual references. It should be noted that the certificate DOES NOT carry the added working: "Content May Offend" which it is possible for the Censorship Authority in both New Zealand and Australia to include should they feel that the film may offend a group or groups of people.

5 We took it upon our selves to remove the wording "Gentle to Mental" from all Newspaper advertisements after some concern was conveyed to us. In the case of the "Girlfriend" advertisement the magazine had already gone to print.

6 In his point 3, Mr Lindberg asserts that the starring of Jim Carrey clearly implies that the film is a comedy. I refer to your own code for “People” Rule 6. We strongly deny that the humour “encourage(s) intolerance, prejudice and bigotry”. We totally reject this assertion.

‘ME, MYSELF AND IRENE’ is indeed a comedy, but nowhere in the printed material are the conditions of schizophrenia, or the word itself mentioned or subject to ridicule as he implies.

7. As to Mr Lindberg’s “understanding” (he does not claim to have seen the garment) that the film is being promoted in the United States via T’Shirts that carry the slogan: “I’m a schizophrenic, and so am I” We know nothing of this and certainly such T’Shirt *if* they exist were never imported or distributed through New Zealand. Besides having nothing whatsoever to do with the print campaign, about which the complaint is laid, we strongly resent the implication that we might have used such a garment and it would seem an obvious attempt to stir resentment against the film.

Contrary to what Mr Lindberg may think, *we have no control on what advertising material is used in the United States.*

Please note that this submission was originally made to the Advertising Standards Authority. Fox did not make a new submission to the Film and Literature Board of Review. This means that the reference to “your own code” in point 6 refers to the Advertising Codes, not the Films, Videos, and Publications Classification Act 1993.