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**From:** Code Of Practice  
**Sent:** Monday, 24 September 2012 5:28 PM  
**To:** 'greg2005@kasarik.com'  
**Subject:** \*DO NOT REPLY\*  
**Attachments:** img-924181728-0001.pdf

Dear Mr Kasarik

Please find attached Seven's response to your complaint we received on 14 August 2012.

Kind regards

**Regulatory & Business Affairs**



Seven Network (Operations) Limited  
38-42 Pirrama Road | Pyrmont NSW 2009 Australia  
Postal Address: PO Box 777 | Pyrmont NSW 2009 Australia  
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NOT FOR PUBLICATION

24 September 2012

Mr Greg Kasarik  
PO box 2255  
HAWTHORN, Vic 3122

Via email: [greg2005@kasarik.com](mailto:greg2005@kasarik.com)

Dear Mr Kasarik

**Re: Seven News**

Thank you for your feedback received 14 August 2012 concerning a report broadcast on *Seven News* on 6 August 2012. Your comments have been referred to me for response on behalf of the Network.

First of all, we would like to thank you for watching *Seven News* and providing your feedback to us. We believe that our news service plays an important part in keeping the community informed and our news team are always mindful of issues such as those you have raised.

You have referred to a segment which reports on the concerns raised by medical experts about hallucinogenic effects caused by substances that can be created from chemicals or substances that can be extracted from certain plants. In this context, the report focused on a particular plant nursery located in Australia that sells these plants, as well as other material. The report was two minutes in total and simply reported on the concerns of medical experts, some of the available plants, the effects of substances that can be produced from substances extracted from the plants either themselves or as mixed with other ingredients, and the views of the plant distributor.

Whilst we acknowledge your concerns about the way the material was presented, we disagree that the legality of the plants or the nursery's business practices was presented inaccurately to viewers. Indeed, one of the key points in the report was the fact that plants can be grown and sold in a *lawful* manner but there is a potential for illegal substances to be extracted or concocted from them. In this context, Dr Gordian Fulde commented on the potential dangers of hallucinogens. Dr Gordian Fulde is well respected nationally and a qualified practitioner in emergency medicine. We believe he was qualified to comment as he did as to the *possible* effects of hallucinogens and his viewpoint was presented accurately and fairly in the report.

We wish to highlight that Seven's editorial decision to report on the genuine concerns raised by medical experts, rather than the more general matters about the particular plants and the broader use as referred to in your letter, is not a matter covered by the Commercial Television Industry Code of Practice (Code). Indeed, Seven is not required to report on all matters available to it at the time of broadcast, provided the material included in its report is presented accurately. The story did not mention mysticism at all, and in our view to present a fair and accurate report about the nursery in question, it did not need to.

Seven Network (Operations) Limited, ABN 65 052 845 262

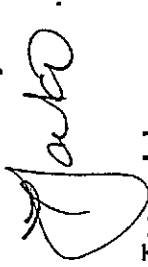
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We wish to assure you that *Seven News* is deeply committed to producing high quality news programmes and always tries to be responsive to the needs and attitudes of our audience. We appreciate you taking the time to send us your comments which assist us to do this.

To the extent that your complaint concerns matters covered by the Commercial Television Industry Code of Practice, the Code provides that you may write to the Australian Communications and Media Authority if you are dissatisfied with this response. However, we trust that the above has addressed your concerns.

Yours sincerely

A handwritten signature in black ink, appearing to read 'T. Jako', with a small dot at the end.

**Tessa Jako**  
Regulatory and Business Affairs