

Headline **Safe-sex ad featuring Hitler angers Germans**
Date **10 Sep 2009**
MediaTitle **The Star**
Section **World**
Journalist **N/A**
Frequency **Daily**
Circ / Read **293,375 / 1,026,812**

Language **English**
Page No **46**
Article Size **154 cm²**
Color **Black/white**
ADValue **2,796**
PRValue **8,387**



Safe-sex ad featuring Hitler angers Germans

BERLIN: A German AIDS awareness group has come under fire for posting an online video that starts off with a young couple having sex in an apartment before revealing the male to be a grinning Adolf Hitler.

Its closing message: "AIDS is a mass murderer."

On Tuesday, a prominent German Jewish group and AIDS prevention advocates demanded the ad be withdrawn.

"It is disgusting and we're asking the producers of the campaign to pull it back," said Joerg Litwuschuh of German AIDS Assistance, an awareness group.

He said the ad, commissioned by Regenbogen, German for rainbow, seemed designed for little more than shock value and was offensive to the people who have HIV.

"We denounce this ad. I can say that absolutely," said Volker Mertens, a spokesman for another group, the German AIDS Foundation.

Stephan Kramer, general secretary of the Central Council of Jews in Germany, issued a statement calling the ad "a defamation and mockery" of Holocaust victims.

"Apparently the initiators and producers of this campaign are only concerned, without consideration for other's emotions, with provocation based on this slogan: Hitler sells," Kramer said.

On Monday, Regenbogen deputy head Heiko Schoessling said that the ad would run on German TV and in movie theaters. He said the

»It is disgusting and we're asking the producers of the campaign to pull it back«

JOERG LITWINSCHUH

"mass murder" campaign would also include radio spots, music videos, print ads and posters featuring former Iraqi dictator Saddam Hussein and former Soviet leader Josef Stalin.

The next day, as criticism mounted, Regenbogen spokesman Jan Schwertner said plans for the video and the broader campaign were not final. Talks with TV stations and theaters are continuing, he said, but would not disclose when and where the ads would appear.

German broadcaster RTL said it was contacted by Regenbogen about the ad but decided against airing it. "After having talked to child welfare authorities, RTL decided to not screen the campaign," said Cordelia Wagner. — AP