

Adjudication

Complaint by Ms Yasmine Khaldi

Fame Factor TV3 Sweden, 24 March 2004 ref 2121786

Summary

The programme showed a potential pop star having her hair styled prior to a performance. She was subsequently unhappy about the colour of the hair. Ms Yasmine Khaldi, one of the stylists claimed the programme made it out that the colour was her fault and that her business and reputation had suffered as a result.

Whilst the choice of clip showing Ms Khaldi stirring a bowl containing what could be viewed as colourant was unfortunate, Ofcom did not uphold the complaint. In their view the sequence was misleading but this did not amount to unfairness.

1. Introduction

The programme *Fame Factory* is a reality show which takes members of the public and turns them into potential pop stars. This episode featured preparation for a performance. At one point, one of the subjects, Pauline Högberg, was seen having her hair styled by a team brought in for the production. Ms Yasmine Khaldi was part of that team.

2. Complaint

Miss Khaldi's case

Ms Khaldi was seen in the programme with a bowl of hair colourant standing with one of the contestants, Pauline Högberg. Ms Högberg was unhappy with the resultant hair colour and this became a matter for discussion in this and a subsequent programme. The programme made it look as though Ms Khaldi was responsible for the colour of Ms Högberg's hair. Ms Khaldi has received lots of phone calls from customers and friends, among others, accusing her over the awful colour of Ms Högberg's hair. The programme did not show the successful colouring of another contestant's hair, done by Ms Khaldi. Although Ms Khaldi was offered an apology, the production has not offered to transmit any scenes which show the truth of the situation. Ms Khaldi feels that this is an insufficient response.

TV3 Sweden's case

It is clear from the footage that it is not Ms Khaldi who is working on Ms Högberg's hair and viewers do not see Ms Khaldi actually mixing the dye. At no point do viewers see Ms Khaldi interacting with either her colleague or Ms Högberg in any way that would lead them to believe that Ms Khaldi had worked on her hair.

Ms Högberg, in a voice over for this sequence, does not in any way blame Ms Khaldi or any of the other hairdressers for the colour of her hair. In fact, she says they did a good job and that both the cut and the colour were really nice. She blamed herself for not being confident enough to make her requirements clear.

3. Decision

It could be implied from the clip that Ms Khaldi did apply the colourant to Ms Högberg's hair, especially as the issue of colourant was being discussed whilst viewers were being shown a clip of Ms khaldi standing behind Ms Högberg with a bowl. However, Ms Högberg made it clear she was not blaming anyone apart from herself. The general tone of the programme's narration and dialogue was supportive of the professionalism and quality of the whole hairstylist team. Whilst misleading, therefore, the clip did not result in unfairness

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