
**Appendix
to
CTV re a segment featuring Eminem at the Junos
(CBSC Decision 02/03-1130, January 30, 2004)**

I. THE COMPLAINT

The following complaint dated April 7, 2003 was sent to the CRTC and forwarded to the CBSC in due course:

CTV air of Sunday April 6 Juno's with Eminem acceptance message is totally uncalled for. My children simply wanted to watch Avril and ended up listening to that. If anyone is "picking their fucking ass" it is the people at CTV.

II. THE BROADCASTER'S RESPONSE

The broadcaster responded to the complainant's letter on April 29, 2003 with the following:

Dear ...:

The Canadian Broadcast Standards Council has forwarded to us a copy of your electronic correspondence dated April 7, 2003 concerning a segment featuring Eminem during the Juno Awards which aired on the CTV Television Network on April 6, 2003.

Your correspondence sets out your concerns as to the appropriateness and context of the language used at the awards. The Junos is a live music show intended for an adult audience. In producing the Junos, we had to take into account that musicians tend to express their opinions, not only in their music, but also in their manner and words. Because we were aware of the potential for strong language, we felt it important to air an advisory at the top of the show. We also aired Eminem's acceptance of his award after 9 p.m., the industry's watershed hour for adult content. We did not feel it appropriate to script or censor the acceptance of Eminem or any other artist.

We do regret that your children heard language that you did not want them to hear, but hope that we have explained the context.

Please be assured that it is not our intention to offend our viewers, and we thank you for taking the time to write to express your concerns.

Yours very truly,

...
Senior Vice President
Comedy & Variety Programming

III. ADDITIONAL CORRESPONDENCE

The complainant wrote back to CTV on May 1, 2003 and copied the CBSC:

Dear ...

Well, thank you for reply, but it is unacceptable for you to take the position that there was a "potential for strong language". There was no potential for Eminem, you knew exactly what

he had to say as it was a recorded message. Airing it was to establish a shock marketing strategy for your own profit. Then try to hide behind the excuse of "artists expressing their opinions", next you'll be justifying the airing of child pornography pictures/videos as an expression of the artist as well. It's a slippery slope CTV has invested in with Eminem, I thought you had more class than that but obviously not. There should be some form of punishment that CTV has to bear for calculating and airing negligently extreme profanity that steps out over the line in this matter and in this events "context", regardless of airing any advisory. Airing the advisory does not waive your negligence. And with regard to the so-called "industry watershed time of after 9:00pm" is another lame excuse to protect this conduct as you knew full well as to what the diverse Canadian audience would be for this show, including age groups. I could argue that 7:30am is after 9:00pm as well.