
APPENDIX
To
Showcase re the movie *Frankie Starlight* (CBSC Decision 02/03-682,
January 30, 2004)

I. The Complaint

The following complaint dated February 17, 2003 was sent to the CBSC :

Canadian Broadcast Standards Council
Ottawa, Ontario, Canada

To whom it may concern:

I am writing to complain about the use of inappropriate language during daytime television broadcasts, that is to say, prior to the 9:00 PM threshold.

During a broadcast of the movie "Frankie Starlight" (Showcase; Monday January 20, 2003), the word "fuck" or "fucking" was uttered four times less than twenty minutes into the movie during the ninety seconds I was tuned in while channel-surfing, just after it began at 1:00 PM.

[complaints about other broadcasts dealt with in other files]

Thank you for your consideration.

II. Broadcaster Response

The broadcaster responded to the complainant's letter on July 4, 2003 with the following:

Dear Mr. C,

Showcase appreciates and considers all viewer feedback and we thank you for taking the time to express your concerns about the movie *Frankie Starlight*, which aired on Monday, January 20, 2003 at 1 p.m. ET/PT on our network.

Frankie Starlight is a life-affirming, pleasant drama about a social misfit who has written a book about his life. The film does contain some coarse language, and three of the characters use the f-word. While this language is part of the drama, it is not used in an aggressive or derogatory way, but in a mumbled and playful manner. We understand that this language may have caused you concern. Our view is that this language must be viewed within the context of the program as a whole: in this case, it helps define the emotional relationships of the characters and their experiences.

Showcase is very conscious of the need for viewer advisories and warnings and we take them very seriously. At the time of the broadcast, *Frankie Starlight* was rated PG. Our Programming department has reviewed the film and has decided that it warrants a rating of "14+", as well as a viewer advisory warning of nudity, sexuality and coarse language. The

rating and advisory have been added to the film and will air during all future broadcasts of *Frankie Starlight*.

The "14+" Classification allows parents to use V-chip technology to screen out programs with mature subject matter that they do not wish their children to watch. For more information about this technology, please visit www.vchipcanada.ca.

Thank you for drawing our attention to this matter and I hope that we have addressed your concerns.