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## APPENDIX

### CBSC Decision 06/07-1352 Global re an advertisement for the movie *SkinWalkers*

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#### The Complaint

The following complaint of July 26, 2007 was submitted via the CBSC's web form:

station: Global

program: Commercial during the show *Big Brother 8*

date: July 26th, 2007

time: 8:39 pm

concern: I was very offended by the offensive commercials that are aired by Global TV during the show *Big Brother*. Many young Canadian children are watching the show well before the "watershed" hour yet commercials that are highly violent and intended solely for adult audiences, are being aired. I know that broadcasters are prohibited from airing programming which "contains gratuitous violence" and commercials should be included in this as well. My children were absolutely terrified after watching a commercial for the movie *Skinwalkers* that aired twice during the *Big Brother* show. I believe that the CBSC should have higher standards for what is aired during the watershed hour.

#### Broadcaster's Response

The station responded on August 21 with the following:

This email is in response to yours concerning an ad for the film *SkinWalkers* that aired during an episode of *Big Brother* on July 26.

Let me begin by explaining that under the *Broadcasting Act*, we are required to provide a broad spectrum of entertainment and information programming including commercials for "men, women and children of all ages, interests and tastes." Television programming is required to be diverse and appealing to a wide variety of audiences. Consequently, you can appreciate that what one viewer might consider an interesting program, or commercial for that matter, might lead another to turn the channel.

To provide you with some background information, the advertising industry has a self-regulating organization called Advertising Standards Canada (ASC). The ASC administers a code of standards for all advertising and responds to complaints made by the viewing public.

In addition, the Private Broadcasters in Canada belong to a voluntary, self-regulating committee called Telecaster. This organization ensures that all paid programming, including commercials and long-form commercials usually referred to as infomercials, aired in Canada

comply with our advertising industry guidelines, as determined by the ASC as well as the Canadian Association of Broadcasters Guidelines and *Code of Ethics*.

The process for clearing commercials involves the screening of visual materials, reviewing scripts and/or audio components to ensure the advertisement meets advertising and industry guidelines. There are occasions when commercials may contain sensitive, alarming or frightening segments, but gain approval with an advisory or caution or are given a "Mature", "Mature Post 9 pm" or "Mature Post 11 pm" rating.

With respect to your specific complaint, the ad in question has been given a "Mature" rating without a scheduling restriction. As a result, scheduling is left to the discretion of the broadcaster.

We also take into consideration during which program the ad is scheduled for broadcast. In this instance, the ad for *SkinWalkers* was aired during *Big Brother 8* which is rated PG (Parental Guidance) and is not considered children's programming.

The content of advertisements broadcast during a particular program need not match the exact level rating of that program. Provided that the ad does not contain material that is considered for "adults only", it may be broadcast before 9 pm.

As a result of the above, the ad in question can be broadcast during *Big Brother*.

It was certainly not our intention to cause offence and I hope this response helps alleviate some of your concerns. Thank you for bringing this matter to our attention, and I hope you will continue to enjoy our programming.

## **Additional Correspondence**

On August 21, the complainant submitted her Ruling Request with the following note:

I received a very patronizing letter from Global TV suggesting that since *Big Brother* was not considered "children's programming" and that the ASC cleared the commercial for broadcast, they did not see anything wrong with airing the commercial before the watershed hour. I can tell you that if it is acceptable for commercials promoting movies that depict werewolves [*sic*] that "feed on human flesh and thirst for the taste of human blood" is not considered material for adults only, then I don't know what is. These violent and disgusting commercials must not be allowed to air before the watershed hour. If the standards in this country suggest that commercials like this are allowed to air before 9 pm then the rules MUST be changed.