
APPENDIX B

CBSC Decision 07/08-0338 Global re an episode of *Going Fishing*

The Complaint

The following complaint dated September 30, 2007 was sent to the CRTC and forwarded to the CBSC in due course:

Global Television, more specifically the Darryl Cronzy *Goin' Fishin'* television show aired Sept. 29/07. The program was a 20 minute commercial for the Tory party and I believe that fishing programs are supposed to be about fishing. If the CRTC prohibits using advertisers' names during the program then it must certainly restrict political advertising during an election campaign.

Broadcaster Response

Global replied with a letter dated October 16:

We are in receipt of your correspondence regarding the telecast of *Going Fishing* which aired on Global Ontario on September 29, 2007.

In your letter you specifically referred to the content of the episode as being "a 20 minute commercial for the Tory party." While the interpretation of such matters is subjective, we do acknowledge that the content was not screened prior to airing and that a viewer might interpret the content as favouring one party over another. To the extent that this has occurred, we sincerely apologize and state that it was not our intention to favour one candidate or party in airing the program.

Further, we do have a screening process in place whereby most programs are carefully screened to ensure that they do not contravene our industry guidelines or governing regulations. In this instance, and completely inadvertently, the program was not screened prior to airing. Rest assured that we are taking measures to ensure that we remain compliant with our regulatory and industry standards.

We have given extensive coverage to all parties and candidates on our newscasts and other programs during the recent Ontario Election campaign (as we do during coverage of all elections). We firmly believe that, despite the airing of the program, when taken in the context of all of our election coverage, we have given all parties the opportunity to expose their ideas to the public on an "equitable" basis as required by the CRTC in Public Notice CRTC 1988-142 – A Policy with Respect to Election Campaign Broadcasting.

As responsible broadcasters, we are sensitive to your concerns. Our purpose and intention is to entertain and inform, not to offend our viewers. We value and respect the fact that you have an interest in our programming and that you were concerned enough to let us know your opinions.

We thank you for bringing this matter to our attention.

Additional Correspondence

The complainant submitted his Ruling Request on October 24:

An apology is quite appropriate but it should be made to the people of Ontario.

If the network was not diligent in monitoring its programming, then they should be reprimanded in some more severe manner than simply apologizing to me. The host of the program probably was aware that what he was doing was against the rules but did it anyway and should for that reason be severely reprimanded and forced to apologize on his program.