



LESSON PLAN

Level: Grades 11 to 12
About the Author: MediaSmarts

Governance of Television and Radio Communications in Canada

Overview

To introduce students to the organizations of the Canadian broadcasting industry, and to the codes, guidelines and issues relating to violence, ethics, representation, advertising and the accuracy of news in television and radio programming.

Learning Outcomes

Students will demonstrate:

- an understanding of the roles of the Canadian Association of Broadcasters (CAB), the Canadian Radio-television and Telecommunications Commission (CRTC), and the Canadian Broadcast Standards Council (CBSC).
- an understanding of the issues surrounding the depiction of violence, ethics, representation, advertising and the accuracy of news on television and radio, and the codes and guidelines used by the Canadian broadcasting industry to regulate all content.
- an awareness of the procedures that have been established to receive and resolve consumers' complaints.

Preparation and Materials

Prepare to project or distribute the following backgrounders:

- *The Players*
- *The CBSC Complaints Process*
- *CAB Code of Violence*
- *Radio Television Digital News Association (RTDNA) of Canada's Code of Journalistic Ethics*
- *CAB Code of Ethics*
- *CAB Equitable Portrayal Code*
- *The Pay Television and Pay-Per-View Programming Codes*

Prepare to distribute the following handouts:

- *Case Study Assignment Sheet*
- *Super Channel Vault re Friday the 13th: Part VII, Saw 3D, Pet Sematary, Zero Dark Thirty*
- *The Weather Network & MétéoMédia re 30 Day Forecast*



- *CHOI-FM Re Fillion*
- *CFTO-DT (CTV Toronto) re CTV News at 6 report (Canada's Drag Race)*
- *CITV-DT (Global Edmonton) re Global News at 5 report (Sunwing pilot)*
- *Comprehension questions for each case study (five pages in total)*
- *You Be the Judge assignment*

If you are doing the optional Town Hall exercise, prepare to distribute the Town Hall Worksheet.

Procedure

Guided Discussion

To ensure standards of quality and fairness, the *Canadian Association of Broadcasters (CAB)* has developed voluntary broadcasting codes as guidelines for radio and television stations across Canada. Although private broadcasters are self-regulating, they must adhere to the Violence Code, the Equitable Portrayal Code, the CAB and RTDNA Code of Ethics, Pay-Per-View Programming Codes and the *Broadcast Code for Advertising to Children* as a condition of licensing by the Canadian Radio-television and Telecommunications Commission (CRTC). But who decides what the rules are, and how they should be interpreted? Let's look at the players in Canada's broadcasting industry.

- Project or distribute *The Players* and discuss with class.

Now that we understand the three main players, let's take a look at the complaints process.

- Project or distribute *The CBSC Complaints Process* and discuss with class.

These are the players and the process, but it is the codes and guidelines that determine the decisions that are made regarding the broadcasting industry. For example, it is *The Canadian Association of Broadcasters (CAB) Violence Code* that is used to regulate violence in broadcasting.

- Distribute *CAB Code of Violence* to students.
- Once they have read the code, discuss it as a class. Ask students to think of examples for some of the points, especially those relating to children's programming, news and public affairs, violence against women and violence against specific groups.
- Now, number students from one to four and distribute the other codes (CAB Equitable Portrayal Code, CAB Code of Ethics, Pay-Per-View Programming Codes and the RTDNA Code of Ethics) so that each student gets one (students number one get the CAB Equitable Portrayal Code, those numbered two get the CAB Code of Ethics, etc.) Have students read the codes individually and then form groups of four where each number and code is represented by at least one student. Have students explain the code they read to the other members of their group. The clauses and articles included in most of the Codes' handouts pertain to the case studies later on in the lesson.



Activity

- Distribute the first case study (Super Channel Vault re Friday the 13th: Part VII, Saw 3D, Pet Sematary, Zero Dark Thirty) to students and read over it together as a class.
- Distribute the assignment sheet, as well as the comprehension questions sheet. Have students complete the comprehension questions in small groups on each case study and give their final verdict .
- Once students have completed their comprehension questions, discuss the different verdicts with the class.

Evaluation

- Completed *Case Studies* assignment

Extension Activity: Town Hall Meeting

Assign students various roles that relate to the issue of regulating content (more than one student can be assigned to each role).

- 1) Owner of a streaming service such as Netflix or Disney Plus
- 2) Owner of a regulated broadcaster
- 3) Commissioner for the CRTC who makes judgments about content regulation
- 4) Film or TV producer who makes content for broadcasters and streaming services
- 5) Parent of a young child
- 6) Viewer who does not have children
- 7) Researcher on media violence
- 8) Representative of a frequently stereotyped group

Have students develop opinions from the perspective of their character on the topic of **whether or not streaming services should be regulated like traditional cable and broadcast television**. To help facilitate this, distribute to students the Town Hall Worksheet. Completing the sheet will help prepare them for the town hall meeting

Provide students research or preparation time to go over the key issues that will be discussed. Alternately, you may pause the lesson here and have them do the research as homework.

Town Hall: Call to order a meeting. Begin by having each character make an opening statement in which they state their position with regard to regulation and suggest any changes they feel should be made to media regulation in Canada. When all of the characters have shared their opinions, have students reflect on the proposed changes. Are they satisfied with changes? Why or why not? Ask them to consider the same questions from their own perspective, rather than their character's. Do their opinions change? Why or why not?



The Players in Canada's Broadcasting Industry

Canadian Radio-Television and Telecommunications Commission (CRTC)

The Canadian Radio-television and Telecommunications Commission (CRTC) is the federal government agency which regulates and supervises all sectors of the Canadian telecommunications and broadcasting system, including AM and FM radio, traditional television broadcasting, cable, and pay and specialty services.

The CRTC grants, amends and renews broadcast licences, monitors the performance of licencees (TV cable companies, cable and radio stations) and establishes broadcasting regulation and policy. The CRTC works closely with the industry the development of broadcasting standards regarding violent content, gender portrayal, cultural/minority rights, advertising and programs aimed at children.

The Canadian Association of Broadcasters (CAB)

The Canadian Association of Broadcasters (CAB) represents the majority of privately-owned, advertising-supported television and radio stations across Canada. It represents nearly 402 radio stations, 78 television stations and one network. The CAB keeps members abreast of changing technologies and new services, offers advice on technical, regulatory and advertising issues, works to improve the financial health of the industry, and presents the industry's position to governments, regulators and consumers. The CAB was founded in 1926.

The Canadian Broadcast Standards Council (CBSC)

The Canadian Broadcast Standards Council (CBSC) is an independent council created by the Canadian Association of Broadcasters (CAB) in 1990 to respond to public complaints about radio and television programming. The CBSC administers the voluntary broadcasting codes developed by the industry and informs broadcasters of trends in complaints. When complaints are lodged, the CBSC acts as the "middle-man" between the public and the broadcasting industry. For example, if a complaint is settled at the CBSC level, then it doesn't go on record at the station level. When problems cannot be resolved by the CBSC, the CRTC makes the final decisions - which will remain on record at the station level.

Streaming services, such as Netflix, Amazon Prime and Disney Plus, are not regulated by the CRTC, CAB or CBSC, though the CRTC does have authority over internet providers in Canada. Streaming services provide their own ratings, loosely based on American or provincial rating systems, but they are not required to and there is no independent mechanism for making complaints about an inaccurate or misleading rating.



Canadian Broadcast Standards Council (CBSC): Complaints Process

To register your complaint, write to:

Canadian Broadcast Standards Council (CBSC)
P.O. Box 3265, Station D
Ottawa, Ontario
K1P 6H8
Tel: (613) 233-4607

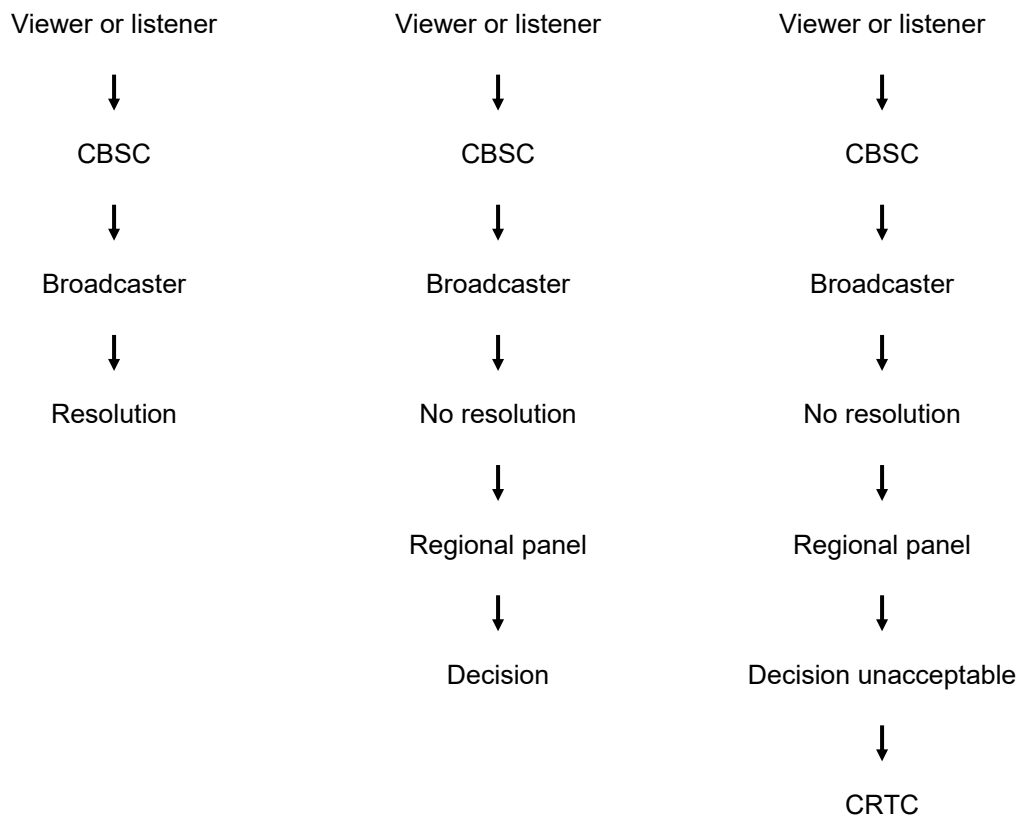
The CBSC also provides a complaints page on their Web site, at: <https://www.cbsc.ca/make-a-complaint/>

What happens when you complain:

- When a viewer or listener complains to the Canadian Broadcast Standards Council (CBSC), the complaint is forwarded to the broadcasters concerned. Broadcasters are encouraged to resolve the grievance directly with the complainant. Most of the time matters are settled this way.
- If the broadcaster's response fails to satisfy the complainant, he/she may sign the "Ruling Request" form sent by the CBSC. By signing this form, the complainant asks the CBSC to refer the complaint to a Regional Panel.
- The CBSC will send the complaint letter, the broadcaster's response and a tape of the program to the appropriate Regional Panel. At its next meeting, the Panel will decide whether the broadcaster has contravened any of the Codes and whether the broadcaster's response was satisfactory. The CBSC will provide the complainant and the broadcaster with the full text of the decision. The decision is also posted on the CBSC Web site.
- If the Panel upholds the complaint, the broadcaster must announce the decision on air. If the decision is in the broadcaster's favour, the broadcaster need not air it; however, the CBSC releases all of its decisions to the national media.
- If the Regional Panel decision does not satisfy the complainant, the CRTC becomes the "court of last resort". Here are summaries of the three processes:



Here are summaries of the three processes:



If a complaint is satisfied during the first step of the process, the complaint will not appear on the public record of the broadcaster.



Canadian Association of Broadcasters (CAB): Violence Code (1993)

1.1 Canadian broadcasters shall not air programming which:

- contains gratuitous violence in any form*
 - sanctions, promotes or glamorizes violence
- (**Gratuitous* means material which does not play an integral role in developing the plot, character or theme of the material as a whole.)

2.0 Children's Programming

(Children refers to persons under 12 years of age)

2.1 As provided below, programming for children requires particular caution in the depiction of violence; very little violence, either physical, verbal or emotional shall be portrayed in children's programming.

2.2 In children's programming portrayed by real-life characters, violence shall only be portrayed when it is essential to the development of character and plot.

2.3 Animated programming for children, while accepted as a stylized form of storytelling which can contain non-realistic violence, shall not have violence as its central theme, and shall not invite dangerous imitation.

2.4 Programming for children shall deal carefully with themes which could threaten their sense of security, when portraying for example; domestic conflict, the death of parents or close relatives; the death or injury of their pets; street crime, or; the use of drugs.

2.5 Programming for children shall deal carefully with themes which could invite children to imitate acts which they see on screen, such as the use of plastic bags as toys, use of matches, the use of dangerous household products as playthings, or dangerous physical acts such as climbing apartment balconies or rooftops.

2.6 Programming for children shall not contain realistic scenes of violence which create the impression that violence is the preferred way, or the only method to resolve conflict between individuals.

2.7 Programming for children shall not contain realistic scenes of violence which minimize or gloss over the effects of violent acts. Any realistic depictions of violence shall portray, in human terms, the consequences of that violence to its victims and its perpetrators.

2.8 Programming for children shall not contain frightening or otherwise excessive special effects not required by the storyline.

3.0 Scheduling

3.1 Programming

3.1.1 Programming which contains scenes of violence intended for adult audiences shall not be telecast before the late evening viewing period, defined as 9 pm to 6 am.

3.1.2 Accepting that there are older children watching television after 9 pm, broadcasters shall adhere to the provisions



of article 5.1 below (viewer advisories), enabling parents to make an informed decision as to the suitability of the programming for their family members.

3.1.3 In order to provide viewers with the benefit of Canadian program classification and viewer advisories not available on foreign distant signals, broadcasters who have CRTC-permitted substitution rights over programming which is imported into their markets before the late evening viewing period, may employ substitution, notwithstanding article 3.1.1.

3.1.4 Broadcasters shall exercise discretion in employing substitution in accordance with article 3.1.3 and shall at no time avail themselves of substitution rights over programming which contains gratuitous violence in any form or which sanctions, promotes or glamourizes violence.

3.1.5 Broadcasters shall take special precautions to advise viewers of the content of programming intended for adult audiences which is telecast before 9 pm in accordance with article 3.1.3.

(Note: To accommodate the reality of time zone differences, and Canadian distant signal importation, these guidelines shall be applied to the time zone in which the signal originates.)

3.2 Promotional material which contains scenes of violence intended for adult audiences shall not be telecast before 9 pm.

3.3 Advertisements which contain scenes of violence intended for adult audiences, such as those for theatrically presented feature films, shall not be telecast before 9 pm.

4.0 Classification System

4.1 Canadian broadcasters are in the process of co-operatively developing with other segments of the industry a viewer-friendly classification system, which will provide guidelines on content and the intended audience for programming.

Once complete, the classification system shall complement this Voluntary Code. As it is recognized that a classification system will have a bearing on program scheduling, the provisions of article 3.0 above shall be reviewed at that time.

5.0 Viewer Advisories

5.1 To assist consumers in making their viewing choices, broadcasters shall provide a viewer advisory, at the beginning of, and during the first hour of programming telecast in late evening hours which contains scenes of violence intended for adult audiences.

5.2 Broadcasters shall provide a viewer advisory at the beginning of, and during programming telecast outside of late evening hours, which contains scenes of violence not suitable for children.

5.3 Suggested language for suitable viewer advisories is outlined in Appendix A.

6.0 News & Public Affairs Programming

6.1 Broadcasters shall use appropriate editorial judgment in the reporting of, and the pictorial representation of violence, aggression or destruction within their news and public affairs programming.

6.2 Caution shall be used in the selection of, and repetition of, video which depicts violence.

6.3 Broadcasters shall advise viewers in advance of showing scenes of extraordinary violence, or graphic reporting on delicate subject matter such as sexual assault or court action related to sexual crimes, particularly during afternoon or early evening newscasts and updates when children could be viewing.



6.4 Broadcasters shall employ discretion in the use of explicit or graphic language related to stories of destruction, accidents or sexual violence, which could disturb children and their families.

6.5 Broadcasters shall exercise particular judgment during live coverage of domestic terrorist events or civil disorders, to ensure news coverage does not become a factor in inciting additional violence.

6.6 While broadcasters shall not exaggerate or exploit situations of aggression, conflict or confrontation, equal care shall be taken not to sanitize the reality of the human condition.

6.7 Broadcasters shall refer to The Code of Ethics of the Radio-Television News Directors Association of Canada (RTNDA) for guidance regarding broadcast journalism in general.

7.0 Violence Against Women

7.1 Broadcasters shall not telecast programming which sanctions, promotes or glamourizes any aspect of violence against women.

7.2 Broadcasters shall ensure that women are not depicted as victims of violence unless the violence is integral to the story being told. Broadcasters shall be particularly sensitive not to perpetuate the link between women in a sexual context and women as victims of violence.

7.3 Broadcasters shall refer to the Canadian Association of Broadcasters' code on Sex Role Portrayal for guidance regarding the portrayal of women in general.

8.0 Violence Against Specific Groups

8.1 Broadcasters shall not telecast programming which sanctions, promotes or glamourizes violence based on race, national or ethnic origin, colour, religion, gender, sexual orientation, age, or mental or physical disability.

9.0 Violence Against Animals

9.1 Broadcasters shall not telecast programming which sanctions, promotes or glamourizes violence against animals.

9.2 Broadcasters shall not be restricted in the telecast of legally sanctioned activities associated with animals. In such telecasts, judgment shall be used in the selection of video and associated audio, particularly if the telecast is broadcast outside of late evening hours.

10.0 Violence in Sports Programming

10.1 Broadcasters shall not promote or exploit violent action which is outside the sanctioned activity of the sport in question.

10.2 In sports programming which involves animals, broadcasters shall refer to Section 9.0 of this Voluntary Code.



Canadian Association of Broadcasters (CAB) Code of Ethics (2002)

Clause 2 – Human Rights

Recognizing that every person has the right to full and equal recognition and to enjoy certain fundamental rights and freedoms, broadcasters shall ensure that their programming contains no abusive or unduly discriminatory material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, marital status or physical or mental disability.

Clause 4 – Children's Programs

(1) Recognizing that programs designed specifically for children reach impressionable minds and influence social attitudes and aptitudes, it shall be the responsibility of broadcasters to provide the closest possible supervision in the selection and control of material, characterizations and plot.

(2) Nothing in the foregoing shall mean that the vigour and vitality common to children's imaginations and love of adventure should be removed. It does mean that such programs should be based upon sound social concepts and presented with a superior degree of craftsmanship, and that these programs should reflect the moral and ethical standards of contemporary Canadian society and encourage pro-social behaviour and attitudes. Broadcasters should encourage parents to select from the richness of broadcasting fare the best programs to be brought to the attention of their children.

Broadcasters shall refer to the CAB Violence Code for special provisions relating to the depiction of violence in children's programming.

Clause 5 – News

It shall be the responsibility of broadcasters to ensure that news shall be represented with accuracy and without bias. Broadcasters shall satisfy themselves that the arrangements made for obtaining news ensure this result. They shall also ensure that news broadcasts are not editorial.

News shall not be selected for the purpose of furthering or hindering either side of any controversial public issue, nor shall it be formulated on the basis of the beliefs, opinions or desires of management, the editor or others engaged in its preparation or delivery. The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening, and to understand events so that they may form their own conclusions.

Nothing in the foregoing shall be understood as preventing broadcasters from analyzing and elucidating news so long as such analysis or comment is clearly labeled as such and kept distinct from regular news presentations. Broadcasters are also entitled to provide editorial opinion, which shall be clearly labeled as such and kept entirely distinct from regular broadcasts of news or analysis.

Broadcasters shall refer to the Code of Ethics of the Radio and Television News Directors of Canada ("RTNDA") [since 2011 renamed the Radio Television Digital News Association ("RTDNA")] for more detailed provisions regarding broadcast journalism in general and to the CAB Violence Code for guidance with respect to the depiction of violence, graphic reporting of delicate subject matter or the use of explicit language in news and public affairs programming on television.



Clause 7 – Controversial Public Issues

Recognizing in a democracy the necessity of presenting all sides of a public issue, it shall be the responsibility of broadcasters to treat fairly all subjects of a controversial nature. Time shall be allotted with due regard to all the other elements of balanced program schedules, and the degree of public interest in the questions presented. Recognizing that healthy controversy is essential to the maintenance of democratic institutions, broadcasters will endeavour to encourage the presentation of news and opinion on any controversy which contains an element of the public interest.

Source: CAB (2002) CAB Code of Ethics. Retrieved from <https://www.cbsc.ca/codes/cab-code-of-ethics/>



Canadian Association of Broadcasters (CAB) Equitable Portrayal Code (2008)

“This Code, which replaces the Canadian Association of Broadcasters (“CAB”) Sex-Role Portrayal Code, has been created to ensure the equitable portrayal of all persons in television and radio programming. Canada’s private broadcasters recognize the cumulative societal effect of negative portrayal and, by creating this Equitable Portrayal Code (“Code”), establish common standards to prevent such portrayal.”

VI – The Code

1. Equitable Portrayal

Television and radio programming shall respect the principle of equitable portrayal of all individuals.

2. Human Rights

Recognizing that every person has the right to the full enjoyment of certain fundamental rights and freedoms, broadcasters shall ensure that their programming contains no abusive or unduly discriminatory material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

3. Negative Portrayal

In an effort to ensure appropriate depictions of all individuals and groups, broadcasters shall refrain from airing unduly negative portrayals of persons with respect to race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability. Negative portrayal can take many different forms, including (but not limited to) stereotyping, stigmatization and victimization, derision of myths, traditions or practices, degrading material, and exploitation.

4. Stereotyping

Recognizing that stereotyping is a form of generalization that is frequently simplistic, belittling, hurtful or prejudicial, while being unreflective of the complexity of the group being stereotyped, broadcasters shall ensure that their programming contains no unduly negative stereotypical material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

5. Stigmatization and Victimization

Recognizing that members of certain of the following identifiable groups face particular portrayal issues, broadcasters shall ensure that their programming does not stigmatize or victimize individuals or groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

6. Derision of Myths, Traditions or Practices

Broadcasters shall avoid the airing of content that has the effect of unduly deriding the myths, traditions or practices of groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.



7. Degrading Material

Broadcasters shall avoid the airing of degrading material, whether reflected in words, sounds, images or by other means, which is based on race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

8. Exploitation

- a) Broadcasters shall refrain from the airing of programming that exploits women, men or children.
- b) Broadcasters shall refrain from the sexualization of children in programming.

9. Language and Terminology

Broadcasters shall be sensitive to, and avoid, the usage of derogatory or inappropriate language or terminology in references to individuals or groups based on race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

- a) Equality of the sexes must be recognized and reinforced through the proper use of language and terminology. Broadcasters shall employ language of a non-sexist nature in their programming, by avoiding, whenever possible, expressions which relate to only one gender.
- b) It is understood that language and terminology evolve over time. Some language and terminology may be inappropriate when used with respect to identifiable groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability. Broadcasters shall remain vigilant with respect to the evolving appropriateness or inappropriateness of particular words and phrases, keeping in mind prevailing community standards.

10. Contextual Considerations

Broadcasts may fairly include material that would otherwise appear to breach one of the foregoing provisions in the following contextual circumstances:

- a) Legitimate artistic usage: Individuals who are themselves bigoted or intolerant may be part of a fictional or non-fictional program, provided that the program is not itself abusive or unduly discriminatory;
- b) Comedic, humorous or satirical usage: Although the comedic, humorous or satirical intention or nature of programming is not an absolute defence with respect to the proscriptions of this Code, it is understood that some comedic, humorous or satirical content, although discriminatory or stereotypical, may be light and relatively inoffensive, rather than abusive or unduly discriminatory;
- c) Intellectual treatment: Programming apparently for academic, artistic, humanitarian, journalistic, scientific or research purposes, or otherwise in the public interest, may be broadcast, provided that it: is not abusive or unduly discriminatory; does not incite contempt for, or severely ridicule, an enumerated group; and is not likely to incite or perpetuate hatred against an enumerated group.

Source: CAB (2008) CAB Equitable Portrayal Code. Retrieved from <https://www.cbsc.ca/codes/cab-equitable-portrayal-code/>



Radio Television Digital News Association of Canada's Code of Journalistic Ethics (2016)

1.0 ACCURACY

We are committed to journalism in the public interest that is accurate and reliable. Journalists will strive to verify facts and put them in context.

1.1 We will attribute news sources on the record whenever possible. Sources will be kept confidential only when there is overriding public interest and when sources risk retribution or other serious harm.

1.2 Accuracy also requires us to update and correct news and information throughout the life cycle of a news story as we become aware of relevant and reliable information.

1.3 Errors and inaccuracy that affect the understanding of a news story will be unambiguously and promptly corrected.

1.4 The commitment to accuracy also applies to verifying third party or user-generated content.

2.0 FAIRNESS

We are committed to impartial, unbiased journalism that serves the public interest through the free and open exchange of ideas, and respects the diversity of society.

2.1 Journalists should be fair and balanced, and avoid allowing their personal biases to influence their reporting. News events and public issues may be analyzed and put into context, but commentary, opinion or editorializing must be kept distinct from regular news coverage.

2.2 We will clearly distinguish news content from advertising and other forms of sponsorship.

2.3 Race, ethnicity, nationality, colour, religion, sex, sexual orientation, marital status, age or mental or physical disabilities will only be reported when relevant to news coverage.

2.4 Journalists should be responsive to questions of fairness posed by the public.

3.0 INDEPENDENCE

Journalism's first obligation is to act in the public interest. We will resist any attempts at censorship or interference, direct or indirect, which would undermine the principle of editorial independence.

3.1 We will oppose any corporate, political or other attempts to influence our journalistic decisions.

3.2 We will pay our own way and not accept payments, gifts or favours in exchange for news coverage.

3.3 We will not pay subjects or sources that have a vested interest in a story. Commentators or contracted experts are exempted.

3.4 We will apply the same journalistic standards of fairness and balance when reporting news about owners. We will oppose attempts by owners, either directly or indirectly, to influence news coverage.



4.0 INTEGRITY

We will govern ourselves on and off the job in a manner that avoids conflict of interest, real or perceived. When conflicts are unavoidable, they should be disclosed.

4.1 We avoid deceiving the people we cover or misrepresenting ourselves in any way, unless it is clearly in the public interest.

4.2 We identify clearly any part of our news coverage which is rehearsed or recreated.

4.3 Never plagiarize. We give proper attribution to the research, words, ideas, images, sound and intellectual property of others.

4.4 We recognize that expressing personal opinions publicly or in social media can erode our ability to be perceived as fair and balanced in our news coverage. It affects our personal reputations and those of our news organizations.

5.0 RESPECT

Our conduct will be respectful, always taking into account editorial relevance and the public interest.

5.1 We will endeavor to respect the dignity of everyone, especially when news involves children and the vulnerable.

5.2 We will act with sensitivity and restraint when reporting on potentially dangerous situations and when using violent or graphic images and descriptions.

5.3 We will treat people with decency, courtesy and consideration and we will strive not to distort the character or importance of events by our presence.

5.4 We will avoid sensationalism.

5.5 We will not infringe on a person's privacy unless we believe there is overriding public interest.

Source: CAB (2016). Radio Television Digital News Association of Canada's Code of Ethics. Retrieved from <https://www.cbsc.ca/codes/rtdna-code-of-journalistic-ethics/>



Pay Television and Pay-Per-View Programming Code Regarding Violence

1.0 Content

1.1 Pay and pay-per-view licensees shall not air programming which:

- contains gratuitous violence in any form; or
- sanctions, promotes or glamorizes violence.

("Gratuitous" means material which does not play an integral role in developing the plot, character or theme of the material as a whole)

3.0 Scheduling

Subscription pay television services will not air scenes of violence intended for adult audiences prior to 9:00 p.m. or after 6:00 a.m. in the home province of the service in question.

Industry Code of Programming Standards and Practices Governing Pay, Pay-per-View and Video-on-Demand Services

B. Selection of programs

4. Basis of Discretion

The discretion of programming personnel will be exercised responsibly and in good taste. In particular, no material shall be selected that is:

- a) contrary to law, including the Broadcasting Act and CRTC Regulations; or
- b) offensive to general community standards

"Community standards" will necessarily change over time and therefore will be subject to continuing review and evaluation.

Source: CBSC (2020) Super Channel Vault re Friday the 13th: Part VII, Saw 3D, Pet Sematary, Zero Dark Thirty & Super Channel Fuse re A Cure for Wellness & GINX eSports re The First Hour, Squad, GINX Plays. Retrieved from <https://www.cbsc.ca/cbsc-decisions/page/super-channel-vault-re-friday-the-13th-part-vii-saw-3d-pet-sematary-zero-dark-thirty-super-channel-fuse-re-a-cure-for-wellness-ginx-esports-re-the-first-hour-squad-ginx-plays>



Super Channel Vault re Friday the 13th: Part VII, Saw 3D, Pet Sematary, Zero Dark Thirty

1. Are pay-per-view channels as responsible as Cable TV channels for making sure they do not have adult content available before the “watershed hours”?
2. If the plot of a film, such as Saw V, is mostly violence, is it fair to say that the violence is necessary to the plot and therefore not gratuitous? Why or why not?
3. Do you think that simply putting “appropriate viewer advisories and classification disclaimers” at the beginning of each broadcast is enough? Why or why not?
4. Do you think that the “watershed hours” are effective in making sure a certain age group does not see gratuitous violence? What could be another way?
5. Even if you have never seen the film Zero Dark Thirty, do you think that violence is ever “justified” in films because it is either integral to the plot or the characters?
6. Do you agree with the rulings on the three films by the CBSC? Why or why not?

Your final ruling:



The Weather Network & MétéoMédia re 30 Day Forecast

1. What was this complaint about? Do you think it was a reasonable complaint? Why or why not?
2. The Network responded that it was the size of the screen that made it impossible to fit the entire graph onto the broadcast. Is that a good enough answer in your opinion? Why or why not?
3. Do you think that this error made the Network's information seem unreliable? Why or why not? What might be the consequences of the error?
4. Do you agree with the CSBC's decision? Why or why not?

Your final ruling:



CHOI-FM Re Fillion

1. Do you think it was appropriate of the talk show host to offer personal opinions about a case that he did not have enough accurate information about?
2. What consequences might a talk show host discussing gossip have on the general public?
3. The broadcaster responded to the ruling request claiming that the host did not attack the “integrity or dignity” of the group discussed (Indigenous women). Do you agree? Why or why not?
4. Why does this case fall under the CAB Code of Ethics and the Equitable Portrayal Code?
5. Do you agree with the Panel’s decision? Why or why not?

Your final ruling:



CFTO-DT (CTV Toronto) re CTV News at 6 report (Canada's Drag Race)

1. Why did the person who wrote the complaint feel it was wrong for the Crave logo to appear in CTV News segments?
2. Do you think that Bell Media should state its affiliation with Crave every time they want to advertise a program? Why or why not?
3. In its response to the complaint, CTV News claimed "it covers stories from all distributors and production companies that it feels are of interest to viewers". Do you think that the fact that they have shows on Crave is of interest to its viewers? Why or why not?
4. Why is it so important to distinguish between news and advertising when broadcasting? If not disclosed, what effect might this have on the viewers?
5. Do you agree with the Panel's decision? Why or why not?

Your final ruling:



CITV-DT (Global Edmonton) re Global News at 5 report (Sunwing pilot)

1. Why do you think someone complained to the CBSC about the inaccuracy of the information in this program?
2. What might happen when misinformation spreads? Can you think of any other examples where misinformation has spread and caused problems?
3. The person who complained accepted Global's apology "but remained concerned about how it would ensure the accuracy of its reports in future". Do you think trust can be lost in viewers when there is inaccuracy of information being reported? Why or why not?
4. In the RTDNA Code of Journalistic Ethics, Article 1.2 it states, "Accuracy also requires us to update and correct news ...". Do you think restating correct information, holds up the reliability of the station or are they stained by their past inaccuracies? Why or why not?
5. Do you agree with the Panel's decision? Why or why not?

Your final ruling:



Case Studies: Group Assignment

Group Assignment

You are members of the Board of Directors of the Canadian Broadcast Standards Council, attending your monthly Regional Council meeting. Today you must discuss the five cases given to you to make sure the proper outcome was reached for each of them. When revising, you must take the following into consideration:

1. The facts of the case: both the viewer's complaint, and the station's handling of that complaint.
2. Which codes and their subsections the complaint falls under.
3. Factors such as the content of the program, the context of the story, the time of day which the program aired.
4. Any other pertinent issues.

To make sure all elements have been considered, please answer the questions below about all of the cases and state at the bottom whether you agree or disagree with the decision reached. If you disagree, please write out your chosen decision at the bottom of the page.

Your decisions must be submitted to the CRTC (your teacher) for final approval on the date we have discussed in class.

The answers to the questions, along with your decisions, must be type-written and clearly stated.



Super Channel Vault re Friday the 13th: Part VII, Saw 3D, Pet Sematary, Zero Dark Thirty

The Complaint:

‘CBCSC received a complaint from a viewer who identified numerous broadcasts on Super Channel Vault, Super Channel Fuse and GINX eSports TV Canada that concerned him...’. ‘The complainant listed a total of 15 separate broadcasts; his concerns related to the presence of violence, coarse language and sexuality during the day. He also mentioned the viewer advisories and ratings for a few of the broadcasts.’

...

The Response from Super Channel:

‘On December 19 2019, Super Channel sent a letter to the complainant addressing his concerns about all three channels. Super Channel pointed out that it is a pay television service. It stated that it had put appropriate viewer advisories and classification disclaimers at the beginning of each broadcast, but acknowledged that “there seems to have been a few occasions where scheduling practices resulted in some mature content being aired prior to the prescribed late-night viewing hours.” It indicated that it was “taking steps to make sure this type of oversight does not happen again.”’

...

‘On December 19, the complainant submitted his Ruling Request asking the CBCSC to pursue its examination of his complaints.’

The Examination:

Upon its examination, various questions were raised to the CBCSC’s panel about each film aired on Super Channel to fully evaluate the complaint:

Friday the 13th: Part VII—The New Blood

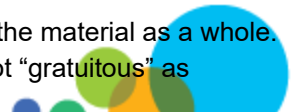
“Super Channel was unable to provide an official broadcast copy of this movie; the CBCSC therefore has no information about the viewer advisory or classification that was provided. Super Channel did, however, provide a copy of the movie.”

- *Did the film Friday the 13th: Part VII – The New Blood contain any material that was “offensive to general community standards” under Article B(4) of the Pay TV Programming Code?*

Upon answering, “the Panel recognizes that *Friday the 13th: Part VII – The New Blood* does include frightening and intense scenes with much violence and gore. However, these scenes are all relevant to the plot”. Additionally, “...the Panel considers that this movie does not contain material offensive to general community standards. The Panel...are of the view that horror movies, including “slasher flicks”, are widely tolerated and generally available in Canadian society...this film [is] acceptable to community standards in the pay TV context in which it was offered”

- *Did Friday the 13th: Part VII – The New Blood contain gratuitous violence under Article 1.0 of the Pay TV Violence Code?*

“The Panel considers that all the violence is plot driven and is justified given the characters and the material as a whole. As such, the Panel concludes that the violence in *Friday the 13th: Part VII – The New Blood* is not “gratuitous” as



contemplated under Article 1 of the *Pay TV Violence Code*.”

- *Did Friday the 13th: Part VII – The New Blood* contain scenes of violence intended for adult audiences and therefore should only have been broadcast during the “Watershed” period under Article 3.0 of the *Pay TV Violence Code*?

“Where a program or film contains violence that is not gratuitous but is nevertheless intended for adult audiences, it must only be aired between 9:00 pm and 6:00 am. Even with the greater latitude given to pay TV services, the “Watershed” period for adult programming still applies.”

“Under the *CAB Violence Code*, the CBSC has explained that there is no mathematical formula for determining what exactly constitutes violent scenes “intended for adult audiences”, but that the amount of blood, gore, graphic-ness, fear and suspense will be factors, as well as the overall context and theme of the program.”

“*Friday the 13th: Part VII – The New Blood* was aired starting at 4:45 pm and includes a large number of violent and gory scenes...Accordingly, the Panel finds that *Friday the 13th: Part VII – The New Blood* contains scenes of violence intended for adult audiences and therefore should only have been broadcast after 9:00 pm (and before 6:00 am) under Article 3.0 of the *Pay TV Violence Code*”

Saw 3D: The Final Chapter

- *Did Saw 3D: The Final Chapter* contain any material that was “offensive to general community standards” under Article B(4) of the *Pay TV Programming Code*?

“The Panel recognizes that *Saw 3D: The Final Chapter* does include frightening and intense scenes with much violence and gore. There is no doubt that this is a very disturbing film”. However, for the same reasons as *Friday the 13th: The New Blood*, the violence is part of the plot and therefore does not contain any material that is offensive to general community standards.

- *Did Saw 3D: The Final Chapter* contain gratuitous violence under Article 1.0 of the *Pay TV Violence Code*?

Due to all gore and violence being essential to the plot, “the majority of the Panel concludes that the violence in *Saw 3D: The Final Chapter* is not “gratuitous” as contemplated under Article 1 of the *Pay TV Violence Code*.”

One Panelist, K. Gifford disagreed, stating, “In my opinion, the violence is “gratuitous” based on the CBSC precedents previously cited in this decision. The graphic violence does not have a clear role in the advancement of the plot...The premise of the film is a series of explicit and violent torture traps...I do not consider that this series of explicit and violent torture traps is a legitimate dramatic device...To accept that this type of content can legitimately be shown on Canadian television services would mean that our Canadian broadcast standards would have no meaning since essentially anything could be aired.”



Pet Semetary

- *Did Pet Semetary contain any material that was “offensive to general community standards” under Article B (4) of the Pay TV Programming Code?*

“The rating used by Super Channel was 18A and the advisory included mention of mature subject matter, violence and coarse language...The Panel recognizes that Pet Semetary does include frightening and intense scenes and some violence and gore. However, these scenes are all relevant to the plot...The Panel considers that this movie does not contain material offensive to general community standards...”

- *Did Pet Semetary contain gratuitous violence under Article 1.0 of the Pay TV Violence Code?*

“*Pet Semetary*, although of the horror genre, is certainly not one of the most intense versions. All the violence is plot driven and is justified given the characters and the material as a whole. As such, the Panel concludes that the violence in *Pet Semetary* is not “gratuitous” as contemplated under Article 1 of the *Pay TV Violence Code*.”

Zero Dark Thirty

- *Did Zero Dark Thirty contain any material that was “offensive to general community standards” under Article B(4) of the Pay TV Programming Code?*

“The rating used by Super Channel was 14A and the advisory included mention of mature subject matter, violence, nudity, sexuality and coarse language (though there was no sexuality in this film)...The Panel considers that this movie does not contain material offensive to general community standards...”

- *Did Zero Dark Thirty contain gratuitous violence under Article 1.0 of the Pay TV Violence Code?*

“The Panel recognizes that *Zero Dark Thirty* does include violent scenes. However, they are relatively few and these scenes are all integral to the plot. All the violence is plot driven and is justified given the characters and the material as a whole. As such, the Panel concludes that the violence in *Zero Dark Thirty* is not “gratuitous” as contemplated under Article 1 of the *Pay TV Violence Code*.”

Source: CBSC (2019) Super Channel Vault re Friday the 13th: Part VII, Saw 3D, Pet Semetary, Zero Dark Thirty & Super Channel Fuse re A Cure for Wellness & GINX eSports re The First Hour, Squad, GINX Plays. Retrieved from <https://www.cbsc.ca/cbsc-decisions/page/super-channel-vault-re-friday-the-13th-part-vii-saw-3d-pet-semetary-zero-dark-thirty-super-channel-fuse-re-a-cure-for-wellness-ginx-esports-re-the-first-hour-squad-ginx-plays>



The Weather Network & MétéoMédia re 30 Day Forecast

Background Information:

The Weather Network is an English Canadian service “devoted solely to weather forecasts, reports and information segments about weather.” MétéoMédia is its French language counterpart.

The Complaint:

“On The Weather Network HD on April 13, 2017 at 3:00 pm...the station displayed different weather information for different cities in British Columbia, including an hourly forecast, a 7-day forecast, and a 14-day forecast. One...segment was labeled “Vancouver 30 Day” which featured a graph... [displaying the dates] “Apr 9” through to “May 6”, which was actually 28 days. The same graph, similarly titled “Vancouver 30 Days”, appeared on The Weather Network SD... the graph on that channel displayed 27 days. The corresponding information for Quebec City on MétéoMédia was entitled “30 Jours” [but] only 28 days were displayed on the HD channel and 27 on the SD channel. “The CBSC received a complaint from a viewer in British Columbia who noted that the segment’s title, “30 Day/30 Jours”, did not accurately reflect the information in the graph, which showed only either 27 or 28 days.”

The Response from the network:

“The Weather Network and MétéoMédia issued a single response to the complainant. They explained that “technical limitations of space on the screen and detail issues in Standard Definition (SD) make it difficult to squeeze 30 days onto the screen in all cases without decreasing the font size which would have made the information tougher for viewers to read.” They agreed that the graph title was misleading and committed to change it.”

The complainant filed a Ruling Request because he felt that an appropriate title should have been given to the graph from the outset.

The Examination by the CBSC

“The CBSC Adjudicating Panel examined the complaints under the following provisions of the Canadian Association of Broadcasters’ (CAB) *Code of Ethics* and the Radio Television Digital News Association of Canada’s (RTDNA) *Code of Journalistic Ethics*:

CAB Code of Ethics, Clause 5 – News

It shall be the responsibility of broadcasters to ensure that news shall be represented with accuracy and without bias. [...]

RTDNA Code of Journalistic Ethics, Article 1.0 – Accuracy

We are committed to journalism in the public interest that is accurate and reliable. [...]

1.3 Errors and inaccuracy that affect the understanding of a news story will be unambiguously and promptly corrected.”



“The purpose of the segments was to provide a long-term look at the weather. This was equally accomplished by providing 27, 28 or 30 days. Despite the errors raised by the complainant, the dates covered were clearly shown across the bottom of the screen. It is highly unlikely that a viewer would somehow be misled.

The Decision

The Panel Adjudicators read all of the correspondence and viewed the segments in question. **The Panel concludes that there is no breach of either code provision.”**

Source: CBSC (2017) The Weather Network and MeteoMedia re 30 Day Forecast. Retrieved from <https://www.cbsc.ca/cbsc-decisions/page/the-weather-network-meteomedia-re-30-day-forecast/>



CHOI-FM Re Fillion

Background Information:

“*Fillion* is a talk show hosted by Jeff Fillion broadcast on CHOI-FM (Radio X, Quebec City). During the program, the host, co-hosts and guests discuss current events. On November 15, 2016 at 11:30 am, Fillion was discussing with another Radio X host, Dominic Maurais, a story that had been covered by Radio-Canada on the television journalism program *Enquête*.”

The subject of the Radio-Canada investigation had been allegations of sexual assault committed by male police officers against Indigenous women in Val-d’Or. On November 15, it had just been announced that no charges would be laid against the six officers in question. Fillion declared that he had not believed the allegations [translation] “from day one” and went on to criticize Radio-Canada for jumping to conclusions...Fillion then [said] he had not believed the story because of conversations he had had “off the record” with a police officer who apparently was in the area. According to Fillion and...his police contact, it is generally new, young attractive police officers who are sent to remote regions like Val-d’Or. They have attractive, young wives and small children and they would not be tempted to engage in relations with the local Indigenous women, who he claimed were [translation] “problematic cases, they’re girls who sniff glue, they’re girls who are into drinking like you wouldn’t believe”.

Complaints

“The CBSC received 31 complaints about these broadcasts...Only one complainant filed a Ruling Request” with the following complaint:

“Jeff Fillion implied that police officers in Val d’Or could not have raped Aboriginal women because...[the women] are sick and “messed up”...

Mr. Fillion trivialized rape by referring to matters related to attraction. To use a current expression, this totally furthers rape culture.”

The Response from CHOI-FM:

“The broadcaster argued that Fillion had recounted comments made by a police officer and that...“Fillion’s primary objective was to point out weaknesses in the investigation...considering that no charges were laid against the police officers involved...We agree that the identifiable group (Aboriginal women) and the problems found on reserves are garnering significant attention in reporting and require a certain amount of care from hosts and commentators.

This does not, however, prevent a host from talking about this designated group and even, in some cases, to voice opinions and describe the difficulties encountered by these communities, if they do not attack the integrity or dignity, or do not incite hatred or contempt against these individuals on the basis of their membership in this identifiable group. Based on the words uttered, we believe that Fillion did not intend to insult Aboriginal women.”

The Examination by the CBSC:

“The French-Language Panel examined the complaint under the following provisions of the Canadian Association of Broadcasters’ (CAB) *Code of Ethics* and *Equitable Portrayal Code*:

CAB Code of Ethics, Clause 2 – Human Rights



Recognizing that every person has the right to full and equal recognition and to enjoy certain fundamental rights and freedoms, broadcasters shall ensure that their programming contains no abusive or unduly discriminatory material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, sex, sexual orientation, marital status or physical or mental disability.

CAB Equitable Portrayal Code, Clause 2 – Human Rights

Recognizing that every person has the right to the full enjoyment of certain fundamental rights and freedoms, broadcasters shall ensure that their programming contains no abusive or unduly discriminatory material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

CAB Equitable Portrayal Code, Clause 4 – Stereotyping

Recognizing that stereotyping is a form of generalization that is frequently simplistic, belittling, hurtful or prejudicial, while being unreflective of the complexity of the group being stereotyped, broadcasters shall ensure that their programming contains no unduly negative stereotypical material or comment which is based on matters of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

CAB Equitable Portrayal Code, Clause 5 – Stigmatization & Victimization

Recognizing that members of certain of the following identifiable groups face particular portrayal issues, broadcasters shall ensure that their programming does not stigmatize or victimize individuals or groups on the basis of their race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.

CAB Equitable Portrayal Code, Clause 7 – Degrading Material

Broadcasters shall avoid the airing of degrading material, whether reflected in words, sounds, images or by other means, which is based on race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability.”

The Decision:

“The Panel Adjudicators read all of the correspondence and listened to the broadcasts in question. **The Panel concludes that CHOI-FM breach all of the aforementioned clauses.**”

Source: CBCS (2018) CHOI-FM re Fillion. Retrieved from <https://www.cbcs.ca/cbcs-decisions/page/choi-fm-re-fillion>



CFTO-DT (CTV Toronto) re CTV News at 6 report (Canada's Drag Race)

Background Information

"On July 4, 2020, towards the end of the 6:00 pm *CTV News at 6* newscast, there was an entertainment report about the reality competition program *Canada's Drag Race*...In the upper-right corner of the screen, above Ladhani's shoulder, there was a pink graphic featuring a white crown with a maple leaf and words in white "Drag Race Canada"...Under those words were words in black that read "crave original".

The Complaint

"The same day, the CBSC received a complaint about this segment. The viewer complained that "For the past week (or more) the CTV news programs have been advertising their affiliated Crave service and specifically the 'drag race' program within their news broadcasts as if it were part of the daily news; it isn't news." He went on to write that he did not have a problem with the drag race program or the Crave service in general, but rather the way CTV "arbitrarily inserted" segments about Crave programming into its newscasts with minimal to no references about the relationship between Crave and CTV. He stated that "this is clearly an abuse of the station's position as a news source and is clearly an underhanded attempt to advertise a service and program without identifying the content as an ad" and that CTV has repeatedly done this in the past."

Crave is an internet-based subscription video streaming service (similar to Netflix) which is owned by Bell Media.

The Response from CTV

"...[The] station responded to the complainant on August 10. CTV noted that the report was identified as an entertainment segment. CTV explained that generally in its entertainment segments, it covers stories from all distributors and production companies that it feels are of interest to viewers, not just content that airs on Bell Media properties."

"The complainant responded to the station on August 11 with a copy to the CBSC and also filed his official CBSC Ruling Request."

"CTV sent further information to the CBSC in October, stating that the...decision to profile *Canada's Drag Race* was made independently by CTV News without any pressure from [Crave]."

The Examination

"The English-Language Panel examined the complaint under the following provisions of the Radio Television Digital News Association of Canada's (RTDNA) *Code of Journalistic Ethics* and the Canadian Association of Broadcasters' (CAB) *Code of Ethics*:

RTDNA Code of Ethics, Article 2.0 – Fairness

We are committed to impartial, unbiased journalism that serves the public interest through the free and open exchange of ideas, and respects the diversity of society."

2.2 We will clearly distinguish news content from advertising and other forms of sponsorship.

RTDNA Code of Ethics, Article 3.0 – Independence



Journalism's first obligation is to act in the public interest. We will resist any attempts at censorship or interference, direct or indirect, which would undermine the principle of editorial independence.

3.1 We will oppose any corporate, political or other attempts to influence our journalistic decisions.

[...]

3.4 We will apply the same journalistic standards of fairness and balance when reporting news about owners. We will oppose attempts by owners, either directly or indirectly, to influence news coverage.

RTDNA Code of Ethics, Article 4.0 – Integrity

We will govern ourselves on and off the job in a manner that avoids conflict of interest, real or perceived. When conflicts are unavoidable, they should be disclosed.

CAB Code of Ethics, Clause 5 – News

[...]

(2) News shall not be selected for the purpose of furthering or hindering either side of any controversial public issue, nor shall it be formulated on the basis of the beliefs, opinions or desires of management, the editor or others engaged in its preparation or delivery. The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening, and to understand events so that they may form their own conclusions.”

The Decision

“The Panel concludes that CFTO-DT (CTV Toronto) **breached Articles 2.2 and 4.0** of the *RTDNA Code of Journalistic Ethics*.”

Source: CBSC (2020). CFTO-DT (CTV Toronto) re CTV News at 6 Report (Canada's Drag Race). Retrieved from <https://www.cbsc.ca/cbsc-decisions/page/cfto-dt-ctv-toronto-re-ctv-news-at-6-report-canadas-drag-race>



CITV-DT (Global Edmonton) re Global News at 5 report (Sunwing pilot)

Background Information

“On April 3, 2017, Global Edmonton aired a report at 5:03 pm during its 5:00 pm newscast. Anchor Gord Steinke read the report:

‘The Sunwing pilot who was so drunk he appeared to have passed out in the cockpit is being sent to jail. Miroslav Gronych has been sentenced to eight months behind bars, minus time served. He has also been banned from operating any aircraft for two years. Gronych pleaded guilty last month for trying to fly with a blood alcohol level three times the legal limit. Gronych has since been fired and has been going to treatment for alcohol addiction.’

Steinke’s remarks were accompanied by two photographs of Gronych in his pilot’s uniform and footage of Sunwing airplanes on a runway.”

The Complaint

“The CBCSC received a complaint about the report on April 4. The viewer pointed out that the pilot had in fact been banned from flying for one year, not two as was stated in Global’s report.”

Global Edmonton’s Response

“Global Edmonton aired a correction, during both its 5:00 pm and 11:00 pm newscasts, read by anchor Su-Ling Goh:

‘We’d like to clarify a story we broadcast at the beginning of the month. Global News reported the Sunwing pilot convicted of being drunk at the controls of an aircraft was sentenced to eight months in jail and banned from operating an aircraft for two years. In fact, Miroslav Gronych was banned from flying for one year after his release. We apologize for any confusion this may have caused.’”

“The station also wrote to the complainant on May 1 apologizing for the error and explaining that it was an oversight not intended to mislead audiences...The complainant filed his Ruling Request on May 5, stating that he accepted Global’s apology, but remained concerned about how it would ensure the accuracy of its reports in future.”

The Examination

The English-Language Panel examined the complaint under the following provisions of the Canadian Association of Broadcasters’ (CAB) *Code of Ethics* and Radio Television Digital News Association of Canada’s (RTDNA) *Code of Journalistic Ethics*:

CAB Code of Ethics, Clause 5 – News

(1) It shall be the responsibility of broadcasters to ensure that news shall be represented with accuracy and without bias. Broadcasters shall satisfy themselves that the arrangements made for obtaining news ensure this result. They shall also ensure that news broadcasts are not editorial.

RTDNA Code of Journalistic Ethics, Article 1.0 – Accuracy

We are committed to journalism in the public interest that is accurate and reliable.

[...]



1.2 Accuracy also requires us to update and correct news and information throughout the life cycle of a news story as we become aware of relevant and reliable information.

1.3 Errors and inaccuracy that affect the understanding of a news story will be unambiguously and promptly corrected.

The Decision

“The Panel concludes that Global Edmonton violated Clause 5 of the *CAB Code of Ethics* and Article 1.0 of the *RTDNA Code of Journalistic Ethics* for the erroneous information about the pilot’s sentence, but it met the requirements of Article 1.3 of the *RTDNA Code of Journalistic Ethics* by airing the correction.”

Source: CBSC (2017). CITV-DT (Global Edmonton) re Global News at 5 report (Sunwing pilot). Retrieved from <https://www.cbsc.ca/cbsc-decisions/page/citv-dt-global-edmonton-re-global-news-at-5-report-sunwing-pilot/>



Extension Activity: Streaming Service Debate

Debate Guidelines

Here is the debate structure you will engage in with another team.

FOR: Opening statement (maximum of one minute)

AGAINST: Opening statement (maximum of one minute)

FOR: First argument (maximum of two minutes)

AGAINST: Refute the first “FOR” argument (maximum of one minute)

AGAINST: First argument (maximum of two minutes)

FOR: Refute the first “AGAINST” argument (maximum of one minute)

AGAINST: Second argument (maximum of two minutes)

FOR: Refute the second “FOR” argument (maximum of one minute)

FOR: Second argument (maximum of two minutes)

AGAINST: Refute the second “AGAINST” argument (maximum of one minute)

FOR: Concluding statement (maximum of one minute)

AGAINST: Concluding statement (maximum of one minute)

Note: Refuting an argument does not mean creating a new argument, but rather demonstrating the falseness of the other team’s argument by finding flaws in the logic or presenting evidence that it is untrue.



Town Hall Worksheet

Group members:

Assigned role:

Reflect upon and answer the following questions to prepare for the upcoming Town Hall meeting.

1. How does media regulation play a role in your life?
2. Would you say it is hurting or helping you? In what way?
3. How do you feel about the following: media violence, stereotyping, journalistic ethics? Why do you feel this way?
4. What aspect or issue of media regulation law affects you most?
5. In the light of the above, **do you think that streaming services such as Netflix or Disney Plus should be regulated like traditional cable and broadcast television?**

