
CANADIAN BROADCAST STANDARDS COUNCIL

APPENDIX B: CBSC Decision 02/03-0674

CJAY-FM *re Forbes and Friends (joke songs and parody advertisement)*

I. The Complaint

The following complaint was sent to the CRTC on February 5, 2003 and forwarded to the CBSC in due course:

I wish to file a complaint against Calgary based CJ92 Radio for broadcasting what I consider to be rude and obscene material to an adolescent demographic. While driving my children to school between 7:00 and 8:00 am on February 4, 2003, I inadvertently tuned into their channel and was exposed to a musical parody which included references to gay sex, anal sex, inserting gerbils into ones rectum and swallowing ejaculate. This was followed by a parody advertisement for a "Sausage enlarger" and a song entitled "I love my penis". This material is, by any definition, obscene and vulgar. It is aimed at an adolescent audience during the prime listening hours.

I have contacted CJ92 and expressed my concern with their programming and asked if they had any guidelines regarding content. They replied with a form letter espousing the virtues of the DJ and suggesting that his show is thought provoking and "makes for compelling radio in a sea of mediocrity". This program has no socially redeeming value and should be censored.

I ask that the CRTC review the programming between 7:00 am and 8:00 am on February 4, 2003. I also request a copy of the definitions and guidelines which are used to determine if broadcast materials are appropriate I would also ask to receive a copy of the transcripts.

II. Broadcaster Response

The broadcaster responded to the complainant on March 5 with the following letter:

The purpose of this letter is to reply to your concern regarding a musical parody and a parody advertisement which aired on CJAY FM, February 4, 2003.

I have listened to the two parodies in question and although I understand your concern, I would like to make the following comments.

CJAY FM is a Rock radio station targeting and attracting a core adult audience of men (75%) between the age of 18 and 49 years. Due to the composition of our audience we find that most of our listeners enjoy this type of comedy. In fact a recent audience survey, conducted by the Bureau of Broadcast Measurement, showed CJAY to have a 37% share of Men 18 to 49 years, making CJAY the number one station in that demographic. I understand your concern over the sexual innuendo that could be taken from this type of comedy but I can assure you that parodies such as the two in question, are only for the humorous entertainment of our audience. Just like some of the mainstream television programming aired weekly on our local networks, such as *Friends*, *Saturday Night Live*, *The Simpsons* or even *Just For Laughs Comedy Show* carried by CBC, we too offer similar humor and innuendoes to our audience. We also know that there may be some adolescent audience listening and it is for that reason that we periodically broadcast Parental Warnings.

Please accept my apologies if we have offended you in any way with these parodies. If you would like to discuss this matter further, please call me directly at (telephone number).

III. Additional Correspondence

The complainant wrote back to the broadcaster on March 5 and copied the CBSC:

Thank-you for your reply. It does not address the key questions that I have regarding your programming:

- Do you have a documented standard that you use to determine what is appropriate? Mr. (name)'s letter on February 4th suggests that you do not.
- Is the material that you are broadcasting during this time slot within the acceptable norms?
- You state that your demographics are aimed at the 18-49 year old market. What percentage of the 8-15 year old market do you represent?

I have been occasionally monitoring your programming, to see if the incident that offended me was an anomaly. I can say that it was not. A few days later, again in the 7:00-8:00 am time slot, you presented a parody on a Christiane Amanpour, the CNN reporter, which described in graphic detail how she masturbated with a carrot then put it into the announcers salad. I do not believe that this, or the material that originally offended me is within the acceptable norms of broadcasting. Shock radio may have it's [sic] place, but not in the morning timeslot.

I do not consider your response to be acceptable, and I ask that the CBSC review this formally to determine if the material is within the domain of reasonable programming.