
APPENDIX

CBSC Decision 10/11-0621

CFRB-AM re *Friendly Fire*

The Complaint

The CBSC received the following complaint dated December 29, 2010:

I am writing to complain about a specific practice that this radio station is employing. It is running repeat broadcasts without notifying the listener that the show that they are listening to is a repeat. They are encouraging people to text messages [*sic*] or call them during these repeat broadcasts. Thursday Dec. 29 7-10 pm show is a perfect example. I find this practice by Newstalk 1010 misleading as well as costing listeners unnecessary text costs that they end up paying to their cell phone companies. I would like this practice stopped immediately.

Broadcaster Response

The broadcaster responded to the complainant on January 21:

We are in receipt of your complaint from the Canadian Broadcast Standards Council (the "CBSC") CBSC File C10/11-0621 concerning repeat broadcasts on NEWSTALK 1010 CFRB, Toronto, (the "Station") specifically on December 29th, 2010 (the "Program").

In your complaint, you expressed concerns about the Program misleading listeners by encouraging people to text message or call shows during repeat broadcasts. Let me assure you that it was never our intention to mislead our listeners, and that we were unaware of the potential inconvenience that repeat broadcasts could cause our listeners.

In light of our complaint, we will be investigating this process and, even though we do not believe that the Program was in violation of any codes administered by the CBSC, we will take proper steps to ensure listeners do not send text messages during repeat or pre-taped programming. For example, we will be running pre-recorded messages to make listeners aware of any programming that is not live.

We take our responsibilities as a broadcaster very seriously and strive to ensure that all our programming complies with the standards expected of us as a member of the CBSC. We are confident that the changes we are implementing in light of your complaint will resolve this issue, and will continue to exercise great diligence on such matters in the future order to demonstrate sensitivity to our listeners.

We would like to thank you for taking the time to share your concerns with us and for giving us the opportunity to improve our programming.

Additional Correspondence

The complainant filed his Ruling Request on February 7:

They are running a radio program this evening, 7-10 that is a repeat from last week. [The Brand Director] told me that they were going make changes to their repeat programming. In my opinion, no changes have been made to notify listeners that they are listening to a repeat program.