
CANADIAN BROADCAST STANDARDS COUNCIL

NATIONAL CONVENTIONAL TELEVISION PANEL

Global re an episode of *Going Fishing*

(CBSC Decision 07/08-0338)

Decided August 7, 2008

R. Cohen (Chair), R. Deverell, M. Omelus (*ad hoc*), P. O'Neill

THE FACTS

Going Fishing is a half-hour fishing series hosted by Darryl (Cronzy) Choronzey. The program follows Cronzy as he fishes in various locations across Canada and discusses a wide variety of issues related to angling. The show airs on Saturday mornings at 8:30 am on Global, as well as other television broadcasters across Canada. On the September 29, 2007 episode, Cronzy had as his guest John Tory, leader of the Progressive Conservative Party of Ontario. An Ontario provincial election had been officially called on September 10, the election date having been set for October 10.

During much of the program, Cronzy and his politician guest fished, and discussed fishing tips and techniques. Cronzy also periodically asked Tory about his party's position on various issues relating to fish and wildlife management (a complete transcript of the entire episode can be found in Appendix A). For example, early on in the program, Cronzy asked what the Conservatives' new fish and wildlife policy was. Tory explained that, if elected, his party would match every dollar from the sale of fishing and hunting permits and put the money towards fish and wildlife management. Other questions asked by Cronzy related to policies on the bear hunt, natural resource conservation, and fish hatcheries. They also made jokes about Tory's Liberal opponents, such as catching fish with a "McGuinty grip" and that a fish "went down, just like the Liberals". Towards the end of the program, Cronzy said, "Listen, I'm not telling you who to vote for" and then contradicted his verbal statement by pointing at John Tory

in an obvious and exaggerated manner. In his concluding remarks, Cronzy also urged viewers, "When you go to the polls, whether you're voting federally or provincially, think of your fish and your wildlife, okay? Get some of these clowns out of politics and get the good guys in."

The CBSC received a complaint about John Tory's appearance on the September 29 *Going Fishing* episode in a letter dated September 30. The complainant outlined his concerns as follows (the full text of all correspondence can be found in Appendix B):

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.

Global replied with a letter dated October 16:

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.

The complainant was dissatisfied with that response and submitted his Ruling Request on October 24 with the following note:

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.

THE DECISION

The CBSC National Conventional Television Panel examined the complaint under the following provisions of the Canadian Association of Broadcasters' (CAB) *Code of Ethics*:

Clause 6 – Full, Fair and Proper Presentation

It is recognized that the full, fair and proper presentation of news, opinion, comment and editorial is the prime and fundamental responsibility of each broadcaster. This principle shall apply to all radio and television programming, whether it relates to news, public affairs, magazine, talk, call-in, interview or other broadcasting formats in which news, opinion, comment or editorial may be expressed by broadcaster employees, their invited guests or callers.

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.

The Panel Adjudicators read all of the correspondence and viewed a tape of the challenged episode. The Panel concludes that Global violated both clauses.

On-Air Rules outside Electoral Periods

The CBSC has not rendered any decisions that deal squarely with the issue of potentially inequitable airtime afforded to a politician or political party in the midst of an electoral campaign. That said, the CBSC has issued two decisions dealing with the entitlement of municipal politicians to have positions on regular radio programs outside of election periods; these decisions lay down principles useful to the resolution of the matter at hand.

In one of these, *CHML-AM re the Bob Bratina Morning Show* (CBSC Decision 06/07-0908, April 14, 2008), the Ontario Regional Panel dealt with a complaint about the fact that Bob Bratina was simultaneously a radio host and a city councillor in Hamilton. He had previously worked in radio for decades until he won a seat on city council in the municipal elections of 2004 and 2006. Although the host recused himself from his on-air duties during the election campaigns, he retained his morning show before and after those elections.

While the CRTC did not define any principles applicable to the set of facts the CBSC was called upon to deal with in the *Bratina* matter, the Commission's information sheet on "Election Campaigns and Political Advertising" provided two useful underlying principles. The first was knowledge-based, namely, that, "during an election campaign, the public has a right to know about all the issues involved so that it has sufficient knowledge to make an informed choice from among the various political parties and candidates." The second was that, during a campaign, broadcasters "must provide equitable treatment of issues, candidates and parties." "Equitable" was then defined by the CRTC as meaning "that all candidates and parties are entitled to some coverage that will give them the opportunity to expose their ideas to the public. Although treatment must be fair and just, 'equitable' does not necessarily mean 'equal'." In the *Bratina* decision, the Panel concluded that there was no inherent conflict of interest when politicians serve as radio hosts.

In that decision, the Panel did lay down some principles that are pertinent to the current file.

In other words, the issue appears to relate to the unfair advantage that may accrue to an on-air individual *in the midst of* an election contest. Provided one is outside that period, no necessary incompatibility is seen to ensue.

[...]

The bottom line for the Ontario Regional Panel is that, in Canada, provided one is outside the period of an electoral contest, there is no necessary incompatibility between an individual's holding political office and having a regular on-air role.

[...]

There is nothing overtly political in the commentary, as in a "Vote for me" exhortation. [...] To the extent that the host practises his on-air profession *away from election campaign periods*, however, there is no inherent difficulty or conflict of interest resulting from his municipal position.

CIGL-FM re a segment on the morning show (Jack Miller) (CBSC Decision 07/08-0473, April 14, 2008) raised some similar issues and the Ontario Panel's decision followed the principles it had laid down in the *Bratina* decision.

On-Air Rules within Electoral Periods

As the foregoing CBSC decisions anticipate, the rules change during electoral contests. Moreover, the CRTC information sheet states, "during a campaign, [broadcasters] must provide equitable treatment of issues, candidates and parties." The "treatment [of the political rivals] must be fair and just," although it is clear that "'equitable' does not necessarily mean 'equal'." In other words, while broadcasters need not be timing the

appearances of each side with a stopwatch, the assessment of the substantive allocation of time must not be evidently inequitable. The operative words are “fair and just”. Where, therefore, it is clear on the face of a program that a broadcaster has conferred a substantive advantage on one party that exceeds those bounds, that would constitute a breach of the fairness provisions of Clauses 6 and 7 of the *CAB Code of Ethics*.

There are, of course, news and public affairs programs that deal in political fare as their *raison d'être*, and they must be equitable in their attention to parties and candidates. There are also non-political programs, those without an ostensible political connection. They may be linked to apolitical subjects, such as cooking, home repair, outdoor life or a plethora of other interests, such as, in the present matter, fishing. Even in such fundamentally non-political instances, care should be taken not to advantage one political party or candidate over other equivalent contenders. Canadian electoral campaigns tend to be of short duration and, where such an appearance has been previously arranged and is unavoidable, extra attention must be paid to avoid the politicization of the episode or segment.

In the matter at hand, the broadcaster stepped over the line on numerous occasions. That Darryl Cronzy, the host, identified his guest, John Tory, as head of the Conservative Party of Ontario was entirely reasonable, but Cronzy did not wait even sixty seconds into the episode before declaring his own electoral preference.

Stick with us 'cause I'm going fishing with the boss of the Conservative Party and hopefully, in a couple of months, the head honcho of Ontario.

He went on to ask the Conservative leader whether he had “a new policy on fish and wildlife”. A discussion of that policy, including a Conservative-proposed matching funds program of thirty million dollars, ensued. Following some fishing and related chat, the host asked John Tory his Party's policy on the bear hunt. Interspersed with the rest of the sporting component of the program was discussion of Conservative policies regarding natural resources and the environment, the operation of Ringwood, the Ontario Federation of Anglers and Hunters, fish hatcheries, the size of the Ministry of Natural Resources bureaucracy, and so on. In fact, the last segment of the *Going Fishing* episode was almost entirely devoted to political subjects. The crowning touch, though, was the following unabashed endorsement by the program host, which included a deliberate statement (whether accurate or not) of the planned rerunning of the episode both before and after the election.

Cronzy: [laughs] Listen, I'm not telling you who to vote for. [points at Tory; Tory laughs] Right? If you guys are – and you ladies – are concerned sportsmen, whether you're a fisherman, a hunter, a camper, I'm being honest. The natural resources went down the tube the last four to seven, even eight years. You know, uh, there's mistakes that were made with Conservatives in the past, with the Liberals, with the NDP – whew – but anyways, you're correcting those mistakes.

Tory: I'm gonna try.

Cronzy: We're doin' this show, we're gonna run it twice before the election, right? And then twice after the election. [Tory laughs] So I hope, and I'm almost positive, you're gonna be the next premier.

Tory: We're gonna work on it. With your help.

The broadcaster ought to have been entirely aware of the content of the episode. There was not a modicum of subtlety in host Cronzy's approach, which the broadcaster made its own by running the episode of the program in the midst of an electoral contest. The policy exposure opportunities afforded to the leader of the Ontario Progressive Conservative Party and the overtly partisan perspective of the program host combined to provide an inequitable advantage to that party. Nor was there any indication in the correspondence that a comparable opportunity was offered to the Conservative Party's political rivals. Consequently, in the view of the National Conventional Television Panel, the broadcast of the September 29 episode halfway through the Ontario election campaign breached the fairness requirements of both Clauses 6 and 7 of the *CAB Code of Ethics*.

It is interesting to note, on a comparative basis, the provision applied by Great Britain in Section 6.7 of the *Ofcom Broadcasting Code*.

Appearances by candidates (in UK elections) or representatives (of permitted participants in UK referendums) in non-political programmes that were planned or scheduled before the election or referendum period may continue, but no new appearances should be arranged and broadcast during the period.

While the issue of interest for the Panel is not the scheduling aspect of the section, the provision does provide an indication of the importance to the British regulator of caution in the provision of even non-political broadcast time to contenders in an electoral environment.

Broadcaster Responsiveness

In all CBSC decisions, the Panels assess the broadcasters' responsiveness to complainants. Although they do not have to agree with the complainant, it is expected that broadcasters will respond in a thoughtful and thorough manner. In this particular instance, Global's Coordinator of Compliance Standards did acknowledge that the broadcaster had not screened the challenged episode prior to broadcast, but she did indicate that Global had not intended to favour one political party over another. While that response did not satisfy the complainant, who felt that a more public admission of fault was necessary, Global's response clearly met its responsiveness obligations as a CBSC member. Nothing further is required in this respect on this occasion.

ANNOUNCEMENT OF THE DECISION

Global is required to: 1) announce the decision, in the following terms, once during prime time within three days following the release of this decision and once more within seven days following the release of this decision during the time period in which *Going Fishing* was broadcast; 2) within the fourteen days following the broadcasts of the announcements, to provide written confirmation of the airing of the statement to the complainant who filed the Ruling Request; and 3) at that time, to provide the CBSC with a copy of that written confirmation and with air check copies of the broadcasts of the two announcements which must be made by Global.

The Canadian Broadcast Standards Council has found that Global violated the Canadian Association of Broadcasters' *Code of Ethics* in its broadcast of an episode of *Going Fishing* on September 29, 2007. On the non-political fishing program, the host took a partisan political position and provided the leader of the Progressive Conservative Party of Ontario the opportunity to appear on the program and discuss his Party's fishing and wildlife policies. By airing this episode in the midst of an election campaign period, Global violated Clauses 6 and 7 of the Code which require fairness and balance in the presentation of public affairs.

This decision is a public document upon its release by the Canadian Broadcast Standards Council.

APPENDIX A

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

Going Fishing is hosted by Darryl “Cronzy” Choronzey. The challenged episode aired on Global on September 29, 2007 at 8:30 am. Cronzy had as his guest that day John Tory, leader of the Conservative Party of Ontario. An Ontario provincial election had been officially called on September 10 with election day set as October 10. The following is a transcript of the episode.

[Cronzy and Tory standing in a boat on a lake.]

Cronzy: Hi. I'm Darryl Cronzy and today I really am doing something different. I'm fishing with a friend of mine, John Tory, the head of the Conservative Party of Ontario, right?

Tory: Absolutely.

Cronzy: Now listen, I've got a saying. All fishermen are liars except me and you. Eh? Pol –

Tory: We're not sure about you.

Cronzy: Well, but listen. Politicians, sort of a little shady at times, right?

Tory: [struggling with fishing pole] I've left this down here, oops. That's the kind of problem I have.

Cronzy: But politicians have got a little shady reputation, sometimes, right?

Tory: Yeah.

Cronzy: Can I ask you a question?

Tory: Yes.

Cronzy: I'm gonna ask you a lot of questions today. Am I gonna get lies or am I gonna get the truth?

Tory: You're gonna get the truth.

Cronzy: All right. Stick with us 'cause I'm going fishing with the boss of the Conservative Party and hopefully, in a couple of months, the head honcho of Ontario.

Tory: [points] Look at the size of that fish down there.

Cronzy: I know.

Tory: Look. Look over here.

Cronzy: You're getting too excited, John. Stick with us 'cause we're goin' fishin'.

[opening credits; commercial break]

Announcer voice-over: So how often do you get a chance to pick the brain of a politician running for the premiership of Canada's most populated province? Today's show takes place a month away from the Ontario election. Now if you've been following Cronzy over the years, you realize that he's always been concerned about the fishery in his home province of Ontario and all across Canada as well. So stick with us as Cronzy and John Tory go bass fishing, talk a little politics and discuss the fundamentals of what's best for the angling fraternity in Ontario and other provinces as well.

[Cronzy and Tory sitting in a fishing.]

Cronzy: John. [laughs] You know what? I told ya I was gonna take you to a glory hole. Wait'll you see this fish. Now what's the biggest bass you ever caught, John?

Tory: Uh, probably four pounds.

Cronzy: Four pounds?

Tory: Yeah.

Cronzy: I'll tell you what. There's five right here. [reels in fish] Look at this. And I want you –

Tory: Oh geez.

Cronzy: Hey, I want you to know somethin' else.

Tory: Ho, ho, I've never, I, oh my god.

Cronzy: I want ya to know somethin' else. I wasn't going to fish today, right? But that's the first cast, right?

Tory: First.

Cronzy: First. [pulls on fish] Now have I got these pliers here. [holds up fish] Now, oh, I got her, it's okay. Now is that a nice fish or is that a nice fish?

Tory: Now that –

Cronzy: Heh? [both laugh] Okay. Is that nice?

Tory: It's absolutely incredible. I've never caught a bass that big. Never.

Cronzy: Right. Right within minutes of [?].

Tory: I, I'd be accusing you of a set-up if I didn't know, uh, --

Cronzy: [laughs] It's a set-up. I'm gonna let this guy go, John. [puts fish back in water] See him take off, John?

Tory: Yeah, totally. Absolutely.

Cronzy: Okay, first question's first. Right?

Tory: Yep.

Cronzy: The first question. You've got a new policy on fish and wildlife?

Tory: We do. Uh, and it starts with saying we're going to keep the deal. A deal's a deal. And we said, uh, back in the days when the Special Purpose Account was set up to support the fish and wildlife, that every dollar that was put in by the, uh, people who were fishing, uh, in the permits would be matched by the government.

Cronzy: Okay, that's question number one. So, okay, all I'm going to say is this guy named Tory just said if we put in 30 million dollars through fishing licences and hunting licences – right?

Tory: We're putting in 30 million to match it.

Cronzy: The Conservatives are gonna match it. And you know what he told me? I said all fishermen are liars except me and you and I said, hey, politicians're a little shaky sometimes. You said you're telling me the truth.

Tory: A deal's a deal.

Cronzy: A deal's a deal. So he's –

Tory: That was the deal.

Cronzy: He's gonna match our licence money. Let's catch you a fish. Whaddya think?

Tory: I'd like that a lot.

Cronzy: Yeah.

Tory: I noticed you got the first one.

Cronzy: It's my lake [laughs].

[short segment on Cronzy's volunteer work with community fishing programs]

Cronzy: Now listen. Lookit, you got a big largemouth.

Tory: Oh, I do. Look at that.

Cronzy: I don't know what I [laughs].

Tory: Look at that, eh? Holy.

Cronzy: Now, you're gonna lift him? Or you want me to lift him?

Tory: No, no, no, I'm gonna do it.

Cronzy: Okay, well listen. Get down here. [laughs] I don't want you falling off the deck before the election.

Tory: [moves to different spot in boat] I think it would be a good scene for the tv. [reels in fish]

Cronzy: You, grab him by the lip when you get him out.

Tory: Yep.

Cronzy: Okay.

Tory: Look at that. Oh my god.

Cronzy: Now reach down and grab him by the lip. Ooh, grab him the lip. By the lip.

Tory: [fish falls back into water] Ohh.

Cronzy: I told you to grab him by the lip!

Tory: You did.

Cronzy: [laughs] I'll tell you what. Just watch this. [reels in fish] I'm gonna bring in this smallmouth. Hey, that was about a five-pound largemouth bass, you know what?

Tory: He was, he was.

Cronzy: Okay, grab him by the lower lip.

Tory: Yep.

Cronzy: Just grab that line, nice and easy. Grab him by the lip. Get him. Get him up. Get him, get him up, get him up! [Tory holds fish] Now, is that a nice fish?

Tory: It is.

Cronzy: Heh?

Tory: It's a beauty.

Cronzy: Heh?

Tory: I've never caught a bass that big.

Cronzy: Never?

Tory: Years and years when I was, look at it. Well maybe, maybe that one. That's not as big as the first one you had.

Cronzy: Hold him up. Now, let that tail fall. Just hold him by the lip.

Tory: I got it.

Cronzy: Is that a nice fish or is that a nice fish, eh?

Tory: Yep.

Cronzy: Heh? Now, that's a smallmouth. That other one was a largemouth.

Tory: Now that, now that's as big, I've probably caught a smallmouth maybe that big.

Cronzy: Really?

Tory: Yeah. I used to catch mostly perch when I was fishing every day when I was a boy.

Cronzy: I thought you told me the truth today.

Tory: I did.

Cronzy: Really?

Tory: Yeah. Yeah, that might be, uh, up in the Muskoka in, in, uh, Rebecca Lake, caught a fish that, maybe about that size.

Cronzy: Well, I tell you what.

Tory: Not as big as the first one you caught.

Cronzy: I think what we're gonna do.

Tory: [???] under the dock.

Cronzy: I think what we're gonna do. That's a nice fish. I'm gonna let him go. What do you think?

Tory: Yeah.

Cronzy: Heh?

Tory: Yeah.

Cronzy: You don't want to do a Jimmy Houston kiss?

Tory: Nah. [both laugh] After you. [Cronzy puts fish back into water.]

Cronzy: Let him go. Okay, what I'm gonna do is take us out here. I'm going to drift down the middle for the big ones. What do you think?

Tory: Okay, that's a good idea.

Cronzy: Okay. One other question. The bear hunt. What are we gonna do with the bear hunt?

Tory: Well, I've made no commitment to bring it back, but what we've got to start to do is make these decisions based on science. There's a nuisance bear problem. There's an industry destroyed, by the way. I mean, it, it, lots of jobs, uh, lost.

Cronzy: By cancelling the spring bear hunt.

Tory: And I think that, uh, you know, what we've gotta do is start to, the Ministry hasn't even bothered to do an assessment or monitoring of the bear population since the bear hunt was cancelled because I don't think they want to know what the numbers are. The people out there can tell you what the numbers are.

Cronzy: So you're not going to bring the bear hunt back automatically –

Tory: No, but I –

Cronzy: But you are gonna do some studies?

Tory: I'm gonna start to do some studies and start to do some proper assessment of the bear population. We've got to start letting science make more decisions than politics.

Cronzy: So what he's saying is there is the possibility we're gonna see the bear hunt back in some parts of Ontario?

Tory: Well, I mean, I think if you're gonna do it, there's no question but that you would do it on the basis of saying, look, there may have to be different rules and, and different standards in place in different parts of the province depending on the science. But I'm saying I'm not going to bring it back. I've no commitment to do that, but I'm saying you're gonna start to make decisions based on science. Isn't that how we should do these things?

Cronzy: You know what? It's the truth so far, right?

Tory: Yeah.

Cronzy: Except the fish that you caught when you were a kid.

Tory: No, no, no, no, that's the truth.

Cronzy: Little white lie. [laughs]

Tory: No, that was not a white lie. It was absolutely the truth. You think just 'cause this is your lake and you caught the first fish and that mine got away that somehow I'm gonna tell you that, uh, ...

Cronzy: I told you, grab that fish by the lip.

Tory: I know you did. I just wasn't fast enough.

Cronzy: That's exactly how you get –

Tory: I don't have as much practice as you.

Cronzy: That's exactly how you should get McGuinty, right by the lower lip. [both laugh]
That's just my opinion.

Tory: Well, you're entitled to that. And I don't disagree with it.

Announcer voice-over: And now for the Darryl Cronzy's Canadian Fisherman's Breeding and Batter Mix Campfire Comment.

[Cronzy and Tory sitting in chairs by a campfire.]

Cronzy: John Tory, do you have any idea how many days I've been waiting for you around the campfire?

Tory: Well, I think you're a year older than when we started this, aren't you?

Cronzy: Yesterday was my birthday, –

Tory: Happy birthday.

Cronzy: -- but it was three months ago you were supposed to be here.

Tory: So I'm here now. So come on, let's get on with it.

Cronzy: Okay, you're here now. Let me ask you something.

Tory: Yeah.

Cronzy: I am fed up with all the governments, I'm going to say "raping" the natural resources, okay? Whether it's been the NDP or the Conservatives or the Liberals, right? And especially this last four or five years. Everything's been coming out of natural resources and nothing's been goin' back in. What's your plan?

Tory: Well, we're putting a stop to that.

Cronzy: What are you gonna do?

Tory: We're going to, a deal is a deal. And the deal was that when you bought your fishing permit, the government matched that dollar for dollar to save the resource.

Cronzy: That's what they said.

Tory: That was the deal. The deal's not been honoured. We're going to honour it, so that means 35 million more dollars each year to match what people put in to go fishing and we're gonna use that money to hire more conservation officers and to, and to stock more fish and make the resource stronger.

Cronzy: You're going to open up some of these offices that were getting closed?

Tory: Well, we need, if you have a conservation officer, they need to have somewhere to go to make a phone call.

Cronzy: I'll tell ya, I tried --

Tory: How 'bout gas for their car too.

Cronzy: Well, gas for their car. But I tried to phone a biologist yesterday. Took me six hours to, and this is only five blocks away. The offices are almost shut down right across Ontario.

Tory: Well, that's what we've got to put back. If you want to protect the resource, you have to have stiffer penalties, more conservation officers. You gotta be serious about this. More efforts on the, uh, hatcheries and so on. And that's what we're going to do with that money. We're gonna match it dollar for dollar. We're gonna honour the deal.

Cronzy: Now hold it. I asked you out in the water, I said, you know, all fishermen are liars except me and you and sometimes I'm worried about you. And I tell everybody that. But politicians have got a reputation of being a little shady, right? You're not lying to me, you're telling me the truth?

Tory: I'm telling you the truth. I was a businessman, so I had to do what I said I would do. And, uh, in politics, I'm gonna do what I say I'm gonna do. It's going to be 35 million into the, uh, conservation, the fish and wildlife fund to do the things I said and that's that.

Cronzy: You got my vote, buddy. [shakes Tory's hand]

Tory: Well that's good. We're one ahead.

Cronzy: [to audience] Think when you go to the polls, let me tell ya.

- commercial break

[Cronzy and Tory on boat in lake.]

[Announcer voice-over about the type of bait they are using.]

Cronzy: Now that's not, that's monofilament there, John. So you gotta really get the lip on this guy. Now lean down. And when he gets out from under the boat, you're gonna have to grab him right by the lip. By the lip. [Tory pulls the fish out and grabs it by the lip] By the lip. Oh!

Tory: We got him.

Cronzy: What was the grasp, did you call that?

Tory: This was the single-handed McGuinty grip. [both laugh] Yeah, no, this one only requires a single-handed McGuinty grip. It's a nice fish though.

Cronzy: Eh?

Tory: That, now you that one if bigger than what I caught when I was a kid. I, I can't lie to you.

Cronzy: Hold him like this. [tips hand to demonstrate]

Tory: I can't lie to you.

Cronzy: What do you figure?

Tory: Huh?

Cronzy: How many pounds?

Tory: I'd say four, maybe three and a half.

Cronzy: Well, you know, you're an honest politician because –

Tory: What do you think? What are you saying? Tell me, what is it?

Cronzy: I'd say three, three and a half to four.

Tory: Three and a half?

Cronzy: It's got a blue gill in its belly, I can tell.

Tory: Yeah?

Cronzy: But most politicians would've said that's a ten pounder.

Tory: No, no, no, no.

Cronzy: Not you, but most politicians.

Tory: No, no. But then I, did you ask me to include GST and PST? [both laugh] Yeah, no, that's a nice fish. Well, all right.

Cronzy: Put him back.

Tory: Will do it.

Cronzy: Another question for you, buddy.

Tory: Okay, I'm ready.

Cronzy: That one you can just, just let him slide. [Tory puts fish back] He'll go right on his own. There he goes. Another question for ya.

Tory: Yeah?

Cronzy: Okay. You know I don't like Atlantic salmon, so I'm not gonna talk Atlantic salmon this time around.

Tory: All right.

Cronzy: But you also know that the, this present government -- because we haven't had the election yet -- they went to the public and said, "Hey, we might be shutting down Ringwood" and the Federation has now taken over the operation of Ringwood, the Federation of Anglers and Hunters, right?

Tory: Yeah.

Cronzy: Like, some of their groups, put it that way.

Tory: Yeah.

Cronzy: You know I don't like the public running a provincial hatchery, okay? What's your suggestion?

Tory: Well, I think the OFAH did, uh, something that you hope they never have to do again, which is to step in. And you argue they shouldn't have 'cause they took the foot off the government's throat?

Cronzy: I think they should've went and either put the foot down the government's throat or ripped the jugular out.

Tory: I understand. I understand.

Cronzy: They've got 80,000 members.

Tory: I understand that. But Ringwood is open today and I think what we're going to do going forward is take the money from, you know, putting in the money to match the fishing permits, --

Cronzy: Yeah.

Tory: -- the Special Purpose Account and use that to not have any question about Ringwood staying open as a government facility. Now, do I have a problem? In fact, do I see

a benefit in having lots of volunteers and people who have an interest taking part in running these, uh, hatcheries? Yes I do. Uh, do I have any problem with the fishing clubs around the province that are doing some, uh, hatchery operations of their own? No, I don't. But government facilities, by and large, should always have been run by the government. They only, they only found a way to offload it because they wanted to try and cut back.

Cronzy: So you're telling me, the government'll take Ringwood back, but you, you may allow the public to work there?

Tory: Well, you know, and I talked to the OFAH about this and I said, look, the government should be taking financial responsibility. They'll have the money to do it when we put this money in.

Cronzy: Yeah.

Tory: But if, if you want to have organizations take a hand in running it, – you see, maybe you and I have a bit of a disagreement – I don't have a big problem with that. But it's the kind of thing where the bottom line's gotta be that the government's putting the money in to keep the place going properly.

Cronzy: I want, if they had four government employees working there –

Tory: You wouldn't care who else did it.

Cronzy: Yeah. I want the four back there because –

Tory: Well, I hear ya.

Cronzy: Because my taxes and my fishing licence paid for that hatchery, --

Tory: I hear ya.

Cronzy: -- was paying for those employees.

Tory: God knows I'm never gonna forget anything you tell me 'cause I'd pay for it for the rest of my life.

Cronzy: Thank you, buddy. Now I know you're smart. [both laugh]

Tory: I gotta get back to fishing here.

[Tip of the week segment]

[Cronzy and Tory in boat.]

Tory: [reeling in his line] This is a serious fish. No, no, this is a serious fish.

Cronzy: Every fish you've cau-, oh! Oh ho!

Tory: This is it. This is a serious fish.

Cronzy: Now listen.

Tory: Yes?

Cronzy: I'm going to lip him for you.

Tory: All right.

Cronzy: [reels in line] I got one too.

Tory: This is a serious fish.

Cronzy: Oh! Don't let him out of the water.

Tory: Now this is serious. No, no, I'm not. This is a serious fish.

Cronzy: Hang on a sec. Whoa. Hang on. [struggles to get fish out of water] I got him.

Tory: My god.

Cronzy: Now ... I got him.

Tory: I would say –

Cronzy: What am I gonna do with my rod?

Tory: I would say –

Cronzy: Hold your fish.

Tory: All right, I'll hold my fish.

Cronzy: Would you hold your fish? [laughs and reels in fish on his own line]

Tory: I will. I've got him in the McGuinty grip. I would say this is bigger than the one you caught the first, well, I think it is. I think it's bigger. That's my story and I'm sticking to it.

Cronzy: I don't know. I think I got a bigger one than you. [reels in fish obviously smaller than Tory's]

Tory: No, you, oh yeah. Have a look, yeah. Yeah, have a look. [Cronzy laughs] Yours is like a dinky toy. Now this is a fish.

Cronzy: Now let me –

Tory: That's serious.

Cronzy: Let me get rid of my monster.

Tory: That's really serious.

Cronzy: Do you want to take him home and eat him?

Tory: Wh-, yeah, no thanks.

Cronzy: Not the big one.

Tory: No, no, no.

Cronzy: Let me see that. I want to show you something. That is a dainty fish, John.

Tory: I know, it is. That's a beauty.

Cronzy: You know? Hold him for one second.

Tory: I think, you know that first one that you, uh, that you caught?

Cronzy: Yeah. Hold him for one second

Tory: All right.

Cronzy: Yeah, I'm listening to ya.

Tory: This is well in excess of that. I hate, I don't wanna tell you this and disappoint you.

Cronzy: Let me see this thing.

Tory: What?

Cronzy: I want them out there to see it [points to camera]. Now, I wanna know the honest truth.

Tory: Yes?

Cronzy: Let me shut this Minn Kota off.

Tory: The honest truth.

Cronzy: Turn that fish sideways so they can see it.

Tory: All right.

Cronzy: I'm gonna take, now, do you remember the name of the bait, what I told you this was?

Tory: Gulp.

Cronzy: Gulp.

Tory: Gulp.

Cronzy: Right.

Tory: And you said it works every time.

Cronzy: It works.

Tory: It's got a great scent on it. I can't smell it, but.

Cronzy: [laughs] I gotta find my pliers in my backpack.

Tory: They're right, okay there we go.

Cronzy: Now, I want to know somethin'.

Tory: Yeah?

Cronzy: Have you ever caught a bass that big?

Tory: I have not.

Cronzy: Do not let him go.

Tory: It's obviously, it's obviously because I was not using Gulp.

Cronzy: You *were* using Gulp.

Tory: No, I say I wasn't using Gulp when I *wasn't* catching fish like this before.

Cronzy: Oh, that's it. I just thought you were going to say –

Tory: C'mon, get in the game here. I'm trying to help the sponsors, for god's sake.

Cronzy: [laughs] Nice fish.

Tory: Work with me.

Cronzy: I'll work with you, buddy. Nice fish.

Tory: That is a nice fish.

Cronzy: You know?

Tory: That's a beauty.

Cronzy: I don't think a member of the Conservative Party's ever caught a largemouth bass that big.

Tory: Well certainly *this* leader has not caught a largemouth bass that big. I haven't.

Cronzy: Nice fish, eh?

Tory: That's a beauty. It's a beauty.

Cronzy: Tell you what I'm gonna do. I'm gonna let him go. What do you think?

Tory: I think you should do that.

Cronzy: Okay.

Tory: So you can catch him again.

Cronzy: Catch him again. [puts fish back in water]

Tory: There he goes.

Cronzy: He just needs a little touch and he –

Tory: There he is.

Cronzy: – goes down.

Tory: Yeah.

Cronzy: He went down, just like the Liberals. [both laugh] Congratulations.

Tory: Oh, it was good. You know, I wasn't leaving here. You can see the sun's going down. I wasn't leaving until I caught a big one.

Cronzy: That was a big one.

Tory: That was good.

Cronzy: Listen. Okay. So we've talked about the seals, right?

Tory: Right.

Cronzy: We've talked about you guys matching the money –

Tory: Yeah.

Cronzy: -- so whatever the licence dollars would make it –

Tory: We talked about Ringwood and fi-, and the hatcheries.

Cronzy: Yeah. And you are gonna, uh, take over Ringwood? You're gonna let these clubs, you know, send in their volunteers to work 'em.

Tory: Well, you know, yeah, I think that's a good thing. We want people to be involved, but I think this is a government operation before. It was only taken over because –

Cronzy: My man! Yes?

Tory: Because of, uh, because of –

Cronzy: Incompetence. I'm gonna say "incompetence". I mean, honest to god, and, and I sat and watched this. And, you know, I've told you before, the best Natural Resources Minister I've ever seen is Alan Pope. That's me sayin' that, okay? Because he listened to the anglers. And listened hard to the anglers.

Tory: I want to put one back to you.

Cronzy: Okay.

Tory: If, uh, we had the requisite people in there from the MNR to make sure they ran the place, the professionals that you're talking about. I'm not saying the OFAH people aren't.

Cronzy: Yeah?

Tory: Do you have a problem with the OFAH having a big role in running the place as long as the, the professional staff are there that you want?

Cronzy: I want four professional staff.

Tory: Professionals, public professionals.

Cronzy: Three or four in there. I don't mind if the Metro East Anglers come in there and help out. No, I don't. I mean, I don't care if you've got 20 people. But the more people you get in a hatchery, the more problems you get.

Tory: You're sounding more reasonable by the minute.

Cronzy: Yeah, I'm gettin' reasonable. I want –

Tory: That's, that's a worry.

Cronzy: I do not want the Federation of Anglers and Hunters running Ringwood. I want the government running Ringwood with the assistance of some concerned sportsmen.

Tory: And that includes the OFAH if they wanted.

Cronzy: It does.

Tory: They're a concerned source and they're good people.

Cronzy: Hey, I'm, I'm, I'm all for most of the OFAH. There's a couple people there that I bang heads with, right? They, they don't –

Tory: [sarcastically] Now, why am I surprised to hear that?

Cronzy: Yeah, okay. It's the tail waggin' the head.

Tory: [???] who you don't bang heads with, but that's okay. That's –

Cronzy: Listen.

Tory: Heh?

Cronzy: Sometimes it's a case of the tail wagging the head and that's what's happening in some of these organizations. Now I don't wanna say anymore.

Tory: But I hear you on Ringwood and I just think we can form a good partnership between the government, who, which is going to, should be the owner and should be the, the people that are driving the place and the, and the public, the people who are interested in the resource.

Cronzy: Okay. You're gonna start a council of, of sportsmen?

Tory: We're going to start an outdoor caucus.

Cronzy: Okay.

Tory: And it's going to be a group that's gonna get together and we're gonna listen to it and they're gonna speak up on these issues so we can learn. Why do the experts in government always, uh, assume, are always assumed to be the ones that know all the right answers?

Cronzy: The problem is most of the experts in the Ministry of Natural Resources today don't know. And I'm not being smart on this. You don't stock salmon off break walls, you don't,

uh, I don't want to go with the Atlantic salmon. You know, I don't want to go on some of those issue, but –

Tory: I hear what you're saying.

Cronzy: But I would –

Tory: The more we listen –

Cronzy: I would get rid of some of the bureaucrats and hire more conservation officers. How's that?

Tory: And Murdoch as well. You know what? Uh, you should run for office. [laughs]

Cronzy: [laughs] No, no. I'm talking, by "bureaucrats" I'm not being –

Tory: No, no, but, I mean, you should run for office so you can make those decisions.

Cronzy: Well, you get Murdoch outta here and I'll do that. How's that?

Tory: [laughs] You'll never get rid of him.

Cronzy: Murdoch, if Murdoch is here for as long as he wants to be –

Tory: Yeah, he is. He could be 95 when he retires.

Cronzy: You know, Willy Murdoch, right?

Tory: Willy Murdoch. He's the best.

Cronzy: He's, I say he's, I say he's shoots [sic] from his hip and he's fast with his lip.

Tory: He does. He shoots from –

Cronzy: Heh?

Tory: Exactly right. That's right. We don't need to have any kind of McGuinty grip on him.

Cronzy: [laughs] We're gonna have some fun. Listen, thank you very, very much.

Tory: Thank you for having me. This place is fabulous. I, this was fabulous.

Cronzy: You know? What I did do is I did do a, a bass show earlier or a bass *cooking* show earlier with my son, right? And, uh, gee, I don't even know if Josh was in there. I think I ate all the bass that I caught this morning.

Tory: You're looking good nonetheless.

Cronzy: Thank you very much.

Tory: Okay.

Cronzy: We're gonna go out, but I gotta thank you very, very, very much for coming up.

Tory: It's great. Good to be here.

Cronzy: You know, it was a lot of fun.

Tory: And we're gonna do what we said we're gonna do so that you won't, you'll have me on again and you'll say "You know what? Most of the fishermen I have on here are liars and all the politicians except you."

Cronzy: If you lie, I'm gonna drown you right here in this lake, you know?

Tory: I, hey, I, don't you think I'm not aware of that? [laughs]

Cronzy: [laughs] Listen, I'm not telling you who to vote for. [points at Tory; Tory laughs] Right? If you guys are – and you ladies – are concerned sportsmen, whether you're a fisherman, a hunter, a camper, I'm being honest. The natural resources went down the tube the last four to seven, even eight years. You know, uh, there's mistakes that were made with Conservatives in the past, with the Liberals, with the NDP – whew – but anyways, you're correcting those mistakes.

Tory: I'm gonna try.

Cronzy: We're doin' this show, we're gonna run it twice before the election, right? And then twice after the election. [Tory laughs] So I hope, and I'm almost positive, you're gonna be the next premier.

Tory: We're gonna work on it. With your help.

Cronzy: One more time, thank you very much.

Tory: That was good fish too. Thank you. That was a big one.

Cronzy: We're still gonna fish.

Tory: That's the biggest fish, the biggest bass I ever caught. So now I can say it happened right here with you.

Cronzy: And with Gulp.

- commercial break

[Cronzy on a deck.]

Cronzy: Now real quick, I don't care whether you live in Newfoundland, British Columbia, Ontario, Saskatchewan, Alberta or Quebec, our fishery is in big trouble right across the country. So when you go to the polls, whether it's provincial or whether it's federal, think before you vote. Think fish, think wildlife. Because, again, our fish and our other natural resources are in trouble. [brief demonstration on cooking bass filet] Now, one last time. When you go to the polls, whether you're voting federally or provincially, think of your fish and your wildlife, okay? Get some of these clowns out of politics and get the good guys in. And another thing, don't listen to a lot of these guys. Catch and release is great. Eating bass is great. Release the fish when there's a problem with the population, but when the population's healthy, eat a few bass. Just for me. Bass are a member of the sunfish family. And again, when I'm outside, I don't like using forks. [eats some bass] Mmm, mmm, mmm. You wanna know the honest truth? Bass is as good eating as trout, salmon or walleye. So enjoy your fishing, conserve and think when you go to the polls.

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.