

**CBC Television  
Manual**  
for  
**Program Standards  
&  
Practices**



CBCtelevision

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*Content Planning Office*

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## **Overview:**

This document is designed for programmers, program executives, producers, associate directors, editors and those involved in developing, acquiring, producing, scheduling or packaging programming for CBC Television. It provides a guideline to what is acceptable content on CBC Television.

These are general guidelines primarily for CBC A&E and Factual Programming. There are more specific guidelines for CBC Children's, Sports and NCAN programming available from those departments. These guidelines cover scheduling, classification, advisory requirements and standards for language, violence and sexuality.

### **(CBC Program Policy 1.1.5: Good Taste)**

CBC programs should respect and reflect the generally accepted values of contemporary society.

The broadcast audience is composed of groups differing in age, environment and susceptibility, whose notions of good taste may vary substantially. The broadcaster, therefore, cannot necessarily expect to enjoy the same freedom of expression of vocabulary or of visual presentation as is enjoyed by the book publisher, or by the live theatre or movie producer, whose readers and viewers by and large make conscious choices about what they read and see. Where matters of taste are concerned, therefore, care must be taken not to cause gratuitous offence to the audience.

Examination of any sensitive subject such as religion, politics, sex or morality will probably be objectionable to some. Good taste, nevertheless, must not be taken as implying the rigid exclusion of anything that might give offence to anybody. The type of program concerned, its time of scheduling and the composition of the audience for whom it is intended should all be taken into consideration when making judgments about good taste.

## **I. CBC Television Program Content Standards:**

### **Background:**

Broadcasters enjoy the privilege of licences issued by the CRTC to operate undertakings that make use of frequencies that are public property.

Broadcasters have a responsibility for the programs they broadcast and are subject to the requirements of the Broadcasting Act, the Regulations and any Conditions of Licence that may be imposed by the Commission pursuant to the Act.

(CBC Program Policies 1.1.5 – Applicable law and regulations)

CRTC Broadcast Regulations, specifically the 1986 Radio Broadcasting Regulations [par. 3] and the 1987 Television Broadcasting Regulations [par 5.(1)], prohibit the broadcast of "any obscene or profane language or pictorial representation".

These regulations also state that:

"5.[1] A licensee shall not broadcast: [...]

(b) any abusive comment or abusive pictorial representation that, when taken in context tends or is likely to expose an individual or a group or class of individuals to hatred or contempt on the basis of race, national or ethnic origin, colour, religion, sex, age or mental or physical disability;"

Legal advice should be sought when there are doubts about the legality of broadcast material.

### **Canadian Broadcast Standards Council:**

Canada's private broadcasters created industry standards in the form of Codes on ethics, gender portrayal and television violence by which they expect the members of their profession to abide. The Canadian Broadcast Standards Council was created in 1990 as a self-regulatory body responsible for administering these professional broadcast codes.

CBSC has over 550 radio and TV stations & specialty members. CBSC deals with complaints and queries from the public about Canada's private broadcasters' programming.

CBSC administers specific codes of broadcast conduct and provides a means of recourse for members of the public regarding the application of these standards.

### **Codes administered by CBSC:**

CAB Code of Ethics  
CAB Violence Code  
CAB Sex-Role Portrayal Code  
RTNDA Code of (Journalistic) Ethics

### **CBC Standards – CRTC Regulatory oversight:**

Although the CBC is not a signator to the CAB or the CBSC, The CRTC expects as a minimum, that CBC respect the standards to which all other broadcasters adhere. CBC English television network & regional stations and Bold must adhere to the following programming codes (at a minimum) by condition of licence:

- o CAB Violence Code
- o CAB Sex-Role Portrayal Code

The CRTC places all complaints and related correspondence on the licensee's public file and considers this information when assessing the overall performance of a licensee at the time of licence renewal.

### **Sources for CBC Broadcast Standards:**

The specifics that guide program content on CBC Television can be found in two places:

1. CBC Program Policies
  - Attached the appropriate CBC program policy guidelines
  - CBC Journalistic standards and practices at:
  - <http://www.cbc.radio-canada.ca/docs/policies/journalistic/xml/policies.asp>
2. The CBSC
  - <http://www.cbsc.ca/english/codes/cabethics.php>

All the necessary background, specific guidances, judgments on previous complaints, explanations of principles and issues are available on these sites.

## **General Principles for Program Evaluation:**

The key questions in evaluating the content of a program are:

1. What is the program subject matter?
  - Violence, Coarse language, Sexual content?
2. What time is the program scheduled?
3. Who is the intended audience?
4. What is the program classification?
5. Will the program require viewer advisories?

The rules are very clear within the Guidelines, in reference to Violence, Language and Mature or Sexual Content:

- o There is subject matter that can't be shown anytime ever! Gratuitous sex and violence that is exploitative, has no basis in plot or character, for example.
- o There is subject matter that can be shown, when it is not exploitative and is integral to the plot and story, but is deemed to contain adult scenes and situations and could be upsetting to children. Programmes containing this type of material are generally shown after 9pm, the "Watershed" hour. Even then they need advisories – understanding that children may be watching.
- o There is subject matter that can be shown before the Watershed hour, but require advisories so parents, for example, can make viewing choices.
- o And then there is a gray area that depends on the judgment of the CPO and their reading of the contemporary sensitivities of viewers at any given time and what is appropriate for the CBC television mandate, because while the guidelines remain essentially the same, tastes and program objectives can change.

### **Scheduling: "Watershed Hour":**

A fundamental consideration in establishing standards is the choice of the scheduling time slot for a program. 9PM is considered the "Watershed hour" in which programming of a more adult nature is acceptable. This rule, along with the correct use of advisories, provides the most significant protection for viewers, particularly those with children.

"The watershed hour is only the hour before which no programming containing scenes of violence intended for adult audiences may be shown. Private broadcasters have voluntarily tended to extend this principle to all programming containing any material which they believe is intended for

adult audiences, even if not of a violent nature”

“The codifiers chose a precise hour in the evening which seemed reasonable to the purpose. It was, so to speak, midway through the evening. It was, for most families, a time when parents would likely be home and the family dinner concluded. It was an hour that could even be reasonably understood to permit some family viewing time. It constituted a divide, providing some time before the late evening news when parents might be able to see programming of a more adult nature without compromising their appropriate-for-the-family viewing time.”

(From CAB Commentary Clause 10)

### **Watershed Scheduling: (Clause 10)**

(a) Programming which contains sexually explicit material or coarse or offensive language intended for adult audiences shall not be telecast before the late viewing period, defined as 9 pm to 6 am. Broadcasters shall refer to the Voluntary Code Regarding Violence in Television Programming for provisions relating to the scheduling of programming containing depictions of violence.

(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.)

(b) Recognizing that there are older children watching television after 9 pm, broadcasters shall adhere to the provisions of Clause 11 below (viewer advisories), enabling viewers to make an informed decision as to the suitability of the programming for themselves and their family members.

(c) In order to provide viewers with the benefit of Canadian program classification and viewer advisories not available on foreign distant signals, broadcasters which have CRTC-permitted substitution rights over programming which is imported into their markets before the late viewing period, may employ substitution, notwithstanding Clause 10(a).

(d) 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 Clause 10(c).

(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.)

(e) Promos which contain sexually explicit material or coarse or offensive language intended for adult audiences shall not be telecast before 9 pm.

(f) Advertisements which contain sexually explicit material or coarse or offensive language intended for adult audiences, such as those for theatrically presented feature films, shall not be telecast before 9 pm.

(Clause 10 CAB Code of Ethics)

## **Viewer Advisories:**

Codes of broadcasting standards are designed to allow viewers to make choices in advance of viewing a program, especially for viewers with children. This applies specifically to programming that contains adult material that airs prior to the watershed hour, but also to programming that airs after the watershed, to alert viewers to potentially disturbing material. Advisories must be in video and audio form.

### **Advisories: (Clause 11)**

To assist consumers in making their viewing choices, when programming includes mature subject matter or scenes with nudity, sexually explicit material, coarse or offensive language, or other material which may offend viewers, broadcasters shall provide a viewer advisory

(a) at the beginning of, and after every commercial break during the first hour of programming telecast in late viewing hours which contains such material which is intended for adult audiences, or

(b) at the beginning of, and after every commercial break during programming telecast outside of late viewing hours which contains such material which is not suitable for children.

Suggested language for suitable viewer advisories is outlined in Appendix A. The suggestions are meant as possible illustrations; broadcasters are encouraged to adopt wording which is likeliest to provide viewers with the most relevant and useful information regarding the programming to which it applies.

(CAB Code of Ethics - Clause 11)

## **Program Classification System:**

Program classifications were originally called TV Parental Guidelines in the U.S. as a response to complaints of increasingly explicit sexual content, graphic violence and coarse language on television in the mid-nineties. They were designed to be used with the V-chip, which was mandated to be built into all television sets manufactured after 2000. The Canadian TV classification system was created for English-language programmers to use in conjunction with the V-Chip, but differs somewhat from the U.S. version. A program's classification indicates the kind of scheduling and likely advisories that will best suit the program.

### **Exempt Programs:**

Exempt programming includes: news, sports, documentaries and other information programming; talk shows, music videos and variety programming. Nevertheless, programs scheduled before the watershed hour should take these guidelines into account.

### **Children:**

As this programming is intended for younger children under the age of 8 years to view on their own, it will pay careful attention to themes which could threaten their sense of security and well being. As programming for children requires particular caution in the depiction of violence, there will be no realistic scenes of violence. Depictions of aggressive behaviour will be infrequent and limited to portrayals that are clearly imaginary and unrealistic in nature.

Programming which falls into this category includes:  
Nanalan, Clifford the Big Red Dog, Lunar Jim, Tractor Tom, Poko, Arthur

### **Children Over 8 Years:**

This classification is applied to children's programming that is generally considered acceptable for youngsters 8 years and over to view on their own. It is suggested that a parent/guardian co-view programming assigned this classification with younger children under the age of 8.

Programming with this designation adheres to the following provisions: it will not portray violence as the preferred, acceptable or only way to resolve conflict;

it will not encourage children to imitate dangerous acts which they may see on the screen.

Programming which falls into this category includes:  
The Morgan Waters Show, Reboot, Dragon Booster, Ace Lightning

**General:** 

This is programming intended for a broad, general audience. While not designed specifically for children, it is understood that younger viewers may be part of the audience. Therefore programming within this classification shall contain very little violence, either physical, verbal or emotional.

It will be sensitive to themes which could threaten a younger child's sense of security, and will depict no realistic scenes of violence which minimize or gloss over the effects of violent acts.

Programming which falls into this category includes:  
Battle of the Blades, Steven & Chris, Wind at My Back, Road to Avonlea, Red Green, It's A Wonderful Life, Chitty Chitty Bang Bang, Babe

**Parental Guidance:** 

This programming, while intended for a general audience, may not be suitable for younger children (under the age of 8). Parents/guardians should be aware that there might be content elements which some could consider inappropriate for unsupervised viewing by children in the 8 – 13 age range.

Programming within this classification might address controversial themes or issues. Cognizant that pre-teens and early teens could be part of this viewing group, particular care must be taken not to encourage imitational behaviour, and consequences of violent actions shall not be minimized.

Programming which falls into this category includes:  
Heartland, This Hour Has 22 Minutes, The Simpsons, Coronation Street, Emmerdale, RCAF, Made in Canada, Chilly Beach

**Over 14 Years:** 

Programming with this classification contains themes or content elements which might not be suitable for viewers under the age of 14. Parents are strongly

cautioned to exercise discretion in permitting viewing by pre-teens and early teens without parent/guardian supervision, as programming with this classification could deal with mature themes and societal issues in a realistic fashion.

While violence could be one of the dominant elements of the storyline, it must be integral to the development of plot or character. (Sexual themes, coarse language, drug use are all subjects which are deemed to be geared toward a more mature audience.)

Programming which falls into this category includes:  
Arctic Air, Halifax Comedy, DaVinci's Inquest, This Is Wonderland, What It's Like to Be Alone, 11 Cameras, The Tournament, Hatching, Matching and Dispatching (language removed), Law and Order: Special Victims Unit, At The Hotel

**Adults:** 

This classification applies to programming which could contain any or all of the following content elements, which would make the program unsuitable for viewers under the age of 18:

Explicit portrayals of sex and/or nudity, extremely coarse or graphic language, bloody/gory realistic violence.

Programming which falls into this category includes:  
CBC Movie: CRASH (USA), Sex Traffic, Kill Bill, Gangs of New York, Spider, The Human Stain, The Sopranos, The Shield

(See CAB Broadcast Manual for Classification and Icon use)

### **Violence, Sexuality and Coarse Language Standards:**

The following represent the specific standards to be adhered to regarding Violence, Sexuality and Coarse Language.

#### **Violence in Programming:** (CBC Program Policy 1.1.6)

Television has a powerful role in shaping the attitudes of society to contemporary issues, and in affecting the behaviour of those who watch television programs. **The CBC, as the nation's public broadcaster, accepts as its role both the reflection of society as it exists and has existed;**

**and the depiction of the higher aspirations, standards and values of humankind.**

As part of this role, the CBC will exercise strong control over the depiction of violence in its programs.

In all its programs, CBC will avoid any advocacy or promotion of violence.

The CBC will favour, as general policy, programs in which dramatic conflict arises and is resolved by methods other than violence and terror.

The CBC will restrict the depiction of violence in its news and current affairs programming (see Journalistic Policy).

The CBC will make a special commitment in children's programming.

The CBC will pay rigorous attention to the scheduling of programs with violent scenes. Such programs will generally be scheduled during adult viewing periods.

The CBC will provide viewers with clear advisories when violent scenes are to be shown. The advisories will be carried in on-air promotion and during the presentation of such programs.

To ensure that depiction of violence is not gratuitous or glamorized, producers and programmers will observe the following guidelines:

1. Violence must not be presented as an easy solution; or as entertaining.
2. Scenes of pain and suffering, and the showing of wounds must be brief and relevant.
3. Violence must not be shown as erotic. Rape and sexual assault must not be shown desired or welcomed by victims.
4. The depiction of abuse of any disadvantage person requires great sensitivity.
5. Cruelty to animals should be shown rarely and only when integral to plot development and theme. Producers and programmers will sometimes decide that the artistic merit of a program or the significance of a theme merits exceptions to the guidelines. In such cases, they must ensure that their supervisor is consulted.

In cases of special concern, they will ensure that the Vice-President of the Network approves the program. In these cases, viewer advisories must be shown at the beginning of, and during, the exempted program.

### **Violent Content:**

There is an absolute prohibition of violent content that is gratuitous in nature.  
i.e. content not relevant to the plot, theme or character development of the program, or sanctions, promotes or glamorizes violence  
i.e. programming which encourages violence in the sense of the quoted phrase

Article 1.0 of the CAB Violence Code

and

Promotes or glamorizes violence against women, specific groups and animals.  
Articles 7.0, 8.0 and 9.0 CAB Violence Code

### **Gratuitous Violence Examples:**

Sci-fi movie *Strange Days*:

Lengthy scene of the gruesome strangulation and rape of a woman. The scene "exceeded in the television context what may have been necessary to advance the plot."

It could have been edited without sacrificing any artistic integrity, and ought to have been edited in order to be long enough to make its point but not so long as to amount to violence for violence's sake.

"That link could not be more evident than in a case such as this, where the recording of the event for sale as a thrill-seeking narcotic is its *raison d'être*."

Panel determined that the length and graphic component of the scene constitute an unacceptable example of gratuitous violence against women, contrary to Article 7 of the Violence Code.

*South Park* (adult animated series):

The running spoof of "killing Kenny", in a very violent, albeit unrealistic way each week deemed not to amount to gratuitous violence.

*Kevin Spencer* (animated series about a boy from a dysfunctional family):

Scenes involving the theft and subsequent use as a plaything of a severed human head taken from an accident site, the graphic display of Kevin's head in a pool of blood and the display of bloody body parts strewn all over the street, when taken in a comedic context have the effect of sanctioning, promoting or glamorizing violence. *Kevin Spencer* sanctions violence by turning excessive, graphic and gory depictions of violence into a source of humour.

### **Violent Content - Scheduling Considerations:**

Violence that is graphic and explicit is "intended for adult audiences". Broadcasters are prohibited from telecasting programming which contains scenes of violence "intended for adult audiences" outside the Watershed hour, defined as 9 pm to 6 am (also applies to ads and promo spots).

Article 3.0 CAB Violence Code

This requirement applies to the time zone that the program originates.

### **Violent Content - Viewer Advisory**

Programming which contains scenes of violence intended for adult audiences (telecast after 9PM Watershed)

Viewer advisory (in audio and video form) at the beginning of and coming out of every commercial break during the first hour of broadcast in late viewing hours which contains scenes intended for adult audiences.

Article 5.1 of CAB Violence Code

Programming which contains scenes of violence not suitable for children telecast outside of late evening hours.

Viewer advisory at the beginning of, and during programming.

Article 5.2 CAB Violence Code

### **Violent Content - Viewer Advisory NCAN**

News and public affairs programming:

Advise viewers in advance of scenes with extra-ordinary violence [...] particularly during afternoon or early evening newscasts and updates when children could be viewing.

Article 6.3 CAB Violence Code

### **Violent Content - Classification Icon**

Classification Icons: Broadcasters must display a classification icon at the beginning of the broadcast for at least 15 seconds indicating the intended audience group.

Article 4 of the CAB Violence Code

No classification icon required for exempt programming: news, sports, documentaries and other information programming; talk shows, music videos, and variety programming.

## **Violence in Children's Programming:**

(CBC Program Policy 1.1.7)

The CBC produces and selects children's programming to entertain and to enhance the creative growth of Canadian children. The Corporation does not consider that young people should be sheltered from the realities of life, but neither does it assume that children are prepared for adult entertainment from the beginning.

The CBC recognizes that the portrayal of aggression and violence may lead to anxiety or imitative behaviour in children. To the extent possible the Corporation will attempt to prevent such reactions. At the same time realizing that it is the adults in the child's daily life who are ultimately responsible for the programming brought into their homes.

Even though violence is pervasive in the real world and in the world created by the entertainment industry the CBC will avoid the depiction of violence in children's programming. Exceptions can occur only when the effective presentation or development of an idea or theme requires it. The CBC places a high value on providing positive role models in its children's programming. It stresses co-operative interaction and the non-violent resolution of conflict and ensures that children and adolescents are portrayed as full participants in society.

Producers and production staff should be aware of such program material elements that might adversely affect children, such as:

1. excessive aggression, including torture and sadistic beatings;
2. all forms of cruelty to animals and scenes of attack by wild animals on children and pets;
3. undue cruelty shown by adults to children, or children to other children;
4. lingering depiction of pain and suffering, wounds or death;
5. weapons or other items being used as weapons that are easily obtainable by children;
6. criminal actions that children can easily imitate, such as hanging scenes, etc.
7. sequences intended to create artificial tension which is not needed to directly advance the storyline;

8. cartoon material that attempts humour through stripping people of their dignity, through the portrayal of aggression linked with sexual overtones or with stereotypes.

The Corporation expects program officers and producers to apply careful standards of judgment in selecting scripts, in commissioning or purchasing program material, in scheduling programs at times suitable for younger audiences.

### **Coarse Language:**

Of the seven words you can't say on television as described in the classic George Carlin routine, one specifically remains forbidden as a rule on the CBC - the "f-word". Exceptions have to be approved by the Content Planning Office. Otherwise, the same rules apply to the use of language as to violence and sexual content: coarse language cannot be used gratuitously, for effect, but must be essential to plot and character development, and must be scheduled accordingly and with the necessary advisories.

Television programming which contains "coarse or offensive language intended for adult audiences" must not be broadcast prior to the Watershed (also applies to ads and promo spots)

Clause 10(a), (e)(f) CAB Code of Ethics

Television programming which is not "intended for adult audiences" with coarse or offensive language... which is unsuitable for children can be broadcast with appropriate viewer advisories and classification icons.

### **Pre or Post Watershed?**

This is an extremely subjective decision. If there is a use of the f-word or derivatives – it must always be post watershed - otherwise cut or dipped. Consider the frequency and severity of coarse language, consider other content issues i.e. sexual material, violence.

Program must begin after 9 p.m. if "intended for adults".

### **Coarse Language Examples:**

Movie *Destiny to Order* – Intended for adults: (CAB Decision)

Replete with very coarse language, including the use of words or expressions such as "fuck, fucker, I'll blow your fucking balls off, asshole, shit, son of a bitch". Panel determined coarse language intended for adult audiences. Panel also noted in decision that based on the severity and frequency of the coarse words and expressions in *White Men Cant Jump* and *The Sopranos*, in both cases, the language would be intended for adult audiences.

The Dark Angel (TV Series) – Pre Watershed:

The phrases “kick ass”, “damn ass”, “son of a bitch” and “prissy little bitch” do not require the show to be aired post-Watershed, but do require viewer advisories.

### **Coarse Language - Scheduling Considerations**

Programming containing offensive language intended for adult audiences: Must be broadcast post Watershed Hour (9 p.m. to 6 a.m.) also applies to ads and promo spots.

Clause 10(a), (e) and (f) CAB Code of Ethics

Clause 10(a) of CAB Code of Ethics

Programming containing offensive language which is not exclusively “intended for adult audiences” can be aired prior to the Watershed with viewer advisories and classification icons.

### **Coarse Language - Viewer Advisories:**

Coarse/offensive language intended for adult audiences: Broadcasters must alert audiences to coarse language of program (in audio and video form) coming out of every commercial break during the first hour of broadcast.

Clause 11(a) of CAB Code of Ethics

Coarse/offensive language not suitable for children: Broadcasters must alert audiences at the beginning of, and after every commercial break during programming telecast outside of late viewing hours.

Clause 11(b) of CAB Code of Ethics

### **Coarse Language - Classification Icons**

Broadcasters must display a classification icon at the beginning of the broadcast for at least 15 seconds.

Article 4 of the CAB Violence Code

### **Coarse Language - Classification Icons News and Current Affairs**

No classification icon required for exempt programming: news, sports, documentaries and other information programming; talk shows, music videos, and variety programming.

## **Sexually Explicit Content**

What is considered sexually explicit?

More than a romantic encounter or suggestive situation. (see example Rats movie)

Consensual adult sexuality is permissible. Dramatic plotlines which may involve violent sexuality are permissible. Scenes of sexually explicit activity that are exploitative or degrading are not permissible.

Clause 10 of CAB Code of Ethics

Article 4 of the CAB Sex Role Portrayal Code

### **Sexually Explicit - Example:**

It is sexual activity and not nudity that drives the "adult" characterization. It is entirely clear that a scene may be sufficiently sexually explicit without nudity that it ought to be accessible to adults to the exclusion of younger family members. The Panel considers that the second love-making scene in Rats, which lasted for 1 minute and 25 seconds, falls into that category. It is not merely a romantic encounter or suggestive. It is erotic, actively demonstrative, extended, and climactic. It is inappropriate for airing at 7 pm.

CAB Decision on airing the movie Rats at 7pm

### **Sexual Content/Nudity - Scheduling Considerations**

Programming containing sexually explicit material intended for adult audiences:

Must be broadcast after the Watershed Hour (9 p.m. to 6 a.m.) also applies to ads and promo spots.

Clause 10(a), (e) and (f) of CAB Code of Ethics

Programming containing sexual content which is not exclusively "intended for adult audiences" can be aired prior to the Watershed with appropriate advisories.

### **Sexually Explicit/Nudity - Viewer Advisory**

Broadcasters must alert audiences to sexual content of program (in audio and video form) coming out of every commercial break during the first hour of broadcast.

Clause 11(a) of CAB Code of Ethics

Programming not suitable for children:

Broadcasters must alert audiences at the beginning of, and after every commercial break during programming telecast outside of late viewing hours. (i.e. movie Striptease)

Clause 11(b) of CAB Code of Ethics

## **Sexually Explicit/Nudity – Classification:**

Broadcasters must display a classification icon at the beginning of the broadcast for at least 15 seconds.

Article 4 of the CAB Violence Code

No classification icon required for exempt programming: i.e. news, sports, documentaries and other information programming; talk shows, music videos, and variety programming.

## **Sex-Role Portrayal:**

(CBC Program Policy 113)

In all its programming and advertisements, the CBC must:

Presence

1. Reflect in realistic manner the place women and men have in contemporary Canadian society and recognize their intellectual and emotional equality.

Diversity

2. Present women and men of different ages, or different appearances, of different opinions and interests, in a variety of tasks and roles, including non-traditional ones.

Stereotypes

3. Ban unjustifiable and uncalled-for stereotypes.  
(CBC Program Policy 112)

Roles

4. Portray women, as well as men, as persons who have professions, expertise, authority and skills in a range of circumstances, activities and settings.
5. Portray women and men as equal partners in sharing tasks and responsibilities and as equal beneficiaries of products and services.

Balance

6. In journalistic programs, seek women's opinions, as well as men's, on the full range of public issues.
7. Strive to reach a balance in the use of women's and men's voices in voice-overs.

## Sexuality

8. Avoid gratuitous exploitation of individuals as sexual lures through dress, overt or suggestive body language, camera movements, innuendo or double entendre.

Gratuitous exploitation means unjustifiable or uncalled-for exploitation of the human body, or parts of the body, to sell a product or attract an audience.

Where it is integral to program presentation the on-air representation of tasteful, positive, relevant sexuality, which portrays persons in control of and celebrating their own sexuality is appropriate.

## Language

9. Ensure that language respects the principle of equality between women and men.

## **Stereotypes:**

(CBC Program Policy 1.1.2)

1. "Stereotype" may be defined as: "a fixed or conventional notion or conception as of a person, group, idea, etc. held by a number of people and allowing for no individuality, critical judgment, etc." (Webster's New World Dictionary, 1974).
2. Stereotypes are generalizations, drawn from perceptions that certain qualities and characters are commonly shared by certain groupings in society, reflecting race, language, national, regional or ethnic origin, religion, age, sex, marital status, physical attributes, or occupation. The use of stereotypes other than as character or plot elements required for the successful creation of a program or program segment tends to reinforce prejudices and can be perceived as an attack on the dignity of the individual.
3. Those responsible for program content should be alert to the cumulative power of the electronic media to shape tastes and to contribute to the definition of individuals and ideals, and therefore should refrain from indiscriminate portrayal of detrimental stereotypes. Common sense, good judgment and good taste should be part of the basic discipline of all production and on-air broadcasters who should not only present

persons as individuals, but also challenge stereotypes when these may be introduced uncritically by other participants.

4. Stereotyping in CBC programming is acceptable only when it is essential to the realization of a program's purpose. The use of stereotype characters in CBC presentation may arise only from the requirements of the plot, such as in drama, comedies, etc.

## **Opinions on Controversial Matters Expressed on Entertainment Programs:**

(CBC Program Policy 1.1.9)

The line between information and entertainment programs is becoming increasingly blurred. The Corporation has no wish to arbitrarily restrict the evolution of program formats but it expects that where entertainment programs deal with areas of controversy or opinion, the Corporation's Journalistic Standards and Policies on balance will apply. This refers to programs where guests are invited to comment on current political or social questions or when their comments on controversial matters are unsolicited.

Producers and hosts are expected to ensure that programs of this type do not enter into controversial areas unless it is done within a planned format.

## **CBC Advertising Standards and Product Placement:**

There is guidance available regarding CBC Advertising Standards at the following web address if required:

<http://www.cbc.radio-canada.ca/docs/policies/ads/>

For information about product placement link to:

<http://cbc.radio-canada.ca/docs/policies/program/commercial.shtml>

## **II : CBC Television Program Content Practices:**

There are two streams of programming that fall under CBC Television Standards and Practices: those produced and co-produced by the CBC, and those that are acquired. The standards presented above are aimed to guide scheduling, the use of advisories, or the need for editing. The Practices below provide specific procedures to follow to execute the standards provided.

**Process for Exceptions:** In rare cases in which there is a request for exceptions regarding the preceding standards - a panel composed of designated representatives of the Content Planning Office and the appropriate Acquisition or Departmental Executive will meet to make a ruling on the program at hand.

Otherwise, CBC reserves the right to edit, remove or dip objectionable material, to place advisories as required to meet the standards as set out above.

## **Program Development and Program Acquisition:**

### **Development:**

What can be determined at the development stage?

As early as possible in a programs life, every effort can be made to determine the following:

- a. The classification
- b. Intended audience
- c. Subject matter:
  - language, violence, sexual content
- d. Potential scheduling slot
- e. Potential advisories or editing required

Judgments have to be made at the development, script and production stages involving the CBC executives in charge and the producers of the program about the content of the program. At this stage, decisions about subject matter, intended audience and scheduling plans can inform the process. The CPO will supply the guidelines and provide scheduling information, and provide a point person for the process. The CPO must be informed of issues relating to violence, language and subject matter at the earliest possible stage.

### **Acquisitions:**

An assessment should be made before the licence agreement as to the type of content and the amount of potential editing involved, and the potential scheduling issues.

TV Versions of movies should always be requested up-front.

## **Classification:**

Every effort will be made to determine classification as soon as possible to guide production and the scheduling process.

## **Advisories:**

The need for advisories should be determined as soon as possible in the development stage of a program. Advisories require five seconds of air-time and include both visual and audio reading of the advisory (see list of standard advisories attached). Advisories typically need to be placed at the beginning of a program, and in some cases leading into the program out of commercial breaks (as per standards set out above). It is the responsibility of the producers, and executives in charge of production to flag the potential need for advisories. A representative of the Content Planning Office will work with the programming area regarding the need for and placement of advisories.

There will be occasions when a standard advisory is simply not enough, and we may need to be very specific regarding the problem content. (example: Polytechnique, Dragon Boys).

News, Current Affairs and Sports are exempt from these rules but should use advisories in pre-Watershed broadcasts where necessary. (example: Fifth Estate).

When it has been determined that advisories are required and where they are required, the advisory time in all cases and wherever possible should be deducted from the program length.

## **Closed Captioning and Described Video:**

The producer should ensure that closed captioning and described video also follow the standards as set out above regarding violence, coarse language and sexual content – so that words deleted from the broadcast do not appear on the captioning.

## **Scheduling:**

Slot driven programming development and acquisitions will aid greatly in planning program content.

**If there is any question as to the content of the program and its scheduled time slot, a copy of the program should be delivered to the**

## **Content Planning Office to be screened for a decision on scheduling, editing and advisories.**

Re-broadcasting a program at different day-parts requires careful monitoring, especially in the case of programming designed for adult audiences moved to general time-slots. Classification is one guide to proper schedule placement. Appropriate advisories must be added where necessary.

### **Promotion:**

All of the standards for broadcast and scheduling apply to program promotion, including adding advisories for adult programming to advise viewers about content which they may not wish to see or may not wish their children to see. Promos should be scheduled in the appropriate time period if they contain content aimed at adult audiences.

### **Delivery of Program to CBC:**

With the goal of early mitigation for problematic content, a designate in the Content Planning Office will be the point person for classification, advisory requirements, editing, language adjustments, etc. Executives in charge of production or acquisitions should contact this designate on a proactive basis to ensure potential content issues with programs are avoided with specific advisory intervention as required. The Executive in Charge of Production will advise those packaging the production what action is required. The following is the standards and practices checklist for all programs delivered to and packaged at CBC Television, especially for those programs or acquisitions that have not had previous screening for standards and practices.

### **Engineering Check – Content Review:**

It is the responsibility of the area that receives the program to screen to identify content concerns.

### **Content Concerns-Language:**

The only consistent editing rule regards the word 'fuck'. Unless otherwise instructed, the network is required to 'edit' (dip) the word in the on air audio tracks and in the Described Video signal. The CC file should also not have the word removed or at best f\*\*\*.

Once the word is edited for the original telecast the same edited copy should be used for all repeat telecasts.

### **Content Concerns-Program Content**

Sexuality, violence and specific program content concerns that haven't been dealt with in advance should be flagged to the Content Planning Office designate, who will work with the Executive in Charge to come to a decision as to how the material should be edited.

Once a program is edited for content for the original telecast the same edited copy will be used for all repeat telecasts.

### **Advisories: (list of standard advisories attached)**

With Content Planning Office direction, appropriate advisories should be scheduled where required. Advisories will be scheduled as separate events so they can be tracked for reporting if required.

There is a standard set of branded HD advisories on tape available from the network. In exceptional cases, the network will require specific advisories to warn of specific material that may offend viewers.

## List of Standard Viewer Advisories for CBC Programs:

16:9 Advisories – D-28721

note: GRAY Textless B/G at 9:59:50

HD on HD Cam

All Advisories are :05 followed by :10 sec read, unless asterisk = :10 sec only

Advisory numbers that are missing are no longer available

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Contact: Audrey James 1-151-6830

Advisory Number	Dur.	Media ID	Time Code	Advisory
1	:05	C236941	10:00:00	The following program contains coarse language. Viewer discretion is advised.
1	:10	C237040	10:00:10	The following program contains coarse language. Viewer discretion is advised.
1a	:05	C236945	10:00:25	The following program contains scenes with coarse language. Viewer discretion is advised.
1a	:10	C237044	10:00:35	The following program contains scenes with coarse language. Viewer discretion is advised.
2	:05	C236949	10:00:50	The following program contains nudity and sexuality. Viewer discretion is advised.
2	:10	C237046	10:01:00	The following program contains nudity and sexuality. Viewer discretion is advised.
3	:05	C236951	10:01:15	The following program contains sexuality and coarse language. Viewer discretion is advised.
3	:10	C237048	10:01:25	The following program contains sexuality and coarse language. Viewer discretion is advised.
4	:05	C236953	10:01:55	The following program contains coarse language and violence. Viewer discretion is advised.
4	:10	C237050	10:02:05	The following program contains coarse language and violence. Viewer discretion is advised.
5	:05	C236955	10:02:20	The following program contains nudity, violence, and coarse language. Viewer discretion is advised.
5	:10	C237052	10:02:30	The following program contains nudity, violence, and coarse language. Viewer discretion is advised.
6	:05	C236957	10:02:45	The following program contains nudity and coarse language. Viewer discretion is advised.
6	:10	C237042	10:02:55	The following program contains nudity and coarse language. Viewer discretion is advised.
7	:05	C236959	10:03:10	The following program contains coarse language and mature subject matter. Viewer discretion is advised.

<b>Advisory Number</b>	<b>Dur.</b>	<b>Media ID</b>	<b>Time Code</b>	<b>Advisory</b>
7	:10	C237056	10:03:20	The following program contains coarse language and mature subject matter. Viewer discretion is advised.
8	:05	C236963	10:03:35	The following program contains violence, coarse language and sexuality. Viewer discretion is advised.
8	:10	C237058	10:03:45	The following program contains violence, coarse language and sexuality. Viewer discretion is advised.
9	:05	C236965	10:04:00	The following program contains nudity, sexuality and violence. Viewer discretion is advised.
9	:10	C237060	10:04:10	The following program contains nudity, sexuality and violence. Viewer discretion is advised.
10	:05	C236967	10:04:25	The following program contains nudity, sexuality and coarse language. Viewer discretion is advised.
10	:10	C237062	10:04:35	The following program contains nudity, sexuality and coarse language. Viewer discretion is advised.
12	:05	C36972	10:05:15	The following program is intended for an adult audience. Viewer discretion is advised.
12	:10	C237018	10:05:25	The following program is intended for an adult audience. Viewer discretion is advised.
13	:05	C36974	10:05:40	The following program contains scenes which may be disturbing to younger viewers. Viewer discretion is advised.
13	:10	C237066	10:05:50	The following program contains scenes which may be disturbing to younger viewers. Viewer discretion is advised.
14	:05	C236978	10:06:05	The following program contains nudity, sexuality, violence and coarse language. Viewer discretion is advised.
14	:10	C237054	10:06:15	The following program contains nudity, sexuality, violence and coarse language. Viewer discretion is advised.
15	:05	C236980	10:06:30	The following program contains mature subject matter. Parental discretion is advised.
15	:10	C237026	10:06:40	The following program contains mature subject matter. Parental discretion is advised.
15a	:05	C236982	10:06:55	The following program contains mature subject matter. Viewer discretion is advised.
15a	:10	C237014	10:07:05	The following program contains mature subject matter. Viewer discretion is advised.
16	:05	C236984	10:07:20	The following program is intended for an adult audience. Parental discretion is advised.
16	:10	C237016	10:07:30	The following program is intended for an adult audience. Parental discretion is advised.

<b>Advisory Number</b>	<b>Dur.</b>	<b>Media ID</b>	<b>Time Code</b>	<b>Advisory</b>
17	:05	C236988	10:08:10	The following program contains scenes with sexuality. Viewer discretion is advised.
17	:10	C237020	10:08:20	The following program contains scenes with sexuality. Viewer discretion is advised.
18	:05	C236990	10:08:35	The following program contains scenes with violence. Viewer discretion is advised.
18	:10	C237022	10:08:45	The following program contains scenes with violence. Viewer discretion is advised.
19	:05	C236992	10:09:00	The following program contains scenes with nudity. Viewer discretion is advised.
19	:10	C237024	10:09:10	The following program contains scenes with nudity. Viewer discretion is advised.
20	:05	C236994	10:09:25	The following program contains scenes with violence and sexuality. Viewer discretion is advised.
20	:10	C237012	10:09:35	The following program contains scenes with violence and sexuality. Viewer discretion is advised.
22*	:10	XDCAM ONLY	10:09:50	The following program contains violence, coarse language and scenes that may be disturbing to some viewers. Viewer discretion is strongly advised.
23	:05	XDCAM ONLY	10:10:05	The following program contains violence and scenes that may be disturbing to some viewers. Viewer discretion is advised.
23	:10	C237028	10:10:15	The following program contains violence and scenes that may be disturbing to some viewers. Viewer discretion is advised.
24*	:10	XDCAM ONLY	10:10:30	The following program contains violence, nudity, coarse language and scenes that may be disturbing to some viewers. Viewer discretion is advised.
25*	:10	XDCAM ONLY	10:10:45	The following program contains violence, coarse language, nudity and scenes that may be disturbing to some viewers. Viewer discretion is advised.
26	:05	XDCAM ONLY	10:11:00	The following program contains violence and coarse language. Viewer discretion is advised.
26	:10	XDCAM ONLY	10:11:10	The following program contains violence and coarse language. Viewer discretion is advised.
28	:05	C237002	10:11:50	The following program contains scenes that may be disturbing to some viewers. Viewer discretion is advised.
28	:10	C237032	10:12:00	The following program contains scenes that may be disturbing to some viewers. Viewer discretion is advised.
30	:05	C237004	10:13:00	The following program contains mature subject matter and sexuality. Viewer discretion is advised.
30	:10	C237034	10:13:10	The following program contains mature subject matter and sexuality. Viewer discretion is advised.

<b>Advisory Number</b>	<b>Dur.</b>	<b>Media ID</b>	<b>Time Code</b>	<b>Advisory</b>
32*		XDCAM ONLY	10:13:40	The following program contains violence, coarse language, nudity and scenes that may be disturbing to some viewers. Viewer discretion is strongly advised.
35	:05	C237006	10:14:35	The following program contains nudity and violence. Viewer discretion is advised.
35	:10	C237036	10:14:45	The following program contains nudity and violence. Viewer discretion is advised.
<b>ADDITIONAL ADVISORIES ON THE SERVER:</b>				
	:05	C236996		Violence and scenes disturbing to young viewers. Viewer discretion is advised.
	:05	C237008		Coarse language, violence and mature subject matter. Viewer discretion is advised.
	:10	C237038		Coarse language, violence and mature subject matter. Viewer discretion is advised.
	:10	C237070		Violence, coarse language and scenes disturbing to young viewers. Viewer discretion is advised.
	:10	C237072		Violence, nudity, coarse language and scenes disturbing to young viewers. Viewer discretion is advised.