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**Notice of Public Hearing 2000-1
Vancouver, British Columbia
25 April 2000**

Item # 1
WIC International Communications Ltd.

Deadline for intervention: 30 March 2000

INTERVENTION

March 29, 2000

Secretary General
CRTC
Ottawa, ON K1A 0N2

Dear Sir/Madame:

RE: Notice of Public Hearing 2000-1

This is on behalf of hundreds of thousands of Canadian media consumers urging you to cancel the Howard Stern Show on CILQ in Toronto prior to approving Corus Entertainment Inc. the control of WIC's radio stations.

Since September, 1997 American "shock jock" Stern has been poisoning our airwaves – considered a public utility meant to benefit all Canadians – with racist, sexist and homophobic content that is decidedly un-Canadian.

MediaWatch and other socially-conscious, equity-seeking organizations have been lobbying the CRTC, the CBSC and the stations involved in disseminating Stern since the show first aired. Collectively, we have achieved the following: The show was cancelled by its Montreal station; plans to air a television version of the program were abandoned; and CILQ was forced to implement the editing process still in place.

As you know, misogyny, racism and homophobia are constitutive of this American radio host's humour. On two previous occasions, the Canadian Broadcast Standards Council has found the show in violation of the Broadcast Act and the Canadian Association of Broadcasters' sex role stereotyping guidelines. These guidelines are designed to ensure a minimum standard of acceptable comment on Canadian airwaves.

MediaWatch's arguments to the CRTC in CILQ's license renewal last year include:

- The Canadian Broadcast Act is clear in its intent that the airwaves in this country are a precious public utility, to be used for the good of all citizens. It is difficult to justify the airing of the Howard Stern Show at all in this context.
- The Broadcast Act and the CRTC itself have a demonstrated commitment to ensuring radio stations air Canadian content; clearly the Stern show fails to meet that commitment, which is doubly regrettable given both the duration of the show (minimum of four hours daily) and its prime time morning time slot.
- The timing of the program also makes it more accessible to children, who are clearly not appropriate audience members for Stern, given the nature of his materials.
- When CHUM cancelled Stern's show in Montreal, and decided not to air the TV version of the program, it did so on grounds that: "CHUM is committed to adhering to the industry codes administered by the Broadcast Standards Council. It is clear that the television show will not meet those standards." Having had direct, daily experience of the program, CHUM is in a unique position to be able to comment on the show's ability to live up to the standards. If its conclusion is correct, how is it possible for the program to be airing in Toronto without contravening the standards?

These arguments continue to be valid. Stern's insidious misogyny and racism persist, with self-regulation and editing not effectively dealing with the problems.

MediaWatch will have a representative attend the April 25, 2000 public hearing in Vancouver. We insist that the history of complaints submitted to the CRTC against the Howard Stern Show are taken into account when the CRTC considers the application from Corus Entertainment Inc. to take control of WIC's radio broadcastings.

Sincerely,

Irene Brenner,
Executive Director
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- John Cassaday, Corus Entertainment Inc.

Grant Buchanan, WIC Western International Communications

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