



粵語文化傳播協會

Cantonese Culture Promotion Society

4190 Finch Avenue East, P.O.Box 27034, Scarborough, ON M1S 5C2  
email: info@cantonseculture.com web site: www.cantonseculture.com

March 28, 2007

Teisha Gaylard  
Director of Policy, CBSC  
P.O. Box 3265, Stn. D  
Ottawa, Ontario  
K1P 6H8

Dear Ms. Gaylard:

**Re: CSBC Files C06/07-0766 & -0767 (Fairchild Television and OMNI Television)**

We are writing in response to your letter dated March 5, 2007. Thank you for your prompt reply to our complaint letter (February 27, 2007).

To update you on our progress, for the past two weeks, we have been in dialogue with Margaret Kennedy, the CRTC officer in Toronto on our complaint letters (February 27 and March 13, both cc'ed to CBSC). Although we are somewhat discouraged that the CRTC has not offered their official position yet, we do hope they would officially pursue our case soon.

We understand that it takes time to understand the details of our complaints. However, given the amount of public as well as academic support our organization have received, we are surprised that the petition signatures alone are not enough to allow the CRTC and the CBSC to pursue the broadcasting and licensing issues with Fairchild immediately, given that not only the station has failed to maintain neutrality in their news reporting, they have failed their viewers by their outright refusal to discuss the matter, which, frankly, can be easily resolved by having an on-going discussions with us.

With OMNI, we have been in brief conversations with Melanie Farrell, their Director of Community Liaison. We have been told that Madeline Ziniak, the station manager, has been away on personal matters and thus cannot offer us an official response yet.

We understand that what we have brought forth to the CBSC is somewhat unprecedented. Note that our complaint is not only on the language issue we have presented in previous letters. We are also concerned with their overall broadcast and editorial standard. To illustrate, we have recorded the news broadcasted on Fairchild (March 10-21). We have



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documented a few sample cases that cause major confusion or misunderstanding over the news content (see attached). Connie Sephton, the Assistant Manager of Fairchild, was documented in the Globe and Mail (February 16) in saying that the station has not taken a position and yet, they strive for consistency. Even on the surface level, the statement is clearly absurd, as the station has taken a position by “striving for consistency.” By choosing the language that is older than Chaucer’s English, and not using the language spoken by native Cantonese speakers, they have violated the CAB’s code of ethics, clause 5, which states:

News shall not... be formulated on the basis of the beliefs, opinions or desires of management, the editor or others engaged in its preparation or delivery.

In addition, since attempts to standardize Cantonese began in Hong Kong, we feel that native Cantonese-Canadians are marginalized by the station’s behaviour. Furthermore, they have flatly refused to even to speak to us. Such an attitude is clearly undemocratic and reeks of elitism, which, we believe, is a violation to the second clause of the code of ethics:

...broadcasters shall ensure that their programming contains no... unduly discriminatory material... which is based on matters of race, national or ethnic origin...

More generally, they have violated the first clause:

Recognizing the varied tastes of the public it shall be the responsibility of broadcasters to program the various stations, networks and services that, as far as possible, all groups of listeners and viewers shall have from these, some part of the programming devoted to their special likes and desires.

Finally, ironically, the station has not even been consistent in their standard. In fact, we observe that reporters in Hong Kong have gradually reverted back to Modern Cantonese. (See appendix.) We question the station’s journalistic integrity.

The official process of petitioning and complaining has dragged on for nearly three months; the process of getting the attention of the stations has dragged on for even longer (at least as far back as the year 2000). We sincerely urge you to officially pursue our complaints.



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In the meantime, please do not hesitate to contact us for further information. We look forward to hearing from you soon.

Yours cordially,

Vivian Tsang  
English Press Secretary  
[vivian.tsang@cantoneseulture.com](mailto:vivian.tsang@cantoneseulture.com)  
416-668-6728

Encl.: DVD recording, Fairchild 7pm News (March 10-21, 2007); list of sample cases.

Cc: Rita Cugini, Ontario Region Commissioner, CRTC; Margaret Kennedy, Information Officer (Toronto), CRTC.



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### Appendix: A Random Sample of Fairchild 7pm News, March 10-21, 2007

March 10, 2007

- Reporter: Wing Yu Lee (Fairchild)  
Phrase: 購買<sup>1</sup>  
On-screen pronunciation: **geu3** maɪ3<sup>2</sup>  
Intended translation: to purchase  
Understood meaning: ? a rescuing purchase<sup>3</sup>  
Time: DVD (03/10-03/13), Title 2, 00:10:57-00:11:13

March 11, 2007

- Reporter: Nelson Yu (Fairchild)  
Phrase: 彌撒  
On-screen pronunciation: **meɪ4** sat8  
Intended meaning: Catholic mass  
Understood meaning: ? insignificant mass  
Time : DVD (03/10-03/13), Title 3, 00:23:30

March 12, 2007

- Reporter: Shun Yang Lee (Fairchild)  
Phrase: 構成  
On-screen pronunciation: **keu3** sɪŋ4  
Intended meaning: to form  
Understood meaning: ? to rescue and to become  
Time: DVD (03/10-03/13), Title 4, 00:18:14
- Reporter: Kit Ching Ho (Fairchild)  
Phrase: 機構  
On-screen pronunciation: geɪ1 **geu3**  
Intended Meaning: organization  
Understood meaning: ? gay rescue  
Time: DVD (03/10-03/13), Title 4, 00:26:57
- Reporter: Kit Ching Ho (Fairchild)  
Phrase: 塑膠  
On-screen pronunciation: **sou3** gau1  
Intended Meaning: plastic  
Understood meaning: plain/vegan elastic  
Time: DVD (03/10-03/13), Title 4, 00:35:00-00:35:30

<sup>1</sup> Contentious word/pronunciation is highlighted in blue.

<sup>2</sup> We use IPA (International Pronunciation Alphabet) for pronunciation transliteration.

<sup>3</sup> For mispronunciations with very awkward meanings, we use the typical linguistic convention by flagging it with a question mark “?”. For unknown or ungrammatical cases, we flag them with an asterisk “\*”.



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- Reporter: Chi Ho Lam (TVB, Hong Kong)  
Phrase: 塑膠  
On-screen pronunciation: sɔk3 gau1  
Intended Meaning: plastic  
Understood meaning: plastic  
Time: DVD (03/10-03/13), Title 4, 00:35:47-00:36:51
- Interviewee: Yee Sun Wong, A Coin Dealer (Hong Kong); Kwok Leung Tang, Currency Exchange Service Manager (Hong Kong)  
Phrase: 塑膠  
On-screen pronunciation: sɔk3 gau1  
Intended Meaning: plastic  
Understood meaning: plastic  
Time: DVD (03/10-03/13), Title 4, 00:37:17-00:37:49

March 18, 2007

- Reporter: Nelson Yu (Fairchild)  
Phrase: 渥太華  
On-screen pronunciation: ak7 tai2 wa4  
Intended Meaning: Ottawa  
Understood meaning: \* Ahktawa  
Time: DVD (03/18-03/21), Title 1, 00:18:42
- Reporter: Wing Bon Yip (Fairchild)  
Phrase: 渥太華  
On-screen pronunciation: ɔk7 tai2 wa4  
Intended Meaning: Ottawa  
Understood meaning: Ottawa  
Time: DVD (03/18-03/21), Title 1, 00:18:51
- Reporter: Nelson Yu (Fairchild)  
Phrase: 發行  
On-screen pronunciation: fat8 haŋ4  
Intended Meaning: to issue  
Understood meaning: to be itchy  
Time: DVD (03/18-03/21), Title 1, 00:23:03

March 19, 2007

- Reporter: Bin Yan Lee (Fairchild)  
Phrase: 埃及  
On-screen pronunciation: ɔi1 kap9  
Intended Meaning: Egypt  
Understood meaning: ? sad arrival  
Time: DVD (03/18-03/21), Title 2, 00:18:28



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- Reporter: Bin Yan Lee (Fairchild)  
Phrase: 愉快  
On-screen pronunciation: jy4 fa i 3  
Intended Meaning: joy  
Understood meaning: remaining piece  
Time: DVD (03/18-03/21), Title 2, 00:19:15
- Reporter: Michael Fung (Fairchild)  
Phrase: 併購  
On-screen pronunciation: bin3 geu3  
Intended Meaning: corporate buy-out  
Understood meaning: collective rescue  
Time: DVD (03/18-03/21), Title 2, 00:56:38



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March 20, 2007

- Reporter: Yun Sum Shek (Fairchild)  
Phrase: 購買  
On-screen pronunciation: **geu3** maɪ3  
Intended Meaning: to purchase  
Understood meaning: ? to rescue and to purchase  
Time: DVD (03/18-03/21), Title 4, 00:02:04
- Reporter: Kit Ching Ho (Fairchild)  
Phrase: 機構  
On-screen pronunciation: geɪ1 **geu3**  
Intended Meaning: organization  
Understood meaning: ? gay rescue  
Time: DVD (03/18-03/21), Title 4, 00:02:29
- Reporter: Ka Bik Ho (Fairchild)  
Phrase: 機構  
On-screen pronunciation: geɪ1 **keu3**  
Intended Meaning: organization  
Understood meaning: organization  
Time: DVD (03/18-03/21), Title 4, 00:03:12
- Interviewee: Executive Director of Chinese Centre for Information and Community Services, Danny Mui  
Phrase: 機構  
On-screen pronunciation: geɪ1 **keu3**  
Intended Meaning: organization  
Understood meaning: organization  
Time: DVD (03/18-03/21), Title 4, 00:05:00
- Reporter: Kit Ching Ho (Fairchild)  
Phrase: 併購  
On-screen pronunciation: **biŋ3** **geu3**  
Intended Meaning: corporate buy-out  
Understood meaning: collective rescue  
Time: DVD (03/18-03/21), Title 4, 00:57:10

March 21, 2007

- Reporter: Kate Chan (Fairchild)  
Phrase: 購買  
On-screen pronunciation: **geu3** maɪ3  
Intended Meaning: to purchase  
Understood meaning: ? to rescue and to purchase  
Time: DVD (03/18-03/21), Title 6, 00:04:43
- Reporter: Bin Yan Lee (Fairchild)  
Phrase: 糾正



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On-screen pronunciation: **geu2** tɕɪŋ1

Intended Meaning: to correct

Understood meaning: prolonged correction

Time: DVD (03/18-03/21), Title 6, 00:13:24

- Reporter: Eric Chau (Fairchild)

Phrase: 糾察

On-screen pronunciation: **geu2** tsat8

Intended Meaning: inspection/supervision

Understood meaning: prolonged rubbing

Time: DVD (03/18-03/21), Title 6, 00:21:49

- Reporter: Kate Chan (Fairchild)

Phrase: 綜合

On-screen pronunciation: **tɕuŋ3** hap9

Intended Meaning: aggregate

Understood meaning: sum

Time: DVD (03/18-03/21), Title 6, Financial News Segment (00:57:25-00:57:33)

- Reporter: Kate Chan (Fairchild)

Phrase: 機構

On-screen pronunciation: geɪ1 **geu3**

Intended Meaning: organization

Understood meaning: ? gay rescue

Time: DVD (03/18-03/21), Title 6, Financial News Segment (00:57:53)