

## CanukKidsTV - Advertising Guidelines

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You have just been hired as the advertising director for a new Canadian television station called **CanukKidsTV**, a station that is based in Ontario that plans to broadcast throughout Canada. Your selected target market consists of children under 13 years of age. As you start to line up advertisers for your network, you decide to investigate the laws and other regulations that pertain to advertising to this market. Of particular concern are the requirements for the Quebec market, given its unique heritage and culture.

Specifically, you decide to investigate the following legislation and codes:

- [Quebec Consumer Protection Act](#) - [see Sections 248 and 249, in particular]
- [Canadian Code of Broadcasters \(CAB\) - Code of Ethics](#)
- [CAB Broadcast Code for Advertising to Children](#)
- [Canadian Code of Advertising Standards](#)
- [Gender Portrayal Guidelines](#)

Also see the following:

- [Media-Awareness Network](#)
- [Television Bureau of Canada](#) [in particular - Telecaster Services - Guidelines - Child Directed Advertising]
- [Canadian Association of Broadcasters](#)

### Assignment:

1. Carry out the appropriate library/Internet search to obtain the necessary information. Consider any other relevant information, as well.
2. Based on your research, prepare a report to serve as your station's guidelines when selecting advertisers and screening their ads. Make sure you include the source of each guideline identified. [Do not just copy and paste the information; paraphrase and incorporate the legislation into your report.]

Note: If you reside in a country other than Canada, you could also investigate this topic for your own country.