

<http://www.pocket-lint.com/news/6270/big-brother-complaints-force-ofcom>

Big Brother complaints force Ofcom website change

The media furore continues

by Chris Hall published on 17 January 2007

It has been difficult to escape Celebrity Big Brother this year, but not for the right reasons.

The program has experienced falling viewer numbers, but circulating allegations of bullying and racist comments have drawn the attention of the media, both in the UK and in India, where the subject of the abuse, Shilpa Shetty, a Bollywood star, enjoys a large following.

The allegations have found their way into the House of Commons, where MP Keith Vaz voiced concerns over the program.

The independent regulator, Ofcom, have experienced such a high level of complaints about the program, that they have included the following statement on their website:

"17 January 2007 - Ofcom are currently receiving very high volumes of complaints alleging racism in Celebrity Big Brother 7. Ofcom treats complaints about such issues extremely seriously. We will evaluate the nature of the complaints before reaching any decision which will be published in due course. You should visit our website for updates."

They have a dedicated link for complaining about the program, which can be found below.

Sponsors of the Channel4 program, Carphone Warehouse, have been reported as constantly considering their relationship, reportedly worth around £3 million a year.

The screenshot shows the Ofcom website's 'How to complain' page. At the top, the Ofcom logo and 'OFFICE OF COMMUNICATIONS' are visible, along with a 'Ofcom homepage' link. A navigation bar includes 'Start', 'Step 1', 'Step 2', 'Step 3', 'Step 4', and 'Finish'. The main heading is 'How to complain'. A red banner contains a quote: '17 January 2007 - Ofcom are currently receiving very high volumes of complaints alleging racism in Celebrity Big Brother 7. Ofcom treats complaints about such issues extremely seriously. We will evaluate the nature of the complaints before reaching any decision which will be published in due course. You should visit our website for updates.' Below this is a link: 'Complain to Ofcom about Celebrity Big Brother'. A section titled 'We're here to help' provides instructions for consumers, business disputes, and competition complaints. A 'How this section works' section explains the step-by-step guide. An 'Online is quick and effective' section states that online forms are read in full. At the bottom, contact information for phone, fax, and textphone is provided, along with a note about accessibility for deaf and hearing-impaired users. On the right side, there is a vertical list of icons for 'Problem', 'Program', 'Adverti', 'Digital', 'TV/radi', and 'Compla'.