

Ours Is Not To Question-Or Is It ?

The laws on Prince Edward Island regarding the advertising of alcohol and/or alcoholic beverages is enforced with a double standard that discriminates against Island media.

These are the PEI laws in relation to the advertisement of alcohol:

The Liquor Control Act R.S.P.E.I. 1951 CAP. 159 NUMBER 47
SECTION (1) NO PERSON WITHIN THE PROVINCE SHALL....
 (b) exhibit or display, or permit, to be exhibited or displayed, any advertisement or notice of or concerning liquor by an electric or illuminated sign, contrivance or device or on any sign board, billboard or other like place in public view or by any of the means aforesaid, advertise any liquor;
 (c) exhibit or display, or permit to be exhibited or displayed, any advertisement, or form of advertisement, or any other announcement, publication or price list of or concerning liquor or where or from whom the same may be had, obtained or purchased, unless permitted so to do by this act or the regulation, and then only in accordance with this Act or the regulations.

These P.E.I. laws in relation to the advertising of alcohol are very explicit and leave no room for doubt that alcohol advertisements should not appear on the Island in any way, shape or form. This affects all Island media. An example of this is the local radio station CFCY which is an affiliation of the CBC. Programming received by them from the CBC which has any mention of alcohol must be removed before it can be broadcasted on P.E.I. Although this law pertains to local radio stations it has no jurisdiction over off-Island radio stations though their broadcasting area includes Prince Edward Island. The implication is that though you are on P.E.I. it is still possible to hear alcohol ads broadcasted.

Another aspect of the media affected is tele-

vision. The CBCT, another station which is affiliated with the CBC; also must reside within the jurisdiction of the law. The rival television station transmitted on the Island is ATV which originates in Moncton. During nationally telecasted sports events such as the weekly hockey games it is obvious how the ads for alcoholic beverages are being removed for Island broadcasting. The viewer can often see the beginnings of a beer commercial which is immediately sliced from the programming and other ads are slickly substituted. They are slick but not slick enough.

The international and national weekly and monthly magazines such as Time, Newsweek, MacLeans and Playboy to name a few do not follow in the same league as the local media. According to the PEILCC these same magazines because they are national are not subjugated to these provincial laws. They are under federal jurisdiction therefore the alcohol ads which make up at least 50% of their advertisement are seemingly legal.

Maritime papers, however, are another story. A newspaper published elsewhere, such as the 4th Estate (Halifax), is distributed to outlets on P.E.I. and is therefore easily available to Islanders. The 4th Estate is within their rights to publish beer or liquor advertisements and have no fear of it being censored here. These papers do not necessarily have federal legislation behind them yet there is no comment from the PEILCC.

Other publications that do not fall into the preceding categories are the magazines and brochures published to assist tourists on their visits to Prince Edward Island. This does not include official government publications that are budgeted for by the Provincial government and are printed devoid of advertisement. There are many tourist oriented pamphlets which are published off-Island which contain ads for alcoholic beverages. A prime example of this is the TRAVEL PLANNER, Prince Edward Island, Summer '74, vol.2. Though it is published in Halifax, it is indeed published with the

intention of distribution on P.E.I. and was given out complimentary by government operated tourist bureaus across the Island. If perchance one picked up a copy of the TRAVEL PLANNER this summer one would have noted that the back cover of the magazine consisted of a full page Schooner ad with a picture of a bottle of Schooner and a full glass of presumably the same beer. Though all the different forms of media are allowed to advertise alcohol on P.E.I. the law in relation to Island media is enforced to the point of absurdity. Examples of this would be the case when the Prince Edward Lounge attempted to advertise the two groups who were performing at the club. One of which was April Wine, the other was Free Beer. The Prince Edward Lounge was not allowed to advertise these groups in anyway because the two words wine and beer were in the names of these groups. The University has gone through similar squabbles over the advertisement of alcohol. Last week when CFCY ran an ad in regards to the fact that the Alumni week-

