



THE CADRE
UPEI STUDENT NEWSPAPER

FEBRUARY 6, 2002

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The Cadre is the official newspaper of the UPEI Student Union.
2,000 copies of *The Cadre* are printed 10 times per semester.
There are meetings open to anyone Mondays at 5:00 in Main 06.

The deadline for submissions is Friday at 5:00 PM.

The opinions expressed within *The Cadre* do not necessarily
represent the views of UPEI or the UPEI Student Union Inc.

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Editorial 14: ECMAs, etc.

I tried to watch the televised ECMAs. It was a struggle. Awards shows are invariably more interested in the awards themselves, rather than the recipients; the ECMAs are no different. It's really the only explanation for the questionable practice of putting musicians in suits, having them squeeze awards and mumble into microphones. Maybe I'm being foolish, but wouldn't everyone rather see more of the musicians performing instead?

Imagine how many different artists could be covered if the perpetually uninteresting awards show banter was dispensed with, if the tedious thank you speeches were cut. This years ECMAs this year featured a small legion of hosts - Rick Mercer, Jonathan Torrens, Sheila Rogers, etc - and they were all dull and superfluous, with the possible exception of Sloan's Chris Murphy who was less dull. It would be a much better advertisement for East Coast music to spend the existing time and money on better production values, more bands, and much, much less of the typical award show nonsense.

Wouldn't two hours of music be preferable, be more productive for the artists, for the sales, and thus for the industry as a whole, than two hours of music and say-nothing chit-chat?

I know that discussing TV commercials is one of the lowest forms of human conversation or endeavour, ranked even below discussing TV shows, but I found the Shell ad which aired during the ECMAs so offensive that I hope you will forgive me.

In the advertisement, the happy

Shell geologist talks to the quaint ethnic types who are concerned that their cute little ecosystem might be adversely affected by the friendly people at Shell whilst they suck more resources from the ground. But the Shell geologist is very concerned, and Shell is very concerned, and it's all very touching and inspirational.

Does anyone believe the self-portrait Shell is painting? This is a company that has routinely taken advantage of weak environmental laws and law enforcement in developing countries, a company that has repeatedly lied about their environmental record - one of the worst on the planet. This company has, with the assistance of the Nigerian military, attacked and killed Nigerian protestors and non-protestors alike; has destroyed churches and homes in order to punish and intimidate Nigerian citizens. There isn't a grain of salt large enough to accompany this cynical, disgusting bit of corporate advertising.

On a much lighter note, have you seen Holland College's new TV ad? More importantly, have you heard HC's new TV ad? The one with the delightful jingle sung by some anonymous starving artist who, one assumes, was staggeringly drunk at the time of the recording? Perhaps, in the future, the good folks at HC will realize that in addition to informing customers of the product or service you wish to sell, advertisements should also make that product or service attractive.

Matthew Dorrell,
Editor-In-Chief

