

Alcohol advertising laws "archaic"

By Carolyn Ryan

PEI's liquor laws are keeping hundreds in liquor advertising revenue from the *Netted Gem*.

John Parsons, student liaison for the national student press advertising co-operative Campus Plus, calls legislation banning liquor advertising "archaic", and thinks campuses should lobby the provincial government for a partial lifting of the restrictions.

Prince Edward Island, New Brunswick, and Saskatchewan are the only provinces in Canada still having

restrictions on alcohol advertising and recent lobbying of the Saskatchewan Liquor Board by provincial press resulted in a partial relaxing of the rules.

Parsons recommends that PEI papers, especially the *Gem*, do the same.

"Manufacturers (of alcohol) now spend huge sums of money all over the country in advertisements," he says, pointing out that the Nova Scotia paper is his organization do well in beverage ads.

He doesn't think lifting the ban in PEI will have much effect on the national volume

of advertising, saying recent pressure by Health and Welfare Canada has led to distilleries reducing their advertising aimed at young people.

This trend is apparently a result of a "growing prohibitionist attitude" coming from the States, says Parsons.

Surveys show that most students are average or above-average drinkers, so Parsons doesn't think such gestures to protect them are necessary.

The current legislation bans not only advertising by liquor manufacturers, but also ads

which mention the word "beer", "liquor", "drink", or the names of special drinks as well as any mentioned of prices for the above. The rules apply to all printed

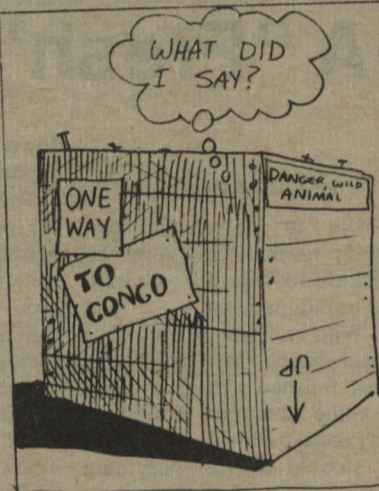
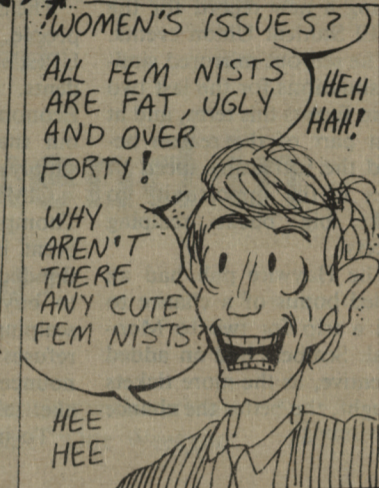
material, including posters, signs, and magazines, as well as newspapers.

The extra money in ad revenue would supplement

the present \$15,000 a year in advertising receipts from the *Gem*, and reduce the yearly loss covered by the Student Union.

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