

Critic Survey Responses – General Themes

MORE

- **More issues of *Critic* / general positive and non-specific vibes**
Gee, thanks! We'll put you up against the troves of people asking for less.
- **More volunteer/understudy opportunities**
Critic offers opportunities to anyone who expresses interest, and we ran an advertising campaign in the first few issues of *Critic* this year to encourage students to get involved. While we strive to maintain a high level of quality (as such, some pieces may not be fit for publication), there are also opportunities for learning and online publishing. Our section editors will always give constructive feedback to contributors, and we have been rolling out a volunteer development programme this year, which all interested parties are welcome to participate in.
- **Improve *Critic***
Damn it! Why didn't we think of that?!
- **General requests for specific content**
Please email critic@critic.co.nz with pitches for ideas. Our culture pages and columns run entirely off volunteer contributions and ideas. If no one requests something, and no one wants to write it, then there is no practical way for it to exist.
- **Find a better Editor**
We really try. It's a hard job and the best people don't tend to want it.
- **Awareness of target student group – more articles that cover first year events/interest**
Critic actively tries to cover events that are of interest to as broad an audience as possible. Assumedly, the column of years gone by entitled "Bouncing off the Halls" was probably in mind for these statements – as stated above, if there is someone out there with their ear to the ground of Otago's residential halls, we would love to hear from you.
- **Sudoku/crosswords/quizzes/distractions/cats**
An all-time low number of people requested this. Not gonna happen. Soz.
- **More Love is Blind**
It's every week! There's no pleasing you!

LESS

- **Less of *Critic* / general negative and non-specific vibes**
As above, we will put you in the ring with our defenders.

- **Lower the print run for environmental and cost reasons**
There was a lot of feedback regarding both environmental and cost concerns, and this is something we've been investigating. However, our pick up is consistently strong, and this is the main empirical basis we have for making such decisions. Our paper stock is also such that it offsets a large portion of the environmental concern with print publishing.
- **Long feature articles**
Again, the magazine is designed to appeal to as broad a range of students as possible. The feature articles are widely varied in content matter for this reason, and there is plenty of other content in the publication, such as columns and culture, that are much shorter if size is all that's of concern.
- **Less swearing, sexist content, rude and distasteful content, attacks on specific student groups and organisations.**
All of this was feedback that we received over the course of last year. This year, all of the above points have been addressed, and we are proud and confident to assure readers that these are no longer issues. We encourage you to give *Critic* another shot if you have been put off in past years.
- **Biased political content**
Our political content is balanced, but is also focused on student issues. Many of the issues covered are largely black and white, and when this is the case we do not believe in a system of false balance – for example, human-made climate change is a truth, and balanced reporting must take this into consideration rather than giving deniers a mouthpiece.
- **Spending on social events for *Critic* members**
There is very, very little spent on such events – they are but a small gesture of appreciation for our countless volunteers who work tirelessly and, often, thanklessly. Furthermore, it is often not fully appreciated that *Critic* is largely self-funded through advertising and operates more as a business.
- **Sarcastic comments about student behaviour, misrepresenting Otago culture as lad-culture where everyone gets wasted and high.**
As said before, we encourage students to give *Critic* another try this year. While *Critic* was guilty of perpetuating and encouraging old cultural myths in the past, this is an area that we have self-consciously avoided this year. We are keen to promote a more intelligent and engaged student culture, and our current angle is trying to appeal to a broad range of students while also being tasteful. On the other hand, we will always continue certain sections, such as Love is Blind, which are entertaining and embrace the excitement of youth and the liberties of being at University.