



Radio One
www.r1.co.nz



**Regarding the OUSA 2014 Use / Satisfaction / Importance Survey Comments
Sean Norling - Radio One Station Manager**

RADIO ONE 91FM:

MORE OF

Re: Events

Radio One caters for a diverse audience through its 91 Club monthly show series. These shows are free with the 2014 Onecard, are hosted in various venues, with an aim to introduce new Dunedin acts to new audiences, and have emerging Dunedin bands play alongside more established national and international acts. The 91 Club series looks to encourage a more exploratory attitude towards contemporary alternative music.

Re: Food Discounts / General Discounts

The 2014 Onecard aims to offer many quality discounts to students. Based on survey responses, we see that there is a want for more local food discounts. We will be focusing on creating more food discounts for students based on this feedback, as well as a larger range of quality discounts on products and services.

Re: Promotion of OUSA Services

Radio One will look to proactively promote other service areas through it's broadcast to breed an awareness of what the OUSA has to offer to it's members.

Re: More Free Stuff / Competitions

Radio One will aspire to use it's position in order to create more free giveaways and competitions to the student body. Currently, we're particularly focused on using OUSA Market Days as nodes for these activities

RADIO ONE 91FM:

LESS OF

Re: Radio One

Getting rid of student media is a bad idea. Student radio/media occupies an unique space within the media landscape in New Zealand.

A) It is not privatized.

B) It underpins emerging NZ culture where mainstream media won't.

C) It is very cost efficient, especially when compared to mainstream media

D) It gives a voice to Students and the University community.

E) It offers valuable media training and experience to Students.

Re: Wasting Money on Minorities

The OUSA has a social obligation to look after all of it's members, not just majority groups and tastes.

Re: Improving Radio One or getting rid of it

We're working on improvements constantly. Radio One 91FM is regarded as one of the finest student/alternative radio stations in the world. We are not *The Edge* or one of the plethora of top 40, music by numbers, better resourced mainstream radio broadcasters. We take pride in our music playlist, our point of difference, our ability to create taste rather than follow it, and our innovative spirit. We look to cater to a wide variety of music taste through our music playlisting and live 91 Club convention.