

By Mouse

1. WHAT DID I DO NEXT?
WELL, YOU GOT KICKED OUT OF THE SNUG FOR WEARING JEANS. THEN WE WENT TO AN OPEN SENATE & YOU BELCHED AFTER EACH SPEAKER.



2. NO, NO I DIDN'T DO THAT DID I?
YES, AND THEN WE WENT TO THE COLONY & YOU GOT INTO AN ARGUMENT WITH THIS HISTORY PROF. & YOU CALLED HIM A LOUSY FASCIST SWINE.



3. I DIDN'T REALLY SAY THAT, DID I?
UH-HUH. AND A COP SHOVED YOU OUT ON THE STREET AND YOU TOOK A SWING AT HIM.



4. I HAD TO USE ALL THE REST OF YOUR MONEY AND MINE TO BAIL YOU OUT.



5. YOU DID THAT?
UH-HUH.



6. SAY, WHO ARE YOU?



Mouse

Who listens to student radio? - people with variety of tastes

Will air more commercial rock music, slow stuff too

By LARRY SAIDMAN

During the first week of December close to 600 students and faculty members responded to a CKSR student radio poll designed to determine who listens to CKSR, and what listeners prefer to hear.

The results of the poll confirmed this year's policy of featuring a great variety of music with the possible exception of country and western, all types of music were shown to be popular with a significant number of people.

Asked which of nine types of music were preferred, students showed current rock to be the most popular, then commercial folk, soft slow music, soul, up-tempo easy listening, specialty music, jazz, classical, and modern country and western music.

CHANGES

Assuming CKSR is interested in representing the musical tastes of U of A students, what changes should be implemented in programming in accordance with the results of the survey? It would seem by the closeness of the results a great variety of music is necessary; and also it seems pleasing everyone all the time is an impossibility. However, folk music has not died on campus; perhaps the success of Canada's Gordon Lightfoot has revived it; so commercial folk music should be aired more than it is at present. Soft and slow music should also be represented more on CKSR's music programming.

Another question on the survey asked the listeners to list the names of some of their favorite artists; once again the diverse tastes of U of A students stood out. Choices ranged from Van Cliburn to the Ohio Express (of Yummy Yummy and Chewy Chewy fame), with over 400 different recording artists listed.

The top ten favorites are the Beatles, Gordon Lightfoot, Simon and Garfunkle, the Cream, Jimi Hendrix, Glenn Yarbrough, Donovan, Glen Campbell, the Doors, and Herb Alpert and the Tijuana Brass.

RATINGS COMPARABLE

These ratings are comparable to Billboard ratings, which list as the top-selling LP artists Herb Alpert, Bill Cosby, Simon and Garfunkle, Glen Campbell and the Cream.

Admittedly, there were some complaints about student radio, primarily about the occasionally poor announcing, and the fact that the low volume makes it very difficult to hear. The solution to both of these problems lie in listener response. When an announcer is on the air and seems to be nauseating, CKSR would very much appreciate complaints from the student body—or anybody who happens to be listening.

If one announcer is particularly unpopular, he shall be taken off the air.

The problem of inability to hear CKSR in certain places is a much more difficult one to solve; however if students voice their complaints to the proper people, something can be done. CKSR has no say in the level of volume.

In the education lounge, the volume control is in the EUS office, in the theatre lobby in SUB, the theatre manager (Cecil Pretty) controls the volume, and is generally quite willing to turn CKSR up if the students request it. Over the rest of SUB, the volume is controlled by whoever is at the information desk—with orders from Marv Swenson, SUB general manager.

Listeners also indicated they would like to hear CKSR on radio sets at home. There is a good probability next year student radio will be heard on ordinary radio transmitters within the distance of the individual residences via carrier current.

It must be stressed that CKSR does much more than air music through closed-circuit. Special programs are submitted weekly to CKUA, CJCA and CHQT. Football games were covered by CKSR's sports department and the play-by-plays were carried over CKUA. Campus sports, news, university promotions, etc. are all submitted to the commercial radio stations across town and in most cases are aired. Special campus shows, such as the Circus of Sound

last year, and this year's Miss U of A Pageant, featuring top-rated international recording artists, are under CKSR sponsorship. Student radio also handled all the publicity for Treasure Van.

Student Cinema presents...

"Tom Jones"

(Restricted Adult)

Jan. 31 TL11 7 & 9.30p.m.

Admission 50c

SUGAR BUSH '69



with Barry Allan
and the Victory Group

9:00 p.m., Fri., Jan. 31

DINWOODIE LOUNGE