

Survey elicits conflicting responses

By Allan Carter

Wayne Carson, president of the Student Union does not agree with some of the conclusions made in the UNB survey that was done last term in December.

The survey was done in order to access the opinions and attitudes of full time undergraduates toward the Student Union and the services and events which are funded by the Student Union.

Carson felt that some of the conclusions were "unfounded" and in certain cases more questions could have been asked.

In one conclusion the survey stated that "the overall satisfaction of the Student Union is quite positive with 78.1 percent of the students either satisfied or neutral (neither/nor) with regards to the Student Union overall". But Wayne Carson does not think a neutral student is really a satisfied student.

Apparently 1 in 3 students agree or strongly agree that the student union is fulfilling their mandate and Carson says he is "pleased that it is as high as it is".

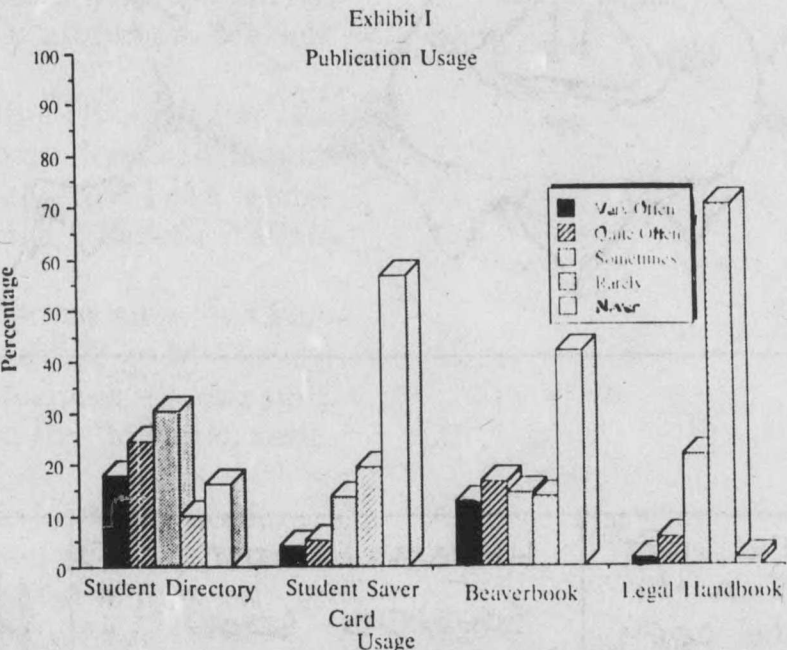
Also in the survey, students were asked about questions involving CHSR.

How often do you listen to CHSR, the campus radio station?

More specifically, how often do you listen to CHSR during each of the following time periods?

Do you agree or disagree with the following statement: "I feel that there is a need for a campus radio station."

The survey claims that 72.7 percent of the students rarely or never listen to CHSR. While 45.8 percent of the students moderately or strongly agree



that there is need for a campus radio in general.

The survey states that it is "not justifiable for the Student Union to finance so heavily a service that is only being used by such a small portion of the students".

But the Student Union does have some concerns with funding CHSR. Carson claims that there are undebatable problems with "funding and promotion".

A committee has been struck by the Student Union to find out how to improve CHSR. Carson says "CHSR has not gone out to the students to determine what they want". Four main factors have to be considered in Carson's view: current funding, promotion, perception and programming.

One question Carson feels that could have been asked on the survey is do you listen to radio (at all)? He says for example, that if only 50% of the students listen to radio at all then Carson feels that from a "funding stand-point" the

"It is not justifiable for the Student Union to finance so heavily a service that is only being used by such a small portion of the students" - UNB Survey on CHSR

funding of CHSR is acceptable.

A major concern of Carson with funding to CHSR is how funding is distributed among the UNB and STU student Union and the Graduate Student Association.

He also adds that "CHSR is going to be a major issue in the upcoming months".

Carson agrees with the survey's statement: "a separate research study is that needed for CHSR".

But before other conclusions are drawn about CHSR the committee must first investigate CHSR's performance in the four main areas.

Jeff Whipple, station manager at CHSR, believes that the study was "a good step" but feels that there were "some glaring inadequacies with some of the questions."

As Carson pointed out it should have been asked whether or not students listen to radio and if they do, what radio stations they are listening to.

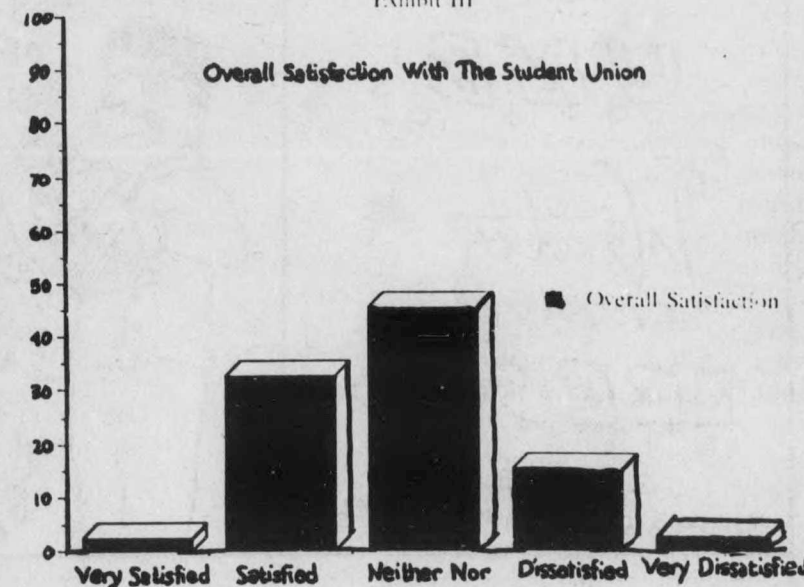
Yet Whipple was very surprised with the survey's result when you consider what CHSR has to compete with. "Comparing CHSR and the Brunswickan is unfair," says Whipple. "Both are different kinds of media and unlike a paper you must make a real effort or choice to listen to radio."

Whipple admits that the station has a real problem with promotion but the station does "try to get by on what we can," says Whipple.

discussing it with the Student Union, and Whipple is very appreciative of the Student Union's support on a CHSR promotional campaign.

Whipple feels "you cannot put quantitative values" on the importance of what CHSR means to the students and the university.

Other aspects covered in the study were familiarity with the Student Union itself, involvement within the Student Union and other campus organizations,



He feels that if around 25 percent listen to CHSR with such little promotion, he believes that with a real good promotional campaign the station could capture even more of the student audience.

CHSR recognizes its problems with promotion after

and the use of Student Union services.

The survey was prepared by Craig Aitchison, Kimberly Doyle (VP Finance and Administration of the Student Union), Lisa Munro, Tristan Rutter, and Jennifer Steeves.

All the students are in their fourth year in Business at UNB.

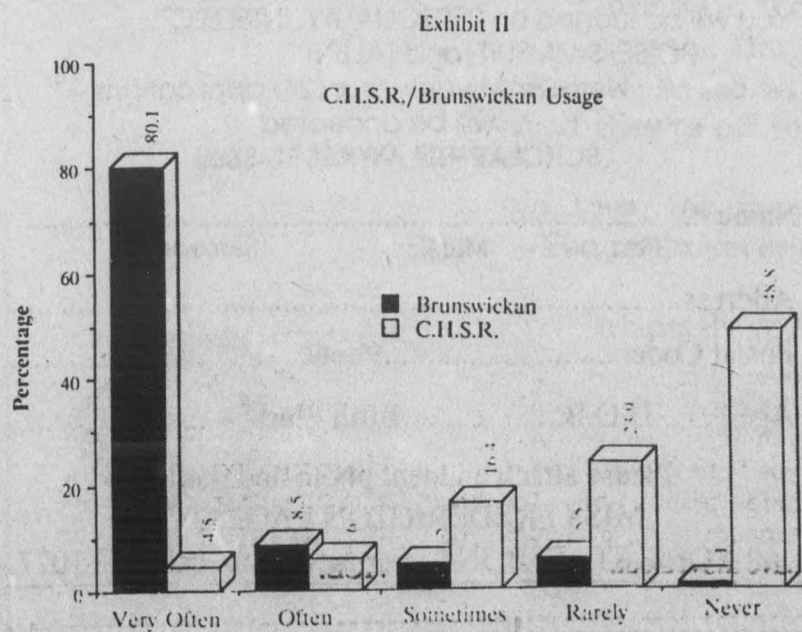


Exhibit I - Publication Usage

Exhibit II - CHSR/Brunswickan Usage

Exhibit III - Overall Satisfaction with the Student Union

Exhibit IV - Club Membership

