

Editorial

The opinions expressed in this column do not necessarily reflect those of the staff of this publication, or of the Student Union.

I think most people on campus have heard of CIMN. I also think most people on campus have heard CIMN. Why then does there seem to be such a difference in the amount of people who know of the station and the number of people who actually listen to the station?

Every year the students of UPEI pay thousands of dollars in order to run the campus radio station. That should give the students some say in what the station plays. It should also mean that the station should be trying to appeal to the university crowd that pays for the station.

The "alternative" format that the station has seems to fail in both these respects. Not only does it not appeal to the majority of the university community but it also discriminates against the majority in not allowing them to work at the station unless they play the stations "type" of music.

This kind of policy is unfair and should be changed. Instead of forcing the station to be alternative, the management should allow the DJ's to play the kind of music they enjoy. This would open the station up to many more students and would help to ensure a wider variety of music to be played.

The station would in turn play the amount of a certain type of music according to the demand for that type by the university community. This would give a clearer reflection as to what kind of music the students enjoy. If it happens that 75% is top 40 then so be it. Also, if 20% ends up being classical then so be it too. Not everyone would enjoy all the music but at least there would be a more accurate representation of the student body.

I know that the station is trying to become a "real station" but I do not feel that they should sacrifice the quality of programming that they give the university in order to achieve this. There is a reason why there is not already an "alternative format" station on the Island. The limited market for such a service on the Island limits the potential of the station.

The idea that CIMN can not compete with other stations on the Island has been voiced in the past but I

feel that it is the alternative format that makes the station uncompetitive. What other station on the Island can you phone anytime and make a request. What other station can you hear hours and hours of almost commercial free music. There is very little news coverage, and there is a general laid back feeling to the station. Not many other stations offer these kinds of attractions.

I would think that the students of UPEI would demand a student-funded radio station that appeals to all students on an equal basis. A radio station that would be listened to by a greater majority and a wider diversity of students. A station where students are free to play the music they enjoy. After all, it's suppose to be student radio.

Writing with frequency,

Cory Large
Editor

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