



RDU98.5FM Broadcast Policy:

- RDU stands for independent, innovative, interesting, informed and intelligent radio.
- RDU will continue to operate as a radio station that was created for, and by University of Canterbury Students. The students at the University of Canterbury will remain an important part of the current and future listener ship of RDU. RDU will continue to offer news, information and music that appeals and is relevant to students at the University of Canterbury.
- RDU will continue to broadcast as an authentic independent media vehicle that represents the best musical varieties and editorial alternatives available from local, national and international sources.
- RDU's musical definition is the Accessible Alternative. Being the first to play your next favourite band with strong local connections and music that give people reasons to listen.
- RDU's host selections are made from people who have a love and passion for the music and community of RDU and who want to bring that to our audience.
- RDU's loyal audience has often been first exposed to RDU when they leave the confines of the school system and come to University. RDU has always been there to open their eyes to the world of music. That should always continue. These new enthusiasts become the volunteers who make the future sound of RDU.
- RDU will continue to source volunteers from the student base at the University of Canterbury. RDU can offer music and content that will appeal to University of Canterbury Students. RDU will continue to monitor current tastes, trends and fashions from within the University community and transfer this into a deliver of a quality radio program.
- RDU is a Christchurch radio station making radio by and for Christchurch people, including University of Canterbury Students. We also strive to include as much quality Christchurch music in our programming as we can. No one else in Christchurch can make this claim.
- RDU's Sales policy is to encourage and search out products or services to advertise or promote on RDU that have a cultural compatibility with our audience.
- RDU's audience are intelligent, discerning and cynical. RDU respects its listener and our creative policy is to make commercials that reflect that respect. The RDU listener listens to the commercials, so they must also be entertaining, intelligent and informative. We believe where possible, in turning advertising into entertainment as part of the listening experience.

- RDU prides itself on being confident enough to bring a wide diversity of topics to our audience including local and national news that is relevant to our listeners. Our audience interests are not determined by an age/sex/income demographic. We understand that our audience is interested in a wide range of subjects that they will listen to if well researched and presented. Editorial that gives people Reasons to Listen.
- RDU wishes to commit to: A Breakfast show that provides a cutting edge mix of music and content that shouldn't be missed. The best accessible alternative music selection during the day from the most innovative and interesting artists from Christchurch, NZ and the world. Daytime hosts who enjoy bringing this content to the audience in an independent professional manner. Specialist shows that combine cutting edge musical genres with the passion of the hosts.
- RDU will be accurately represented by the title "The Professional Independent". We are committed to delivering a comprehensive promotional package on RDU for a competitive result.