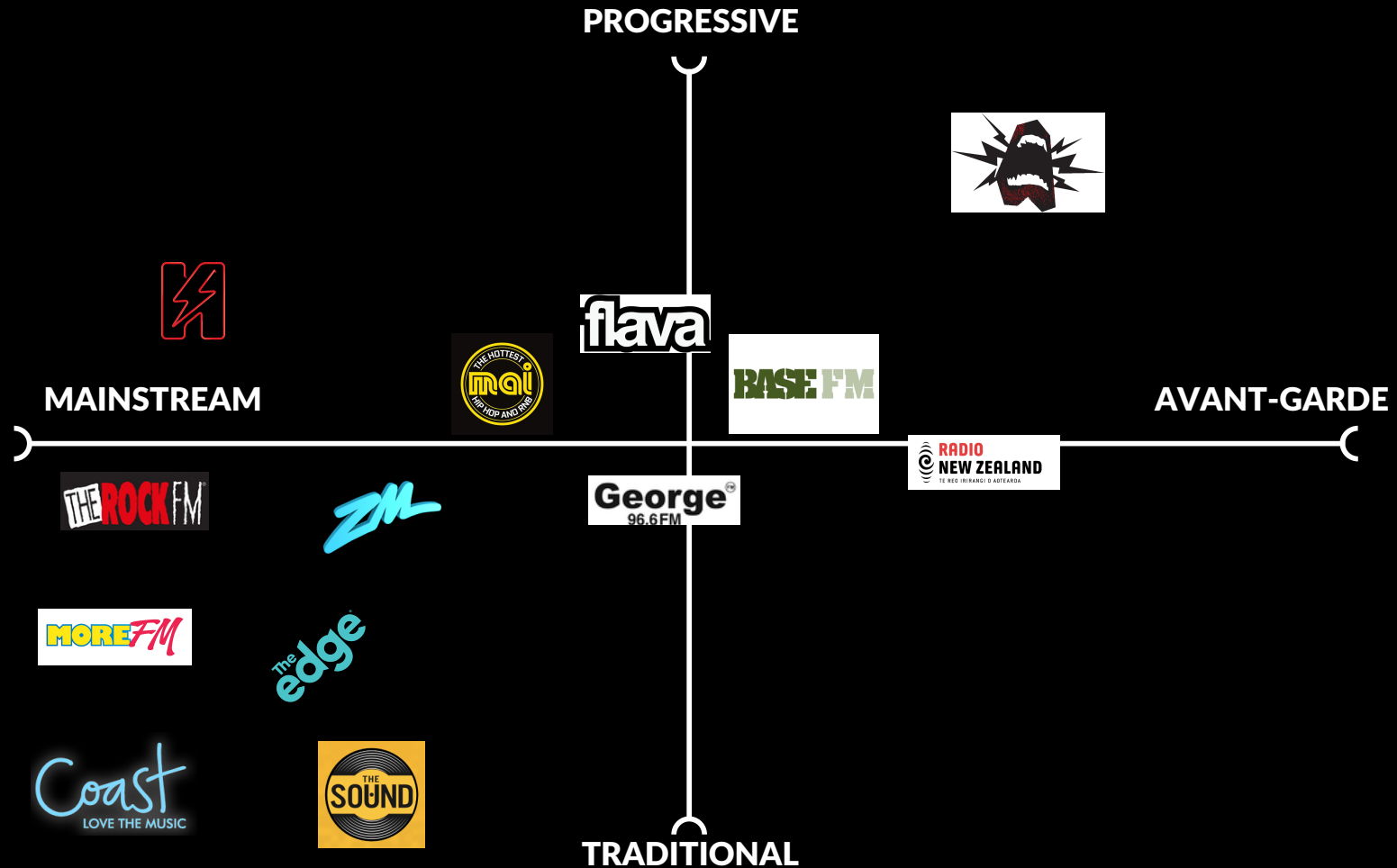


STUDENT RADIO NETWORK CREDENTIALS

THE STUDENT RADIO NETWORK



BRAND POSITIONING.



WHO IS THE SRN?

The SRN is Aotearoa's Student Radio Network. We are a collective of student radio stations from across New Zealand. What unites us is our independence, our championing of local music, and our shared histories.

While we've existed under various names and guises since the early 1980s, since 2009 we've been known as the SRN.

The SRN is dedicated to fostering Aotearoa's arts communities, from the grassroots up - that means, if you love it and it's from New Zealand we probably played it first.

Because of the SRN, 'student radio' in New Zealand has become synonymous with authenticity, creativity, innovation, and inclusiveness.



95bFM Auckland

Situated on the University of Auckland campus, 95bFM is the country's oldest independent radio station. Making the most out of Auckland's large and diverse live music scene, 95bFM packs its programming with regular live to air performances. Highlights include: Fancy New Band - showcasing fresh new up-and-comers, Live and Direct - a fixture of long running NZ music show, Freak the Sheep, and Live on Drive - bringing in bands from further afield like Marlon Williams, The King Brothers, and A Place to Bury Strangers.



THE STUDENT RADIO NETWORK





RADIO CONTROL 99.4FM PALMERSTON NORTH

Keeping alternative radio alive in the heart of the Manawātū is Palmerston North's Radio Control. Broadcasting live from Massey University's Manawātū Campus since 1981, Radio Control is an important institution for student voice and the region's diverse music community. Radio Control enjoys a uniquely intimate relationship with the city's thriving live music scene, supporting and promoting a diverse range of exciting young bands and ensuring that Palmerston North continues to be a city which punches well above its weight.

THE STUDENT RADIO NETWORK



RADIOACTIVE.FM 88.6 WELLINGTON

Broadcasting since 1977, RadioActive became Aotearoa's first ever FM radio station in 1981. Their continued importance in Wellington's alternative music community was proven by their 2017 ReActivate campaign, crowdfunding \$90,000 to upgrade their studio and put their ownership into the hands of the RadioActive Charitable Trust. RadioActive has long been a breeding ground for New Zealand broadcasting and musical talent. Over its history the station has launched the career of John Campbell and Samantha Hayes, as well as breaking countless local acts like Ladi6, Shihad, Fat Freddy's Drop, Tami Neilson, and The Black Seeds.

**RADIO
ACTIVE
FM 88.6**

THE STUDENT RADIO NETWORK



RDU 98.5FM CHRISTCHURCH / ŌTAUTAHĪ

Broadcasting since 1976, Radio U has been a cornerstone of Christchurch's alternative music community for more than forty years. RDU, as it is known today, is renowned for its diverse playlist and genre specific specialist shows, deeply connected to the local scene. Including, a proud commitment to preservation like no other; live-to-air broadcast each week while cut direct-to-vinyl. And a monthly 'singles club' of patrons donating their support to the musical talent from in and around Canterbury.



THE STUDENT RADIO NETWORK



RADIO ONE 91FM DUNEDIN

Radio One is the University of Otago's campus radio station. Broadcasting as far as Oamaru to Balclutha, Radio One is the radio station to listen to in the greater Dunedin region.

Radio One boasts a world class recording facility, available for production projects ranging from recording local bands, to voice-overs for radio and television, right through to making that perfect mix for your aerobics routine. With special rates for independent artists and bands, the Radio One studio is an important resource for the local music community.



THE STUDENT RADIO NETWORK



WHY THE SRN?

ENGAGED AUDIENCE

Don't let the name fool you - the SRN is listened to by more than just students. In fact, it's very difficult to break down our listenership into a straightforward demographic. Our listeners cut across age, gender, and cultural background - what does unite them is that they are educated, independent thinkers who demand cutting edge music and programming. We think of this as our 'psychographic'.

EVENTS AND CONTENT CREATION

The SRN has a unique relationship with New Zealand's creative communities. More often than not, local artists receive their first support and attention from SRN station.

This uniquely positions the SRN to create and support authentic and one-of-a-kind events and experiences.



PSYCHOGRAPHIC SEGMENTATION.

We have divided our market into psychographic segmentations based on values, attitudes, interests, lifestyles and behaviors.

The main segments are:

- Creative Professional
- Working Millennials
- University Students

What they all have in common is a passion for original music, community, independent news and media, social/environmental issues, voting ethically with their wallet, authenticity and individuality.



UNIVERSITY STUDENTS.

Distinctly urban, market-leader types. Educated and outspoken. Curious. Early adopters. Plugged into the NZ music scene. Studying, particularly the creative industries.



THE STUDENT RADIO NETWORK



YOUNG PROFESSIONALS

Ambitious graduates who love to travel and potentially aspire to work overseas. On top of what's new and what's hot. Idealistic and opinionated. Discerning consumers. The ever-elusive 'tastemakers'.



THE STUDENT RADIO NETWORK



CREATIVE PROFESSIONALS.

Discovered the SRN while at university. Tuned in for decades while becoming professionals and business leaders. Open-minded, affluent. Radio preset to their local SRN station and Radio New Zealand.



THE STUDENT RADIO NETWORK



RADIO REACH

114,000+

LIVE STREAMS & PODCAST DL'S

Unique mpnthly users



SOCIAL MEDIA REACH

Social Media Figures (July 2019)

INSTAGRAM



TWITTER



FACEBOOK

