All revved up to wow the Orchard Rd crowd

Student emcees from two campus radio stations to keep shoppers in high spirits

By LYNN KAN

THIRTY-ONE university and polytechnic students here are geared up for an important job — to ensure that hundreds of thousands of Singaporeans and tourists are kept in high spirits. The crowds will throng Orchard Road for the Singapore Street Festival (SSF), which began last Friday, to catch singers, belly dancers and other enthralling performances.

The students, from the National University of Singapore (NUS) and Ngee Ann Polytechnic, will be emceeing several events during the festival, which ends on June 18.

"We're extremely nervous, but I'm sure we can pull it off," said a confident Michelle Leong, 20, a DJ at NUS' campus radio station Radio Pulse.

"We've prepared our scripts, our back-up plans and we can handle the crowd," said Leong, 20, a DJ at NUS' campus radio station Radio Pulse.

"It's because we have more requests to advertise than we can handle," said Radio Pulse DJ Dylan Loh, 22.

"We just wanted to be DJs," said Jeremy. "Once we got into it, the camaraderie and the adrenaline rush by ourselves fuelled us on."

The radio stations also say that they are popular with advertisers — Smube reaches 4,500 people while the stations at NUS and Nanyang Polytechnic reach 23,000 and 15,000 respectively.

"Right now, we have more requests to advertise than we can handle," said Radio Pulse DJ Nicole Chia, 22.

"It's because we have a niche audience."

The campus radio DJs do not get paid for what they do, but they are still passionate about their work and spend long hours in the studio — even on holidays.

"The skills we pick up can be gained only through experience — you can't learn them in theory," said Radio Pulse DJ Dylan Loh, 22.

Sometimes, the perks of being a DJ — like being invited to take part in the SSF and getting into the Ministry of Sound for Pink's exclusive album launch — make up for the long hours.

"You are also a tad more recognisable on campus," said Premmlatha.

lynnkan@spj.com.sg