

Executive Report

Ben Croucher – Editor-in-Chief

03/09/2010

- Actions from last meeting
 - BC, MB, ALP, EP & KH to design sign-up flyers to be handed out at re-registration
 - **Michelle Charlton, LABEL Head of Design, to design them. Brief has been given to her**
 - GA, BC, KH, EP, MB, & ALP to produce college posters by Monday 6th September
 - **Completed**
 - LH, AS, RS, JC, EP, KH, MB, BC & ALP to finish Strategic Plans
 - **Completed**
 - BC to speak to the LABEL Editor about getting a spot in LABEL for Hopmail
 - **Completed**
 - BC to email Exec with jobs for the LSUTV Freshers Launch
 - **Completed**
 - BC to arrange a slot on LCR Friday at Midday, starting the week after the Freshers move in
 - **Completed. To take to next Exec Meeting to approve new timings**
 - ACTION: B.C to speak to Chris to get the building open while we practice our Jazzy dance moves
 - **Completed**

Important Areas of Work

- **LSUTV Freshers Launch**
 - Produced and Presented the LSUTV Freshers Launch
 - Huge thanks to Michael Whittaker for doing lots of the editing
 - Peaked at 207 viewers live and over 700 in total, with over 1000 views on the website since
- **Hall Media Rep Information Pack**
 - Producing an information pack for all the Hall Media Reps to receive when they return to Loughborough
 - Working with Charley Thompson, Chair of Hall Media Reps to complete it
 - Covers a range of expectations, opportunities and information
- **Regional Media Training Meeting**
 - Travelled to Leicester to meet their media sabbatical with Darren Batey, Volunteer Development Officer
 - Agreed to host regional high quality TV training for a few media members from Leicester SU, Nottingham SU and LSU on w/c 11th November
 - Agreed funding, structure and proposed relationship between the 3 TV Stations
- **Aura Studios Management Meeting**
 - Met with Alison Johnston, Media Administrator, and Tim Benford, Marketing and Commercial Media Manager to agree new pricing structures of Aura

- Shared information of how to train myself and Alison on Aura Studios equipment
- **Union Redevelopment Videos**
 - Filmed and edited two more redevelopment videos
 - Officially the 3rd most popular page on Lufbra.net!
- **Media Advertising Pack**
 - Met with Amy Leong, Media Sales Manager, and Tim Benford to discuss producing a Media Advertising Pack to sell LCR and LSUTV adverts to local companies.
 - Started writing introductory letters to pass onto Lizzie Willett, Media Marketing Director
 - Agreed marketing strategy, advertising opportunities and price guides
- **Aura Presenting**
 - Presented a DVD for the Student Advice and Support Service
 - Took me lots of takes
- **WOW Interviews**
 - Assisted Ewan Paterson to interview and photograph a few swimmers for Lufbra WOW magazine
- **Tour of Dining Halls for LCR**
 - Visited the dining halls where LCR will be played out with Michael Whittaker
 - Really positive vibes from Mark Gane – who runs the dining halls
 - Looking into purchasing equipment, speaking to various departments around the university and implementing them into Rutherford, Royce and David Collett
- **Finished Strategic Plan**
 - Completed strategic plan
 - Available via a link on my exec page on Lufbra.net

Other Areas of Work

- Emails, phonecalls, administration etc...
- Attending training meetings
- Made some sandwiches and a video for the awesomeness of Staff and Greet
- Organised Tuesday Night Activities – went to the driving range. Discovered Swinners is really not a golfer!
- Booked media committees training – Saturday 23rd October
- Sorting out Media stash
- Chucked out all the LCR CDs and tidied up the media office
- Designed a sweet looking College poster. Check me out being a designer eh!?
- Signed LABEL printing agreement
- Done bits and bobs for the new “Get Involved” area

Plans

- Continue production of advertising material for LCR and LSUTV
- Produce Media Members Information Pack
- Finish Hall Media Rep Information Pack
- Oversee production of the first LABEL of the year
- Continue improvements to the Media Website
- Exec Rag Raid
- Make secret video with Lucy and PC Mikey

Hours Worked:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Date	30/08/2010	31/08/2010	01/09/2010	02/09/2010	03/09/2010	04/09/2010	05/09/2010	TOTAL
Time in	Bank	08:30	08:30	08:30	08:45			
Time Out	Holiday	17:30	17:30	19:00	17:30			
Total		09:00	09:00	10:30	08:45	00:00	00:00	37.25

Time off in lieu – n/a

Holiday – n/a

BC – 03/09/2010