Head of Media Strat Plan

- Support and Develop other Departments of Loughborough Students' Union through the Media Centre
- Improve Media Volunteers' Personal Development
  - Increase Training
    - Increasing Industry training
      - Target Local Media Outlets
      - Liaise Leah Graham to get Loughborough alumni to conduct sessions
      - Utilise NaSTA contacts to secure training/Q&A Sessions
      - Get Volunteers experience at BBC East Midlands Sports Awards and Children in Need
        - **November 2011**
    - Internal Training
      - Run at least one Luftbra Media Makers session per month
      - Run Open Workshops prior to Elections
      - Develop 3 Core competencies for each section with the assistance of the Media Administrator
        - **September 2011**
      - One person from each section to be First Aid Trained
        - **March 2012**
      - LCR Committee to be trained on setting up an OB
        - Liaise with LCR Chief Engineer and Head of Technical to run a training session
          - **November 2011**
        - Attend as many First Term OBs as possible to aid with set-up
  - Publicise more Work Experience Opportunities
    - Liaise with Leah Graham to find opportunities through the alumni office
    - Ensure there are two new opportunities publicised every fortnight
    - Maintaining regular communication with local media outlets
  - Make Media Fun!
    - Socials
      - Media Thursdays!
      - 'Welcome' Social as Select-A-Section Follow Up
    - Appreciate & Display Volunteer Talent
      - Update a notice board fortnightly with new volunteer achievements
      - Create Volunteer of the Month Award
    - Be Friendly and a Positive Influence
      - Praise 10 Volunteers per Week
- Improve the Quality and Consumption of LSMedia's Output
  - Improve awareness
    - Target Hall Students
      - Coverage
        - Label Online
          - Assign a volunteer a hall to follow
            - **September 2011**
        - LSUTV
          - Provide LSUTV Training for Media Reps
            - Joint Coverage on IMS
            - Provide Coverage on Hall events (Elections, etc)
          - Freshers Week Updates
            - Daytime Hall
              - **September 2011**
        - LCR
          - Freshers Roadshow
            - Visit every hall at least once during Freshers Week
          - Every Hall to have at least one slot on LCR in 1st Term
            - Fixed Slot every week
              - **September 2011**
      - Hall Media Reps
        - All Media Reps to gain Media Membership
          - Liaise with HSF President to encourage Halls to Pay
            - **September 2011**
        - Give then Media Promo material to give out every meeting
          - *ongoing*
      - Freshers Arrivals
        - Produce an information pack for Media Reps
          - **August 2011**
        - Produce an information pack about LSMedia for Freshers
          - **August/Sept 2011**
        - Media Stand in every arrival hall with an experienced Media member helping
          - **September 2011**
        - Sell membership
          - **August 2011**
    - Target Town Students
      - TSF
        - Monthly Communication with TSF President
          - Update on Media Events and Output
          - Update with Media Opportunities
        - Invite TSF Media Rep to Hall Media Rep Meetings
      - Town Specific Survey
        - **January 2012**
      - Label Distribution Point In Town
        - **September 2011**
    - Use Promo Teams to increase awareness
      - Liaise with Head of Marketing to create Team Identity
      - Run promo campaign twice in the year
        - **November 2011 &** ***Early*** **2012**
    - Use Imago to gain more awareness
      - Content on TV Screens in Halls and other facilities
      - Monthly Meeting to discuss Label Distribution (and any other agreements)
    - Cross Section Promotion
      - Media Website: advertise other Sections within individual page
      - Promote other sections within section's output.
    - Create a Loop Studios page on Media Website
      - **August 2011**
      - Get Chris Bradbury/James Walsh to create Loop page.
  - Improve quality of Output
    - Training
      - Implement MSL Training Records
        - Liaising with Media Administrator to keep them up to date
        - Liaise with Section Heads for Updates on Training Progress
      - Committee Training
        - Liaise with Sally Deller to Organaise Training Day
          - **October 2011**
        - Include basic 'training for trainers'
    - Monitoring
      - Proofread every Label before it goes to print
        - Proofread the Proof
      - Help Label Head of Proofreading assemble a proofreading team
        - Target English & Drama Dept
        - Promote in Select a Section
      - Watch every LSUTV Production
        - Within 24 hours of being Uploaded
        - Freshers Week watch immediately
        - Elections watch before being uploaded
      - Monitor LCR's Output
        - Listen to 3 shows a week
        - Elections proof all bulletins
    - Feedback
      - Appraisals
        - **November 2011 & March 2012**
      - Media Survey for all Students
        - **February 2012**
      - Volunteers Survey
        - **November 2011**
      - Obvious Feedback Channel
        - Ensure there is a contact email on every piece of publicity material
        - LSMedia Website
    - Make sure new content is uploaded to Union Screens every 2 weeks