Multi-Media Editor Stategic Plan 2009-2010

- Union strategic issues
  - Budgetary Requirements
  - Be Ethical
  - Investor in Volunteers
- Personal developments
  - Time Management
  - Diplomacy
  - Prioritising
  - Become Proficient in InDesign, Photoshop and Final Cut Pro
    - Take Media Course
- Volunteer developments
  - Training
    - Development of In-House Training By Experienced Volunteers
      - Incentivise Workshops
      - Work with Darren Batey & Sally Deller
    - Professional Workshop Sessions
      - Contact Established Media Alumni
      - Enquire into professional media for help
  - Recruitment
    - Improve Student Awareness of Facility
      - Union Bazaar
        - Interactivity
          - Label Pages @ Bazaar
          - LSUTV Film & Edit Clips
          - Radio - Select a track
      - Better use of internal marketing devices
    - Links to College Students
      - Work With Jim Mutton
    - Departmental Lecture Shout Outs
      - E-mail Departments
- Things to influence
  - Overall Executive Decision making
  - Relationship Between Media and Other Union Sections
  - Quality and Relevance of Media Output
- Things to maintain and preserve
  - Volunteer Enthusiasm and Commitment
  - Excellence of LSUTV Programming
  - Maintain Best Live NASTA
    - Real Varsity
    - Maintain Regular Live Shows
  - Label Physical Standard & Size
    - Heavy Cover - Magazine Style
    - 40 pages
      - Despite costings
  - Label Eco-Friendly
    - At Least FSC Approved
  - Multi-Media Co-operation
    - Preserve and Expand on Good Feeling Between Media Sections
  - Good Relationship with Venue
  - LCR in Piazza
  - LCR Quantity of Programming
    - Begin by Filling 10am-6pm Weekdays
      - Second semester programming needs finalising
  - LCR, LSUTV, Label - Student Autonomy
- Things to introduce
  - Multi-Media Head of Marketing
  - Head of Design for Label
  - Label Head of Illustration
    - Had one, who was not committed and quit, but there are still illustrations this year, which is big progress on last year.
  - Label Subscription Service
    - To create new revenue streams and attempt to reach wider audience
      - This was attempted at graduation ceremonies, but has proven too difficult to sell on those days. Possible other routes need to be looked at.
  - Label Town Distribution Points
    - Initial contact made with local news agent for deal to deliver to golden triangle. Needs further negotiation to make costs viable.
  - Recordings in Aura in Exchange for Use of Music Tracks Royalty Free on LSUTV for Freewire Broadcasting
    - Initial contact made with the Music School at College, but hit stalling point, need to reinvigorate this link
  - Better Integration with College Students
    - Particularly where integration is course led
      - Music School
        - Commision music for use on LSUTV
      - Video Game Design
      - Media BTEC
      - ICT
      - Art & Design
        - LSUTV Ident Project
    - This has been achieved, and needs to continue to be built upon in future years
      - Payment needs to be chased for this
- Things to improve
  - Consistency of LCR Daytime Standards
    - 2 Programme Controllers
      - Monitor Content
        - Suggest improvements
    - Buddy System for New Presenters
      - Monitor Content
        - Suggest Improvements
    - This doesn't appear to have taken off fully unfortunately. Perhaps other priorities such as getting the studios working have taken prority, especially with presenter confusion. However this is something which is essential if expansion into dining halls is to be achieved
  - Design Standard of Label
    - Appointment of Head of Design
      - Assembly of Design Team
    - In Design & Photoshop Training for Sub-Eds
      - Due to success of design team, there hasn't been a need for sub-editors to design. However members who have required training have been able to be trained.
  - Reduce Cost of Label
    - In order to safeguard against tough advertising climate
      - Tougher negotiations with printers
    - Costs were cut by around 20% without any reduction in quality or production
  - More structured approach towards capital spend
    - Set objectives for sections
      - Work on 3 year buying plan
    - Establish set spend per annum
  - Accountancy
    - Keep better internal account of spending to enable faster spend of available budget when essential maintenance spend is required
      - Reactionary spend has been improved this year, and things haven't been left broken etc. Many useful improvements have been made. New revenue streams have also been generated to serve this better. However getting on top of recent accounts needs to be a priority now to balance books.
  - Marketing
    - More sensible strategic use of external (cost) marketing
      - Structure budgets for each section at start of year
      - I would like the marketing teams to spend more of their available budget. The budget is there to be spent on marketing, they need to find effective ways of using it! This will be assisted by the appointment of new heads of publicity to LCR and Label.
    - Better use of internal (free) marketing
  - Student Awareness of Media Centre Output
    - Better use of available internal marketing
    - Sensible, strategic use of paid for marketing tools
    - More direct approach
      - Speak to departments
  - Strategic Departmental Links
    - LUSAD
    - English
    - Politics
    - Economics
    - Media & Comms
    - College
  - Volunteer Training
    - Internal
    - External
  - Label Distribution
    - Label imago hall distribution deal agreed
    - Town distribution deal with news agent needs to be fully investigated.
  - LCR in Shop
    - Union Shop
      - Discussion with Josie Barradell
    - P.O.
      - Discussion with Josie Barradell
        - Needs a spend for technical equipment, holding off until the studios are confirmed as restored to full working order.
  - LCR in Dining Halls
    - Discuss With Malcolm Brown
      - Needs a spend for technical equipment, holding off until the studios are confirmed as restored to full working order.
  - Sponsorship of LCR/LSUTV
    - Professional Approach and Graft During Summer
      - Create Position of Head Of Media Marketing
  - Improve in house camera equipment for Label to ensure equal opportunities for those without their own kit
  - Less Reliance on Commercially Bought Images/Music
    - Improve camera equipment for Label
    - Special music commissions