

HELLO HELLO!

My name is Julia and I'm running to be your next STAR Broadcasting Officer.



My manifesto covers my relevant experience for the position, how I plan to use this experience to carry out my plans for the radio, starTV, The Record, Hearing Aid Magazine, and other cool ideas :)

Thank you for taking the time to read about my ideas, and I hope to prove to you that I am the most dedicated, enthusiastic, and qualified candidate for the position!

MY EXPERIENCE

STAR Committee: I have been STAR's Head of Marketing and Social Media since March of 2019! In this position, I am responsible for STAR's promotion and outreach, as well as advising show hosts on promotional and advertising techniques. I manage all of our social media platforms and help show hosts create their own social media profiles and pages for their shows. I'm also in charge of procuring and distributing STAR merchandise (something I hope to be able to start up again once in-person events start up again!).

Show Host: I've been involved with STAR right from the beginning of my uni life: my best friend and I have co-hosted our radio show 'JSM' since September of 2018. I am familiar with broadcasting from both in the studio and remotely through Discord - I hope to use this experience to develop an effective hybrid broadcasting system once the studio reopens, but remote learning is still an option for those who want to stay at home or don't feel safe in shared public spaces yet.

Polis Media: Throughout the past year I've been involved with Polis Media, a fast-growing student-run politics, culture, and technology publication. As both their Head of Publicity and Design and as a writer, I've gained experience in publication management, which I'm so excited to bring towards improving The Record and Hearing Aid Magazine to the best of my ability!

THE RADIO

- I will offer a **hybrid broadcasting system** to allow show hosts the opportunity to either broadcast from the studio (when the Union opens!) or broadcast remotely if they choose to stay at home or don't feel safe in shared public spaces yet.
- Applying for your first radio show can be intimidating, especially if you have an idea but don't want to do it alone. I will introduce a **find-a-cohost** scheme to match up show hosts with similar ideas and interests, because it's always more fun to host a show with a friend!
- I will encourage more **collaboration between shows**. While the STAR community is big, it isn't very close and most show hosts don't know each other or know what the other shows are about. I want to organise more show host socials (virtual and in-person) and encourage shows to get to know each other!
- STAR has finally joined the Student Radio Association this year! I will make show hosts aware of the **Student Radio Awards** and provide them with opportunities to fine-tune and perfect their show concepts, and work towards hopefully winning some!
- I will **promote student and local musicians** by giving their songs priority on air when shows are not broadcasting.
- I will open **assistant committee applications** earlier (at the end of semester 2 rather than waiting til September of the next academic year) so that the programming and tech teams can start working as soon as possible.
- I will get **Sabbs on STAR** back on air as an opportunity for the student body to directly ask questions about everything that's going on with the Union, COVID, and more.

STARTV

- Many people think that starTV is just some sort of 'hey-can-I-borrow-your-camera' service. It is in fact a group of **talented, enthusiastic videographers** who want to help the St Andrews student population with their video needs!
- I will help set up a **permanent team** of videographers to produce regular content for starTV's channel and for IGTV.
- starTV isn't only making videos for you, it's also for you to make videos! I will make the student population aware that **starTV is an opportunity** for them to get help carrying out their video-related projects, whether they be for a society, committee, or just personal interest.
- I want local and student musicians to use starTV as a **platform for exposure** and to promote their music: we will upload more interviews and more gig and event recordings.
- I will get starTV's YouTube channel up to **500 subscribers**.

THE RECORD

- This past year was arguably the fastest The Record has ever grown, with dozens of new writers getting involved and new social media pages. I will help set up a proper **The Record Subcommittee** to work with the Chief and Assistant Editors: we will recruit new sub-editors, a head of design, a head of social media, and a team of illustrators.
- While Hearing Aid Magazine has its own website, The Record only has a tab on STAR's website. I will work with our Head of Web to set up a **brand new website** for The Record, where articles will be sorted into more specific categories.
- I will reintroduce **The Record News Hour**, where writers can guest star to report and discuss the latest St Andrews, national, and international news.

HEARING AID

- I will reintroduce the **Hearing Aid Podcast**, which hasn't aired since 2017 on SoundCloud. I'd like for Hearing Aid to have their own show on STAR, with a combination of music hours, interviews, and podcast-versions of some of their most popular articles.
- I want Hearing Aid to dedicate a larger portion of their online and print content to **local and student musicians**.
- I will help Hearing Aid work more closely with our Head of Music to put on their own **live music events** and get them involved with other gigs such as Sounds of Sandy's and Bell Pettigrew Sessions.
- I will get **playlists by Hearing Aid published on STAR's Spotify** and social medias so they can be shared more easily.

OTHER FUN STUFF

- I will work more closely with the Careers Centre to organise at least two **media-related careers panels** per semester, covering areas such as radio, TV, journalism, print, photography, and music.
- I will add a permanent **music submission form** on standrewsradio.com where local and student musicians can submit their tracks for STAR to broadcast on air, or if they want to perform at one of our live events such as the Bell Pettigrew Sessions.
- We were meant to order **new fun funky STAR merch** almost a year ago from our T-shirt design competition, but fell through because of COVID. I'm gonna finally get that done this year :)
- I also will get cool new merch for starTV, The Record, and Hearing Aid.