St Andrews Radio (STAR) is more than you realise. We have far more weekly shows than any other university radio station, even before adjusting for size. These shows are in complete control of their content; we are one of the largest stations not affiliated with the Student Radio Music Network, which forces shows to play chart music. Our website has a much better design than many stations, and our Facebook page has more followers than most stations. My aim is to make people realise this.

Here is what I've already done:

- Head of Tech for the last two years.
- Upgraded from Myriad Playout v3 to v5.
- Trained every show for the last four semesters.
- Installed two new computers for Myriad.
- Relaid every single cable, making the studio much tidier.
- Got rid of the massive computer rack in the control room, and all of the giant old computers it held.
- Upgraded from Windows 7 Enterprise to 10.
- Replaced the podcasting computer, which had been broken for months before I joined.
- Guest on multiple shows.
- Gave The Record its own button on our website.
- Created a hello@ email address.
- Added a contact page on the website.
- Purchased an audio interface to let people record audio outside of the studio.
- Created a Myriad login for every show, ending the constant fight over carts.
- Set up almost every live lounge in the last two years.
- Started a log of tech queries.
  - Responded to 117 "help" messages last semester, and 49 so far this semester.

Here is what I want to do next:

- Big advertising.
- Bring back the STAR app.
- Promote Gorilla Joe as the mascot, since no one knows who he is.
- Reformat the show application process.
- Fill the schedule as much as possible.
- More giveaways and competitions.
- Improve off-air content.
- Increase average on-air listener count from 5 to 25.
- Increase record listener count from 92 to 200.

And here is how I'm going to do it:

1. Applications

- Merge applications with demos.
  - Every group submits a five minute recording of their proposed show with their application.
  - Recording your first ideas without the Head of Programming sat next to you means a lot less pressure, so the demo recording will be closer to your on-air potential.
  - Applications can be approved earlier, as there is no need to meet before approval.
  - Leaves more time for training.
  - Lets everyone get on air sooner.

- A single show application form, instead of separate ones for new and returning shows.

2. Training

- Change the show training process.
  - Halve the size of training groups.
  - Double the available training slots, at smaller intervals.
  - Do this by having two people training shows at once: one in the studio, and one in the control room. Rook and I would do this.

- Separate training slots for new and returning shows.
  - Returning show training goes into more detail.

- Optional further training.
  - How to livestream.
  - How to use audio from the studio microphones in your livestream.
  - How to use the sound effects pad.
  - How to use the segue editor.
  - How to take calls on a show.

- Tech-help videos.

- Ensure everyone on the committee is well-trained, so that they can help when passing by the studio.
  - Committee training session before show training.

3. Programming

- If an experienced show asks to go on air early, let them.
  - Previous committees decided all shows have to go on air from the same date. I don't see the point in stopping people. The point of STAR is to have fun.

- Consider new show applications throughout the semester, if there are free slots on the schedule.
  - Previous committees have refused to allow this. I don't see the point in stopping people. Again, the point of STAR is to have fun.
  - Still require groups to commit to a weekly show until the end of the semester.

- Accept more shows to fill as many time slots as possible.
  - Add optional slots at 9am, midnight, and 1am.

- Let shows switch slots in the first week, if they have found a show willing to swap.

4. Communication

- Improve communication between the committee and show hosts.
  - Add committee members' social media links to the team page on our website.
  - Make a big group chat, with a social element – not just so you can spam hundreds of people with minor tech issues.

- Change the "send email" button on our Facebook page to email hello@.

- Turn "office hour" into a show.
  - Use this slot to train new shows that join throughout the semester, and shows that miss the main training weekend.
  - In previous years, shows that missed the main training weekend had to be trained during on-air shows, which did not work well. The Office Hour show would prevent that from happening again.
  - Use the show for committee updates.
  - People ask questions about the radio on the radio, either in the studio or via Buzzbox.

- Post on our Facebook page with a link to join the mailing list.
  - A lot of current show hosts aren't even aware that the weekly email exists.

- Redesign the weekly email.

- Make the "song of the week" something no one knows.
- Make a banner that actually fits in the email.
- Keep upcoming events as the main focus.
- Include tech updates.
- Consistent font.
- Add a featured shows section.
- Change "committee member of the week" to focus more on tangible things the committee has done to help shows or improve the station.
- Change the MailChimp template to improve design.

- Publicise that we can loan microphones and an audio interface, and provide training, so that anyone can record their own interviews, radio plays, vox pop, etc.
  - Keep it tied to STAR by asking people to mention the station in their final products.

5. Committee

- Add the position "Head of Production".
  - Create and update sweepers for the station.
  - Help shows to create jingles.

- Add the position "Assistant Head of Web".
  - Help the Head of Web with regular minor website updates.

- Add the position "Head of Video".
  - Increase quality and range of video content.
  - STARtv.

- Remove the committee positions relating to Hearing Aid.
  - They only go to one committee meeting each year anyway.
  - Make Hearing Aid more of an offshoot.
  - Ask Hearing Aid to return some of the money they receive from STAR by searching for sponsorship, as they did a few years ago.

- Increase the remit of the Head of Music.
  - Find artists to perform at our live music events.
  - Respond to emails from musicians to get interviews and previews.
  - Update AutoTrack playlists.
- Open applications for Assistant Head of Tech and Assistant Head of Web in September, so that freshers can apply.

- Change the title of "Broadcasting Officer" to "Station Manager".
  - Similar for Deputy Broadcasting Officer.

- Make meeting minutes, reimbursement forms, and the task sheet more easily available.

- Add the position "Mascot".
  - Wears the Gorilla Joe costume.

6. Events

- Get a band to perform on the roof outside the studio.
  - Union management probably won't allow this, but I'll ask anyway.
  - Otherwise, get a band to perform on the unused grass area behind the union, or just outside reception.
  - Weekly lunchtime gigs.

- Work with the Director of Events and Services to get bands to perform in the StAge.

- Change the structure of the information night in September.
  - Ensure someone explains the very basics, like weekly slots, our website URL, and the types of shows.
  - Focus on each committee member explaining what they can do to help shows, rather than just saying who they are.
  - Free pizzas, not just drinks.

- Show social: redecorate the collage wall of the studio ft. free pizzas.

- "Find Gorilla Joe" competition with prizes.
  - It worked well in 2013. See: https://www.facebook.com/events/663084303702697/?active_tab=about and https://www.facebook.com/pg/standrewsradio/photos/?tab=album&album_id=10154548485165315

- Broadcast more events run by other groups.

- Collab with Comedy Society: broadcast a stand-up event.

- Collab with Music Society: broadcast a lunchtime concert in Younger Hall.

- Collab with Jazzworks: broadcast their performance from Byre Theatre or Main Bar.

- Collab with Music is Love: broadcast open-mic nights.

- Collab with VegSoc: barbecue social.

- Collab with St Can-drews: competition between shows to see who can get the most donations.

- Collab with Design Team: how to design a show logo workshop.

- Collab with MASS: make a gym playlist.

- Collab with GamingSoc: make a gaming playlist.

- Collab with Aviation Society: livestream from a glider.

- Collab with the vinyl sale that sometimes appears: promote the event in return for a record to giveaway.

- Collab with RockSoc: rockeoke in Sandy's or Aikmans.

- Collab with STIMS: indie music nights.

- Other societies that have said they're keen for collabs: Craft Beer and Cider, Inklight, Wildlife, Film, Photo, and Just So.

- Find someone who knows how to make amateur FM radios and host a workshop.

- Have a launch party with bands and DJs.

- Share STAR Awards categories and nominations before the event.
  - Mention STAR Awards more than a week before.
  - New award for most tech help needed.

- Invite King Creosote over for another gig, but livestream it.

- Set a Guinness World Record in the studio.

- 24-hour charity broadcast.
  - Broadcast from laptop when the union is shut.
  - Use a site like JustGiving for donations.

- Find a STAR alumnus working in the radio industry, and invite them back to give a talk.

- Show jingle-making workshop.

- Open decks social.
  - Like karaoke but with DJ decks (and a trained DJ there to help).

- Show social: white t-shirt pub crawl mixed with a scavenger hunt warm-up for Raisin, with a bar tab prize.

7. STARtv

- Take back elections week coverage from The Saint.
  - Broadcast live debates with input from presenters during breaks.
  - Work with The Record to share candidate profiles and opinion/exit polls.
  - We used to do this. See: https://www.facebook.com/events/1133361370042005/

- Cover sports events like ice hockey and golf.

- Cover music events like STAR live lounges.

- Cover traditions like May Dip.

- Fill the void left by BubbleTV.

8. Shows

- Put some funds towards letting shows give prizes out to increase listener count.
  - Promote shows doing competitions and giveaways.

- Offer to provide constructive feedback of shows as a committee.
  - Primarily in the first few weeks, but available throughout the semester.
  - This used to be done after the break, leaving no time to enact suggested improvements.

- Take a picture of each show to use for the show information pages on the website, and to decorate the studio.

- Encourage livestreaming performances from the studio, like on KEXP.

- Make the station logo available in png format in the shows group, so that every show can use it in their promo material.

- Make the radio guide available in pdf format in the shows group.

- Create sweepers for shows with lots of listeners.

- Post articles on The Record that focus on shows and their hosts.

- STAR occasionally receives emails relating to job positions in the media industry; these should really be shared with show hosts.

- Properly build STAR alumni group, using sources like LinkedIn and old tweets.

- Find something to fill the slots reserved for live lounges when there are no live lounges. Possibly radio plays, or one-off shows.

9. Promotion

- Sabb announcements, such as Freshers' Week acts, to be made on STAR.

- More variety in merchandise.
  - Order lots more branded USB sticks and sell them for a small cost.
  - Have a clearance sale for all the t-shirts, lanyards, and beanies we have in storage.
  - Design a t-shirt competition; let people vote. Cash prize.
  - Pay someone to design a funky sweatshirt.
  - Consider selling simple logo t-shirts and sweatshirts, similar to the committee ones.
  - Mugs, stickers, mouse pads, water bottles, posters.
  - Make sure all merch is clearly available on our website, not in a link to the union website.

- Takeover the university Instagram account for a few days.
  - One-off posts on their account if a semi-well-known artist visits the studio.

- Pay someone to design posters.

- Expensive giveaway prize for the first on-air week competition.
  - Something like a record player.
  - Heavy publicity.

- Give The Record its own Facebook page.
  - Increases credibility and identity of The Record.
  - Reduces cluttering of the main Facebook page.

- Help Hearing Aid to promote itself more effectively.

- Exert more influence within the Students' Association building.
  - Put posters up around the union.
  - Put the show schedule on the wall outside the studio.
  - Get STAR playlists aired in Rector's Cafe and Main Bar.

- Improve how shows are highlighted on our Facebook page, by streamlining the request process and increasing flexibility.
  - Share good shows across platforms as they go on air.

- If there is a particularly significant one-off show, send everyone an email about it.

- Buy a gorilla mask or costume for the mascot.

- Create a promo video featuring Gorilla Joe.
  - Like this: https://www.youtube.com/watch?v=kcC5a1QXE5c

- Make Gorilla Joe marry Rory McLion on Facebook.

- Return to our old slogan, "listen responsibly".

- Consider making a new video for our website banner.
  - The current one features the committee from four years ago.

- Promote others, not just ourselves.
  - Bring back sponsorship@standrewsradio.com.
  - Advertise union events.
  - Advertise local businesses for small costs.

- If an artist is in Fife for Freshers' Week or a nearby gig, invite them to an interview on STAR.

- Clean the big old STAR banner. It is very dirty.

- Google and Facebook adverts.

- Get STAR featured in other local publications.

- Make the union's pub quiz feature a question about STAR.

- Livestream Wax's show and get them to share it on their page.

10. Studio

- Set up a permanent camera on the far wall, so that all shows have the option of livestreaming.
  - Embed the video feed into our website.

- Look into making the podcasting computer automatically upload recordings of shows to a folder that can be accessed from home.

- Silent computer mice or branded mouse pads.

- Get now-playing song info displayed on the website and app.

- Acoustic foam for walls.

- Branded foam microphone covers.

- Ask if it's possible for the air vent above the microphones to be covered, since this is the biggest source of noise.

- Ask again for three new blue chairs. Bin the old black chairs.

- Ask again for the studio lights to not turn off every twenty minutes.

- Give the computers access to Wikipedia, so Myriad can automatically add song info and pictures.

- Give the computers access to Facebook and Twitter, so shows can promo directly.

- Give the computers access to YouTube, so shows can livestream directly.

- Make more detailed and accurate listener statistics available to show hosts within the Buzzbox computer.

- Completely update AutoFade music.
  - Let people suggest songs.

- Make AutoFade come on automatically after the last show of the day.

- Update the tech help section on the Buzzbox computer.
  - Add FAQ section, with questions show hosts have asked.

- Store podcasts for as long as possible, instead of deleting them after a week.
  - Use the university's storage space to do this.

- Try to make the "Engaged" sign outside the studio only light up when a mic is active.

- Start using sweepers properly.
  - Regularly updated sweepers that use snippets from good shows.

- Redesign studio decor.
  - Those elephants are getting rusty.
  - More inflatables.
  - Whiteboard.
  - Big posters.

- Set up specific genres for each AutoTrack hour.
  - Let people make playlists for AutoTrack hours.
  - Let shows move songs into the AutoTrack section of the database.
  - Introduce A, B, and C lists.

- Let Rook try to make STAR an FM station covering the union.

11. Website

- Update our website much more frequently.
  - It got to week 8 of last semester before the previous year's schedule was removed from the front page.
  - The events page has been updated twice in two years.
  - The podcasts page has never been updated.

- Our website has an interactive schedule template. We should be using it instead of a screenshot of a timetable made in Excel.

- Better organisation of The Record's section.

- Put recordings of good shows and live lounges on the podcasts page.

- Add a section for new music.
  - A lot of unknown musicians contact the station asking for reviews and airtime. We should be promoting the good ones to build our reputation, as well as theirs.

- Add a hidden archive section.
  - There isn't much documented history about the station, but that's because no one has ever bothered to make an archive.

12. Other

- Immediately remove the full stop from our Facebook page name, and change it to STAR's actual name. It's not "St. Andrews Student Radio" – that would be STASR.

- Rewrite the STAR app and try to launch it before September.

- Apply for student radio awards.

- Make a compilation of student musicians' music and sell it as a CD/cassette/vinyl.