

Steve Molyneaux – Manifesto – VICE PRESIDENT COMMUNICATIONS AND ENGAGEMENT

Background...

I am currently working for the RSU as Southlands College Social Secretary, a position I have held since July 2010 after being elected last March. As Social Sec I have **committed** a lot of time and effort to improving the college in many ways and have gone far beyond the duties of CSS. I have been **fundamental** in creating necessary improvements across Southlands this year and wish to forward my desire of improving the **student experience** into a sabbatical role. I have established a relationship not only with a large number of students but also with a wide range of university staff/personnel in my time as a RSU officer, this has put me in a great position to continue working for the RSU and liaise with university staff to give you, the students', what you want and deserve. These pre-established working relationships mean, if **successful** in this election, I will start the **Vice President** role with the appropriate skills to meet and negotiate with executive staff as I have already done so this year.

Proposals and Aims

'**FreshAir**' will become the main **priority** when taking on my role, the radio station is on the verge of launching and will need a vast amount of time and dedication invested into it to make its potential a reality. '**Fresh**' (the newspaper) is well established and more popular than ever before as a result of a very dedicated comms team this year and last. I would certainly carry on pushing its popularity yet I believe '**FreshAir**' requires far more attention. This year's media officer's have worked hard at arranging a newsroom on Southlands that can be used to further **improve** 'Fresh', this is a **fantastic opportunity** that I will strive to keep and encourage the use of. There is also space for two people to work at '**hot desks**' in the VP Comms office at RSU, these desks are currently unused which is something I am very keen to change. I would aim to have the media officers working in the comms office with me as often as they could so we have a close working relationship, as we are all working to **achieve** the same goal! I am also extremely keen on creating more digital advertisement of events and cut down on the huge amount of paper posters that are currently produced, I feel by using the 'iscreens' (plasma screens as seen in the Library) far more and getting these screens in each social space I will successfully achieve this goal. This form of advertising is cheaper, faster and more eco friendly – cheeky!

5 point plan of my primary intentions as Vice President of Communications and Engagement:

1. '**FreshAir**' – Strive to make the radio as successful and well used as the newspaper has become by:
 - a. Working with those who already record shows and campaign with them to get others to record with them, in their own 'teams' or individually, especially to attract more female presenters.
 - b. Campus tours with recording equipment in 'peak time' of campus hours to get short, entertaining shows.
 - c. Work with CSS's and CP's to get 'FreshAir' broadcasting in social spaces.
2. **Create a Media team**, this team will include:
 - a. The 2 elected media officers (becoming team leaders of the media team)
 - b. 2 volunteers for each area: Fresh, FreshAir and the SU Website
 - c. The two media officers will oversee each area of media and aid the volunteers, sharing knowledge and training to build a strong proactive media team. I would work with academic departments (particularly MCL) to establish if the volunteer work could be seen as work placements.
 - d. I would also like to devise a rota in which the media team work at RSU events to get interviews for the radio/photos for Fresh and photos/videos for the SU website, this already happens to an extent but needs vast improvement and clarification across the media officers and VP.
3. **Media Pod's**: I will aim to get investment for 'media pod's' to be installed at various points across campus, these points will allow people to post reviews/blogs/photos etc. to be published in the media sources I will be running – from this I hope to achieve a broader, more diverse range of students actively contributing to RSU media.
4. **Fresh**: I will continue to build on the growing popularity of Fresh by devising a strategy for better distribution in regards to quantity and location on campus.
5. **SU Website**: I feel the site is now more visually appealing than ever before however lacks crucial content and is often out dated, I wish to improve this as student feedback has highlighted to me that it is regularly their first port of call when trying to find out information (again this ties in with my plan to improve digital advertisement).

Along with my proposed aims, I will also be dedicating my time to the campaigns (engagement) side of the role to ensure the consistency of RSU campaigns continues into the new academic year.

Thank you for taking the time to read my intentions as Vice President of Communications and Engagement, if you have any questions you would like to ask please contact me at stemo89@hotmail.com.

----- VOTE STEVE FOR VP COMMS & ENGAGEMENT -----