



## **Matthew Robinson - SM/ASM/Treasurer**

### **I'll start off with a little bit about me:**

I'm currently a 1st year studying TV and Radio and have been a member of Shock for all of my time here, and this year I have been a member of the Utter Radio committee handling Scheduling and Output. I've always been a radio person, starting out as a presenter, working into a producer's role and then to station manager at my old station. I understand how radio stations work, technically and logistically, through multiple work experience placements and 2 Young Arias Awards to back it up, one of which was for Innovation in the field. I'm a good communicator and answer emails swiftly and proficiently with a good understanding of Google Suite.

### **What I want to do:**

I want to keep Shock as the place to be Salford, the place I'd heard about before coming to Salford, and I know I can do that. I would like to help bring about more events and socials, a wider array of social media posts with more content from shows, more video content and events to drive listeners to engage more with the station. A key issue for me is making sure committee members and regular members feel as if they have the tools to perform their role. I love the TBU unit in Media City which allows you to do interviews on the phone and connect with other stations and would love to see if this is something we can bring to shock. I want the Committee to work agile making the decisions they need to without needing to consult management and feel trusted in their role.

An increased social media presence, including clips from when shows are on air to drive social audiences to tune in. This could be done by whoever is on exec shift. The last upload by Shocks Youtube was 5 months ago and I'd love to be a part of getting more interviews and show clips put up on here. Also, if we were able to set up the webcams Shock owns to add to the video content and post on social feeds.

I would also like freshers coverage to include live shows broadcast from the boardwalk to involve the people walking past and allow people to sign up to a mailing list at least with QR codes for the facebook page.

Another thing that's key for me, is getting Podcasts/Interviews onto spotify/apple podcasts. I personally listen to all my podcasts on Spotify and that is how 95% of people listen to my personal podcast.

I would love to really push for more up to date power intros, more jingles and imaging which is updated throughout the year, to really give the station a more up to date, innovative feel.

The lack of news on the station is something I'd like to change, and if we could have a bulletin at 6pm which then goes onto Spotify/Socials keeping students up to date on the goings on inside the student sphere and here at salford. Even if this was only 5-10 minutes once a week it would be something.

In terms of the station manager position, I would like to ensure we have regular committee meetings, taking in all ideas from committee and members, even allowing members to take the lead on projects they feel passionately about. And finally, I would like to set goals at the start which we can consult throughout the year to help keep us on track.

### **Finishing Notes:**

Overall, I'd love to make Shock Radio something more students care about and listen to, and most importantly have fun doing.