

Conor Gilmore- Head Of Visual Content 2020/21

Hi, I'm Conor. I'm a first year BATAR student with a passion for all things broadcast. I currently host two radio shows; 'The Complaints Desk' on Shock and a panel show; 'Missions of Madness' on Utter. My other passion is running my photography page 'Conors Camera'. I like to think of myself as a creative, forward-thinking content producer with skills in photoshop, video producing and photography. **I would love to be your head of visual content for 2020/21.** Since joining the station in September, I have come to know Shock as both empowering, and innovative; giving a diverse and reliable source of entertainment to all at the university.



What I will bring to Shock:

Though I love all things radio, I also have a lifelong love for video and photography. I first picked up a camera when I was five with an old Sony Cybershot and since then I've been obsessed with both still and moving image. I have built up my photography skills over the years, **achieved an A* in A-Level photography** and I've also gained a healthy following on Instagram that has led to features in the local newspaper. Aside from associated university projects, I have produced many of my own films using **my own set of kit** and I'm more than familiar with Adobe Creative Suite.

People don't immediately think of visual content when consuming radio but photography and videos across social platforms will **ultimately drive more listeners to broadcast**. One area in particular that is currently being underutilized is Shocks YouTube channel. The last posts were from October and with the interview with Aurora achieving over 70 thousand views I think it is clear that this is a fantastic method of promoting Shock as a brand. Over the next year my aim is to increase the stations visual output in collaboration with the head of Online to share **highlights of shows, specifically tailored content, 'behind the scenes' footage and more interviews with interesting contributors.**

Events footage is something that I am really keen to work on in the coming academic year. One key area would be events such as Freshers week. The SU did a fantastic job at documenting this last year and this is defiantly an area that Shock could build on to promote the brand and increase recruitment at the start of the year. I also want to work on other events that are show specific, similar to The Monday Mix Metro Challenge and the SRA Chart Show to allow for more ways for listeners interact with Shock across more media.

I Above all, I want to make sure all members of the Shock family have the opportunity to **expand their shows over a range of media**, therefore expanding the station to a larger audience. Being part of shock had been a strong highlight of my first year at university and I hope you will allow me to give something back to our fantastic society. Thank You for talking the time to read my manifesto. See you at the AGM!