



Conor Gilmore- Head Of Online '20/21

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, running multiple social media pages for both. I like to think of myself as a creative, forward-thinking content producer with skills in photoshop, video content and web design using Wicks. **I would love to be your head of online 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:

Running five separate pages for radio shows simultaneously has given me a real insight into what it takes to engage an audience and direct them to broadcast. I understand that radio is not just teams working together, radio is about the listener and engaging with them. As head of online, the listener will be at the forefront of all I do.

An increased social media presence across all 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 visual content to share highlights of shows as well as specifically tailored content such as interviews and 'behind the scenes' footage.

One element of Shocks social media strategy that I feel worked very well over the past year was the online coverage of freshers 2019 as well as events such as Supersonic, The Monday Mix Metro Challenge and the SRA Chart Show. Next year I aim to continue this by increasing social media output at all events. This can be done by creating previews and build up to all events, designing more opportunities to join in with events via social channels and posting more highlights to showcase shocks brand and create an impactful impression.

Individual show identity is also an important part of my plan as I understand that many shows rely heavily on viewer interaction, much like my own. I want to make it easier for listeners to connect with individual show social pages by linking them on the shock website. This will also improve communication within the station, something that is often lacking when most shows only see one exec when broadcasting. One idea would be to showcase a 'show of the week' as well as a particular song to increase individual visibility.

Additionally, I would like to explore more platforms such as tiktok (I am shocks one and only follower as of yet) and Byte. 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!