



Charlie Rumney – Head of Online

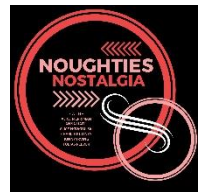
Hi, I am Shock Radio's current Head of Visuals and I am wanting to proceed my role on the committee as the Head of Online. Thank you for taking your time to read my manifesto, it is much appreciated!



ABOUT ME & EXPERIENCE:

I am a first year going onto second year studying TV and Radio Production. I have had a successful music radio show on Shock Radio, 'Noughties Nostalgia' which I presented with five of my friends. I also presented a second show being on the University of Salford's sister station, Utter Radio, entitled 'Oddity Encounter', where me and my co-presenter talk about our oddest encounters from our week, inviting special guests to also tell us about their strange occurrences. Being Head of Visuals currently, I have been filming Shock Radio Shows as well as designing logos for the shows. Doing this ensures that the students' shows acquire more depth in terms of marketing value and recognition, which will inevitably strengthen their show reel to show to industry professionals.

Having already been a member on the committee, I am very familiar with how a radio station should be run and would be great to continue serving. I have many examples of experience in the Social Media and Website Design sector. Doing many hours of work experience at a Marketing Agency, shadowing their Head of Social Media, where he designed posts for Twitter, Facebook, Instagram and many more. As well as being able to do design work for some of their advertising products for their customers. Having a qualification in Graphic Design and Website Design as well as Photography at GCSE and A-Level, coming out with the highest grades possible, puts me in a great position for this role as I have all the required skills. Furthermore, being able to develop my skills further.



MANIFESTO - WHAT I WOULD LIKE TO BRING TO THE ROLE:

- One of my main priorities is to continue the brilliant work done by the Head of Online's predecessor, Phoebe Beddows, as she had secured a robust foundation of how all the online content should be handled and displayed to our audiences and I would like to continue and even develop Shock Radio's image further.
- Currently there is not much content on the YouTube channel, this would be another top priority to change over the next year, as in this modern world the audio content is just as important as the visual.
- I am wanting to work closely with the committee to ensure that the visual side of the radio station is still maintained and brought to life with modern and relevant content for the station's success. Filming and documenting the station's involvement with the Student Radio Awards, Varsity, Political Coverage and so on, which would be showcased onto the YouTube channel.
- I am wanting students who have shows to be more involved with the social media, pushing students to create social media pages so they are able to show off their content which Shock Radio will be able to promote. Through the use of Instagram Stories, Tweets on Twitter. This will help acquire more listeners and active involvement with the station, which will result in a stronger tight knit radio community and society.
- I have my own DSLR Camera along with studio lighting equipment and backdrops, which will be very useful for capturing photographs of students shows for the social media as well as promotional photographs for the monumental annual events that Shock Radio is involved with.
- With new platforms such as 'TikTok' becoming globally popular is another area I would love to start developing, as content needs to be as relevant to pop culture as possible to ensure success and inclusivity.
- Finally, being able to teach new members of the Shock Radio Society, predominantly first years, will be beneficial to the society as I am trained on both the Live Studio and the Podcasting/Pre-Record Studio.