



*Tom Parker*

*Course: Broadcast Journalism*

*Position of Interest: Head of Sport*

My name is Tom Parker, a first year Broadcast Journalism student with a big passion for sport. I feel at home when broadcast presenting and writing about sports themselves. Whilst my main topic is football, over the current University year I have learnt more about a wide variety of sports in order to garner a stronger knowledge of the field. Whilst producing blog writing for football, I have also covered Rugby League for the station and taken part in many of the shows to expand my knowledge of Boxing, Cricket, etc. I take great confidence in my ability to communicate and think I have the bright personality suitable for the role, I stay organised and on schedule and consider myself well-focused.

As head of sport I would intend to build upon the strong foundations of a very good show. I believe recording the shows on-camera or simply in audio form to post on to YouTube/ Spotify would be hugely beneficial to the station as it would increase audience demographic and also the number of listeners week-on-week. Whilst it is a big ask, I believe it is a step worth taking. Alongside this, one-off listen-along shows could provide great entertainment for listeners – it would offer the chance for the team to watch an important sporting events and offer analysis and discussion. This content is useful for cross-platform viewing as you can include audio and visual elements. More commentary opportunities on University teams could also provide listeners with different content to listen to, and presenters with different challenges that will come with roles in the sports journalism industry. First year involvement is key for developing the show and so we would need a group of dedicated and passionate members, I believe the above changes to the show would help increase member retention. In addition to the new ideas, I think dedicating certain weeks for the first years to run the show could improve their enjoyment as it would offer them the chance to learn hands-on experience.

In terms of content I think the show currently works its format well. The 'round-table' discussion of each sport offers a diverse range of sporting interest. I would like to include more interactive elements like phone-ins, but I do appreciate we might not have the audience to do it. However, sections like quizzes or 'game shows' would help mix up the structure.

Given the chance to take on this role I would like to make the most of being able to improve its audience and content range. I will try my utmost to implement these changes with help from the station to create a sports show that can attract a large fanbase and deliver high-quality broadcast production.