



There was a meeting of the LSU Media Senate held on Tuesday 1st December 2015.

Location: LCR Foyer

Invitees: Bryn Wilkes (VP: Media), Dannie Jones (Assistant Head of Media), Dan Leedham (Head of Online), Paul Johnston (LCR Station Manager), Katie Wilson (Label Editor), Jazz Jefferies (Head of Lens), Jack Berisford (Chair of Hall Media), Ryan Andrews (LSUTV Station Manager), Martin So (Head of Media Marketing), Tom Newman (Head of Aura), Chris Moore (Media Technical Production Support)

Minutes:

1) Review of Previous Actions.

ACTION CM & JB: Discuss hall media to fit in with media guidelines.

ACTION CM: Audit cupboard

ACTION BW: Find out when after hours are in media office.

CM: Before 10:15 you are fine. After 10:15 message Duty Managers to say you're still here.

ACTION CM: Get board outside the media office, illustrating whose who.

JJ: 5:30 meet to take photos

ACTION BW: Next website meeting, bring up authorship. Editor and author positions.

Website permissions.

ACTION BW: Set up Tweet Deck for all of senate

ACTION MS: Put proposal for letmediaknow and individual business cards

ACTION BW/CM: Review access and permissions

2) Senate Reports

CM: All the things

DJ: Alumni weekend, documentation

JB: Marked 7 halls' media, waiting on four halls attendance

JJ: Took some photos, committee meeting

TN: Contacted people for potential commercial products

DL: Website meetings

MS: Meeting with newly elected Head of Design, social media proposal, design request form



RA: Broadcast top level Women's basketball game in UK for first time in 10 years – trained up volunteers

KW: Label out on Friday, SPANC brochure

PJ: Shows 'on demand', cover pictures on shows, visualised Tower's show, LCR Christmas

BW: Completed 1-1s, Exec report – Friday

3) Documentation Update (Presented by Dannie Jones)

Updated.

Weekly update.

4) Social Media Strategy (Presented by Martin So)

MS & CM option 1: Facebook, Twitter and Featured each controlled separately – BW, MS, DL. Post a draft and then send an email of when you want that done.

MS & DL option 2: Excel online, timetable on a spread sheet. Section heads write name and when you're going to post.

PJ: Spread sheet is good at tracking but who is checking it.

KW: Emailing is frustrating, prefers spread sheet idea

DL: Wanting to bring responsibility to section heads

BW: Got to put it on the spread sheet a day in advance, if not an email for breaking news.

DJ: Peak times to go in spread sheet – bold up.

ALSO – MS, BW, DL responsible each individually for either Twitter, Facebook or Featured.

Committee members shouldn't be featuring anything on the website.

ACTION: Option 1 & 2 combined.

ACTION DL, MS: Make spread sheet

ACTION DL, MS, BW : Decide whose responsible for who

5) Design Request forms (Presented by Martin So)

Form to go on senate group.

It will go on website for design requests.

6) Recruitment of volunteers (Presented by Katie Wilson)

KW: Committee struggling for writers.

Recruitment campaign after Christmas. Poster.

Make your Mark – take 2. Refreshers.



Getting them out to public places, send out with Label.

ACTION ALL: Come up with ideas of recruitment schemes for next week

ACTION CM&BW: Queen's speech video

7) Brand Guidelines (Presented by Dan Leedham)

Social media - in terms of mm, should be in pixels

Video Tagging for use of logo. Two ways of using LSU logo - 50% opaque white one or full colour one, no transparency.

ACTION DL: Send to BW for check.

ACTION BW: Send to marketing

8) Any Other business

JB: Hall media reps distributing Label isn't working. – Too slow to get out.

ACTION KW, BW & JB: Meet to discuss

ACTION ALL: Come prepared with volunteer and committee member of the week for next week.

Items to Note:

- Let Chris Moore know if a volunteer has had their 'free go' without a media membership.
- Send Bryn Wilkes any media events for the calendar

Dates for the Diary:

- Senate Xmas meal, Toby's Carvery, 19:45, December 8th
- Alumni weekend 6th, 7th February