



LSUTV Annual Report 2021

87,000

YouTube Views

75,600

Facebook Views

+463

YouTube Subscribers

14

Live Shows

54

Videos Produced

6

2020 NaSTA Awards

What a year LSUTV has had! From starting the year in the middle of a pandemic with limited access to our equipment to providing 3 professional quality livestreams for a national sporting league this year has been a rollercoaster from start to finish. Overcoming the various changes to restrictions and lockdowns along the way LSUTV has still had one of our best years to date increasing our reach across campus and picking up 6 awards at the NaSTA awards 2020!

After taking over from Josh in the middle of the pandemic myself and the committee worked hard with LSU to plan our coverage of freshers. While initially we had very limited access to the Students' Union and our equipment after completing numerous risk assessments, we were finally allowed access and went straight into our freshers coverage. This year our coverage was limited in some ways but expanded in others, as there were no nights out to cover, we couldn't film there, but as there were 5 move in days, we were able to film and publish a video each day before 7pm, a huge achievement!

Alongside our move-in-day coverage we also filmed 3 episodes of a new series called back to the Bubble, aiming to inform the student population what campus and life in Loughborough would look like in the new conditions and rules that the university was imposing. These videos each focussed on different areas of student life: halls, education & sport; and were well received as they provided relevant information at a time when it was lacking. This led to a new relationship with key members of staff, such as Richard Taylor (COO) and Rachel Thompson

(PVC Education) , allowed for us to kickstart our Newsflash coverage in Term 1. As restrictions changed throughout the term, we aimed to provide timely and relevant coverage to inform students of what the new rules would mean for them and to get the university's message out to students, these again were well received by students.

Working closely with the exec through the autumn term LSUTV produced a number of videos focussing on union specific issues, while these did not perform as well, they provided the basis for a good working relationship which culminated in the inaugural (and only to date) Exec Forum, a livestreamed question time with Executive Officers, allowing students to ask questions and hold the EO's to account. As this occurred during the winter lockdown it pushed some of our technical capabilities to the limit (with EOs dialling in over Teams) but was broadly viewed as a success and may be something to push forward with in future years as a non-sport livestreamed event.

The main excitement for the autumn and spring terms was our return to sport when we livestreamed Loughborough Lightning vs DMP Sharks in December 2020. A huge team effort went into making this one of our best sport broadcasts to date, and particular thanks must go to Jack Connor-Richards for all his work on the graphics package that complied with the league branding and Joshua Gray for providing the vision of what our coverage of the games could look like. This was a great success, and we were then able to work with Lightning to livestream another two of their home games after the Christmas break. All 3 were extremely well received by both Loughborough students and the public, with our coverage being praised by one professional broadcaster as "not the usual product from the local butchers shop" and to date have combined racked up over 19,000 views on YouTube alone! Unfortunately, all these games took place at a time when national restrictions only permitted elite sport to take place and therefore, we were limited to the number of personnel we could have on a game day limiting the potential for any new volunteers to shadow or learn new skills as the focus was placed upon delivering the best broadcasts possible. While this was not ideal, we attempted to give the maximum number of volunteers the opportunity to take part in these broadcasts.

This year LSUTV was able to undertake several collaborations with LSU societies and sections mutually providing our skills and expertise in return for a range of content that we could then broadcast, while this did not yield the results that may have been expected it did provide good exposure and continued our good relationship with Lboro Sport, LSU Classical and LSU Sing.

Our Exec Elections coverage was again very well received and worked closely alongside LSU Marketing to plan our coverage and collaborate where possible. While engagement was lower

than last year Soapbox still received over 1300 viewers, which is significant proportion of voter turnout. Jack Connor-Richards built upon the fantastic graphics package he developed last year to take our broadcast to the next level. Due to the number of high-level skilled volunteers available we were also able to launch a new daily elections live show in place of our normal Newsflash coverage called elections:live, this provided a great opportunity to train new volunteers in live show roles ready for next year.

After successfully bidding for funding in the inaugural round of the LSU Exec Fund we were able to purchase a new 300m fibre reel to allow us to position cameras significantly further away from our gallery. This proved invaluable as restrictions and LSU mandated that the Elections Results Night was held outside, a significant distance from the building. This again proved a success with many members of LSU and the new executive commenting on the high-quality coverage we were able to provide.

After a very busy May we were finally able to round off the year the only way that LSUTV know how, more live sport! Covering the Men's Hockey during the AU vs IMS weekend we pushed our coverage further and had our first outing of the new Mini OB Kit, this allowed us to record a clean feed audio and proved the concept and versatility that this new equipment will bring that we are still yet to fully tap into.

Looking forwards I hope that the new committee and station manager can build upon the successes and relationships built this year to continue our award-winning coverage for years to come! With over 13 categories being entered into for the 2021 NaSTA Awards we hope to come away with another haul of awards to continue our winning streak!

On a personal note, I must say it has been great fun being SM this year, thanks to all the volunteers who have been a part of our coverage this year and the best of luck to those who pick up the baton for next year!

All the best,

Ben

LSUTV Station Manager 2020-21