

SRA Manifesto PR Officer: Camille Ainsworth

Improved PR for the SRA is essential to maintaining and marketing the reputation of Student Radio across Britain. We all work hard, we make great radio content and run fantastic events – but who really *knows* the extent of your work and what's going on at your station. Your hard work, the awards, the chart, Hearing Aid... all these **student radio activities need to be pushed and promoted** so they get the attention and reputation they deserve.

As PR/Press Officer for the SRA I would:

- 1) Ensure that **press releases were promptly put together** for national as well as help put together press releases regional or individual station events if necessary.
- 2) Build a **national PR contact database**: Tim informs me one is already in the making, and I currently hold one I use for Fresh Air and some labels I work for ...between us all, we could surely cover the world!
- 3) **Organise the database** into regions as well as media, music and sponsorship so that should individual stations need contacts the information is **readily available** and can be easily accessed.
- 4) **Collate and maintain a database of photographs** taken at SRA events as well as at individual station events to be used on the site.
- 5) Spend time **promoting the music activities** for student radio in partnership with the Music Officer.
- 6) Build on SRA promotional tools: notably online.
 - a) An **SRA Myspace and Virb space** that would promote student radio activities from music, news and events. Run by PR and Music Officer with content and 'tips' generated by the stations.
 - b) **An SRA E Letter**: this is not the letter that the secretary sends you with important SRA information. This is about music and entertainment. This is a place where we can **promote our activities alongside music recommendations** and free music downloads illustrating the importance of student radio! Ideally the stations will generate the content together. A letter that should appeal to those involved in Student Radio and listeners alike. This letter is **for everyone who wants to be 'in the know'** so to speak. It would further promote the importance of student radio to artists who have the opportunity to be recommended to stations across the country especially if the chart show is going well. At the moment, I would like the call the letter 'Radioactivities' but that's possibly a bit cheesy. Suggestions on a postcard...
- 7) I realize the SRA has severe budget issues so promoting Student Radio through merchandising is a limited business. Never the less, I do think **investing** in some **pen's, badges and, most importantly**, a small **leaflet explaining who we are** and what we do is really **important for getting our name and logo out** not only outside the student radio community but also within it. How many of you really know what the SRA is all about? 'Here's a handy leaflet with some colour photo's' –'why thank you, I now understand everything'.
- 8) Finally, I would be responsible for maintaining a folder of articles about the SRA and report on media coverage of student radio to the Exec.

Experience: I have heaps of experience putting together press releases, both for a range of activities at my station but also for other organizations I have worked for (labels/festivals and so on). I am experienced at using digital network sites like facebook, Myspace as well as virb.com for promotional use. I am also currently part of a team that puts together an electronic newsletter at Fresh Air. I also wrote a comprehensive members booklet about Fresh Air (its about 50 A5 pages long!). As well as that, I currently do promotional work for records labels and really enjoy it so vote me in!