

Full-Time Officer Manifestos 2019-20

VICE PRESIDENT CAMPAIGNS AND COMMUNICATIONS **Lewis Marriott**

My name is Lewis Marriott and I'm running to be your next Vice President Campaigns and Communications. Throughout my time at university, I have taken up many of the opportunities given to me, leaving me with an extensive amount of experience. Working alongside the student union, I have held relevant positions such as the role of Socials and Events officer, working my way up to now being Vice President Socials and Events for the County College JCR. This responsibility has given me the chance to utilise my creativity, both as a team member and leader. The benefits and enjoyment of such experiences have given me an enthusiasm to strive toward a more significant role, feeling I can give more to the union.

Media and communications is an area I feel endlessly passionate about; an industry I hope my career path will take. Using my learned and developed skills, I wish to implement them within my campaigns.

My key aim as VP Campaigns and Communications is to **increase visibility** of:

- Student media
- The Union
- Under-represented sports
- Local areas

If elected I intend to:

Better promote student media

Being an English Literature and Theatre student, media-based societies are something I would have loved to have been more involved with from early on in my degree. As VP Campaigns and Communications, I would aim to run a campaign during Michaelmas term ensuring the exposure of student media opportunities are boosted and better advertised on campus.

- I would create billboards and posters to explain the benefits of getting involved in student media.
- Utilise large platforms like the screen in Alexandra Square.
- Implement cross-over advertisement for each student media throughout SCAN, Bailrigg, LA1TV and Take2 cinema, introducing a new way for the societies to collaborate.
- Build on work from the media summit held in first term, and give students another chance to find out more during refreshers.

From speaking with executives of each media society, participation on a greater scale seems to be an area for improvement, making this a priority for me. My time as VP Socials and Events has given me an edge; knowing what works when it comes to student engagement, knowing how to promote and advertise events in a custom and relevant way.

Make student media more accessible:

- Tying in with better promotion of student media, I would like to increase its accessibility.

- I would co-operate with ISS, creating a student media-based tile to give easy access from the iLancaster app to the latest articles, podcasts and shows.

Utilise local media stations:

- Corroborate with local and widespread media companies, including Lancaster Guardian, Beyond Radio and Fat Media Ltd.
- Invite speakers to the 'Working in the Media' conference, allowing students to gain insight into careers within the media sector.

Improve Union in-person communication:

- Improve personal communication, dedicating a day for full-time officers to stand in Alexandra Square for a few hours.
- Alex square is the centre of campus, making it the perfect place for FTO's to engage with the students they represent, on a direct level.
- Increase transparency between the Union and Students throughout the year.

Increase transparency of the Union:

- Regarding communication, the union already do an excellent job broadcasting competitions and upcoming events. However, important issues such as the white t-shirt scandal and referendum turnout are ignored based on their less-than positive consequences.
- Ensure students are informed on issues within the University as soon as possible.
- Using the 'Pop-Up Union' in Alex Square to provide students with an open opportunity to ask about current affairs.

Campaigns:

As VP Campaigns and Communications, there are two main campaigns I would like to enforce.

1. Community Expansion: **'Bursting the Bubble'** in which Lancaster students live. This would be a two-term campaign focussing on getting students out of Lancaster and visiting areas nearby.
 - Organise subsidised trips to areas like the Lake District, Kendal Castle, and Cumbria - taking a different approach from the usual JCR night-out events, and giving students (particularly those who are international) the chance to explore other areas of the UK that aren't populated cities.
1. Roses campaign: **Shining a light on underrepresented sports and teams**
 - I would boost the presence of sports such as korfbal, sailing and underwater hockey. This promotion will hopefully result in a larger crowd at their matches and reduce the stigma that surrounds sports, encouraging more people to get involved.

Thank you for taking the time to read my manifesto, and do not hesitate to get in touch with any questions or enquiries you may have!