

OPEN UNIVERSITY STUDENTS ASSOCIATION

Central Executive Committee (CEC)

19 – 21 July 2019

STUDIO

The CEC is asked to: -

- i) **discuss** the proposal for STUDIO moving forward.

1. Introduction

- 1.1 STUDIO, as a concept, is due for a significant update to ensure its effectiveness.
- 1.2 Vice President Media & Campaigns has requested strategic refresh of STUDIO by the Digital Communications team, taking on board feedback from both the student leadership team and wider community.

2. Issues identified

- a) Discussion topics are mostly focussed on Association activities, not of general interest to the wider student community and can feel repetitive.
- b) Sporadic schedule means that no loyal audience can be built up.
- c) Shows are produced live on an evening, meaning that no additional content can be collected with the same resources.
- d) Live production limits the pool of students that can take part as a host or guest.
- e) Shows are often nearly two hours long – too long for most students to listen to in its entirety.

3. Moving forward

- 3.1 We propose to reposition the STUDIO brand as a 'network' of sorts – an umbrella term for our more produced content. In the longer term this would allow students to apply for a more general STUDIO volunteer role and take part in more of our media opportunities consisting of both video and audio content.
- 3.2 Whilst STUDIO in its current form goes live every three months (sometimes with longer periods between shows), we would aim to have a clear, regular

and dependable schedule of content. This would take into consideration key times for the Association.

4. Video series'

- 4.1 Video continues to outperform other content types, generally garnering more engagement and reach. Social media platform algorithms are changing constantly, making it more difficult to reach all our followers. Moving forward, a more structured approach to content will be needed to ensure our posts are getting to as many students as possible.
- 4.2 Though created on an ad hoc basis, our shorter videos perform well on social platforms – generally garnering between two and eight thousand views. By moving to a planned production structure of clearly defined series', the quality and consistency of the content could be improved. It will also allow for a greater variety of guests to be included – for example, planning to record videos around Executive weekends would mean that more of the student leadership team could take part. This would mean that more than one piece of content could be created in a single filming session.
- 4.3 By ensuring that our video content is shorter, interest-driven and published on a more regular basis, our reach and engagement rates will increase – beneficial for our channel performance overall. Quizzes, lecturer interviews, mental health discussions and study-focussed videos are just some of the themes we could explore.
- 4.4 Videos could be aired 'as live' on Facebook, utilising its new 'premiere' function to receive the same benefits as live streaming content including notifications sent to our Facebook followers and live chat.

5. Podcast

- 5.1 A regular podcast has been suggested by members of both the student leadership and staff team. Podcasts can be longer form, but small sections could be repurposed for other channels as promotional content. A general Association podcast, featuring discussions between members of the student leadership team, Association and OU staff and student volunteers could be an interesting opportunity to investigate.

6. Next steps

- 6.1 Pending feedback, the project will move forward with the aim to have at least one video series and the podcast in the works to premiere during the Freshers fortnight. Take feedback – present updates on the forums.
- 6.2 For any further queries or thoughts, please contact the Digital Communications team or Vice President Media and Campaigns.

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