

The Tim Marshall Award for Special Recognition 2012

The Tim Marshall Award For Special Recognition -

(750 words max + Skype Interview for selected stations) An award to a station worthy of special recognition for outstanding achievement, especially with respect to the station's commitment to overcoming challenging circumstances and achievement through innovation in the past year

The Submission & Judging Process

The Tim Marshall Award for Special Recognition is judged in a two-stage process. Two judges will score the entries, narrowing them down to a top six. These selected stations will then be contacted to request a Skype discussion about their entry. Tim Marshall and the two judges involved in the first stage of the process will ask questions to uncover extra information they need before judging a winner and a highly commended entry. During the Skype no more than two members of your station may contribute to the discussion. Skype discussions will take place on either 30th March or 31st March and each Skype will last 20 minutes maximum.

Name of Submitter: **William McDonagh**

Role of Submitter within station: **LA1:TV Station Controller**

Submitters email: willmac06@hotmail.com

Submitters mobile: **07535699289**

Submitters Skype address: **la1television**

The Entry Form

You may expand any section(s) of this entry form and write as much as you feel is necessary for any section(s), but suggested word limits appear in brackets. It is advised that your answer to the last two questions should form the **majority** of your entry and background information is kept to a minimum. The word limit for your entry is **750 words** (excluding this brief and all questions).

Please start all answers on a new line.

Please estimate how many active volunteers/members your station has had involved in the past year (since March 14th 2011)?

March-October 2011, roughly ten; over forty as of November 2011.

What is the approximate age of your station? (recommended 50 Words)

Before this year we were called LuTube.TV, which ran for three years before being shut down in May 2011. LA1:TV opened as a station in Fresher's Week October 2011.

Does your station receive funding? If so, how much and who from? (recommended 50 Words)

Annually we receive £2000 from our Students Union, a significant increase to the budget of LuTube.TV. After the successes of this year we are in negotiations with our University to drastically increase this amount as our resources are currently failing and need replacing urgently.

What equipment and facilities are available to your station? (recommended 50 Words)

We have one small 2.5m x 3.8m office housing three computers (used for editing and correspondences), with another identical sized space used for storage. We own one Sony HVR hd1000e camera and tripod, and we borrow three Sony DV Handycam's from our University, all of which need replacing due to their age.

What has your station done to deserve special recognition? (recommended 300 Words)

LA1:TV formed after LuTube.TV shut down, which led to several months of preparations with our Students Union before we were scheduled to go live.

We had to work against the stigma attached to LuTube.TV, which was thought of as unproductive and unimaginative, producing lack-lustre content irregularly and not addressing the needs of the student audience. More worrying to us was that most of Lancaster students were completely unaware of the existence of a television station on campus.

For this reason our aim at the start of October was to establish ourselves firmly in the mindset of our students. We filmed day and night over Fresher's Week, generating new content every day, speaking to as many people as possible (with printed LA1:TV t-shirts to be recognisable), and proving our worth alongside established media platforms in Lancaster such as the Radio and Newspaper.

We then instantly began work on a wide range of production genres to generate as much interest as possible in the weeks that followed. Our effort and commitment paid off. Not only have our Students Union praised our work publicly across our University, but Student Media on campus now exceeds a membership of over four hundred (student media at Lancaster is a joint membership shared between TV, Radio and Newspaper). Our active membership has increased tremendously, and we speak regularly with societies and organisations wishing to collaborate with us, many of whom were oblivious to LuTube.TV.

Within our first three months of production, we managed to attract a phenomenal 16,000 visits to our website, with one video attracting 3,800 views over its first week of broadcast.

Why should your station gain special recognition over another station? (recommended 300 Words)

We have managed to achieve a fantastic amount in a few months. We now have regular content produced, with varying genres to cater to our diverse audience.

We have ventured into new platforms such as Sport, Comedy, Music, Documentary and News, as well as continuing to develop original dramas and various light entertainment projects. We have also established external connections to organisations and companies, one of our most successful being our partnership with 'Get-in Loud in Libraries', a national chain supplying small venues with big musical names, which have given us access to current talent such as Summer Camp, Charlene Soraia and Labrinth. We now also have regular collaborations with other companies such as Vue Cinemas, Revolution Nightclubs, and even the British Army through our documentary 'Army Diaries'.

Unlike other stations that start each year with a solid foundation already in place, we achieved all this after starting from scratch, with no-one knowing of our existence until the start of the year. We are continuing to challenge ourselves in the hope that one day we can be one of the leading student television stations.

Our aims are focused, being primarily a resource for our members to obtain television production experience, as well as showcasing this to a wider campus audience. We are working with our students to create entertaining shows, and have even developed an interactive media platform over the familiar concept of a 'Murder Mystery' to have our students engage with us on a physical and practical level.

Since October we have had 25,835 visits to our website, 12,497 of which have been unique visitors, yet we are not being complacent with this and as a result we recently conducted market research in the form of questionnaires across Lancaster's campus to better develop ourselves through the feedback we receive.

I believe that we have managed to show that it is not dependant on how much money/resources a station has that makes them successful, it purely centres on the dedication of the team and their passion for producing quality and engaging television for students.

Submissions will open on 14th Feb at 12pm and close on the 14th March at 6pm, details on how to submit will be released on the 6th February at 12pm.