

4. Motion to Include 'Station Marketing' in Best Broadcaster

Proposer: Emma Bew, Secretary of Student Television Alumni Network

Secunder: Dan Orton, Chair of Student Television Alumni Network

This Association notes:

The NaSTA Awards Ceremony can have a maximum of 24 awards categories.

The current description for the Marketing Award is:

A video submission demonstrating the achievements of your station's marketing across your campus and online, incorporating special events, advertising and on-air branding. The submission must be accompanied by a written document detailing marketing strategies, tools, and techniques used by your station.

This Association believes:

The Awards conference is too long, which has a negative impact with judges and industry professionals who are invited to attend the awards

Stations are pressed for time to submit to all award categories, with other priorities such as coursework, elections and varsity events.

It is currently difficult to convey how you have marketed your station within a video submission and that the accompanying text document could be combined into the written submission for Best Broadcaster.

This Association resolves:

Being a good broadcaster includes having a good marketing strategy to represent your station. Therefore to shorten the amount of awards, station marketing should be judged within the best broadcaster category.

This Association mandates:

That the 'Station Marketing' Category is removed from the awards list and that the description for the 'Best Broadcaster' is updated to include being judged on marketing.

The new description to read:

A showreel demonstrating the range, quality, and skills of the station and its programming, accompanied by a written report with details of the station and contributions made that may not necessarily appear on screen, e.g. marketing, training, committee work, station management

Point of Information by the Returning Officer: As this motion is a broken down version of motion 2, should motion 2 pass, this motion will not be discussed