



Development Officer Report

Key activity undertaken:

The main activities I have undertaken in my role as NaSTA Development Officer are:

- Reviewed and re organised the Regional Structure and redrawn the regional map.
- Worked with the rest of the exec to draw up a new exec structure that was passed at the OGM.
- Organised Pick of the Week.
- Started a relationship with Blackmagic Design and their supplier Holdan.
- Supported regional officers organizing regional conventions and activities.
- I was the lead officer for FreshersTV.
- I have researched the best way to make NaSTA a formal legal entity, using a Charity model, and submitted it as a motion to the AGM.

Impacts

- The regional structure is now up to date and new regions will be implemented from 1st July 2017. This will evenly spread the workload for Regional Development Officers and takes into account existing inter station links and geographic/transport factors.
- FreshersTV was successfully broadcast by CUTV in Cardiff, with the help of LA1:TV. Many members of CUTV learned a lot about live TV production and worked with stations across the country.
- The new exec structure will help manage the workload of volunteer officers and help them better support the work of NaSTA by giving them more time to work with both member stations and external partners.
- Pick of the Week & the NaSTA Advent Calendar have helped to advertise student TV content both internally and externally.
- Blackmagic and Holdan have both expressed interest in attending NaSTA events and providing advice and information to members. Unfortunately Blackmagic had to pull out of attending Conference this year but have provided a substantial prize for the Best Live winners.
- If the motion to become a charity passes at the AGM NaSTA will be on course to become a legal entity for the first time. This allows it to enter agreements and contracts, apply for funding grants and increases the profile of the organization.



Future activity

- Preparing for the introduction of the new regional structure: ensuring that all stations are informed which region they are in, the other stations who are in their region and that we get a full set of Regional Development Officers to support stations in 2017-18.
- Furthering partnerships with companies and industry professionals.
- Assisting where needed with the NaSTA North Convention.
- Undertaking actions required by any motions passed at the AGM.
- Producing a development plan as is required of the Development Officer. I have not undertaken this so far as future development is dependent on the status of NaSTA as to be decided at the AGM.

Challenges and Recommendations

- There has been a very divisive atmosphere in the NaSTA exec for a number of years which resulted in a very poor hand over to the current exec and the eventual removal of two of the officers. This has had a detrimental influence on NaSTA's image and relationships with members stations. This relationship has also been hampered by problems with the conference host station's award submission and ticket purchasing systems. I believe that the current exec has removed the divisive and self-interested atmosphere since the by-elections and is working much better. However NaSTA needs to ensure that all officers are pulling their weight and working for the good of NaSTA members. The exec also needs the capability to provide more support and guidance to host stations in times of difficulty, as have been experienced this year.
- Engagement is the biggest issue facing NaSTA. Lack of candidates in elections and lack of bids for hosting NaSTA events is a serious issue. The current exec did not have the time to work on this (partly due to inactivity by 2 exec officers in the first half of the term of office) during the 16-17 year and it needs to be made a priority for the incoming Communications Officer and Returning Officer.
- There are significant financial problems facing NaSTA that could prevent it being sustainable in the long term. The cost of hosting the conference has increased significantly in the last 8 years to a point where it is not affordable to all students. In addition NaSTA will face increasing admin costs due to the enlarged exec and potentially becoming a charity. Therefore the next exec should seek sponsorship, for both NaSTA and the Conference as a matter of priority.



- The partnership with Made Television is a great starting point for the relationship between NaSTA and local/regional TV. This should be expanded to include regional TV across the UK as it is a good point of entry for graduates into the television industry. In addition NaSTA should reach out to production companies for partnerships. As major broadcasters become increasingly reliant on production companies rather than in house production, and new commissioning houses - such as Amazon, Netflix and other online content companies - enter the market, independent production companies will become more significant career options for many NaSTA graduates.