

NaSTA Bidding Guidelines

FreshersTV 2017

Every student typically starts off their whole university experience with seven busy, crazy, terrifyingly exciting days – Freshers’ Week. For student television stations then it’s one of the most important times of the year, as the first chance to really show off what you can do, capturing the student experience and engaging new members. There are always some fantastic coverages produced and that’s why 2010 saw the creation of FreshersTV, a live national broadcast with link-ups between student television stations across the UK sharing the best of their Freshers’ coverage and putting on a show with all sorts of entertainment.

Each year, one station hosts FreshersTV, not only acting as the anchor for the programme, but also planning the logistics, content, and technical aspects of the broadcast. Previous hosts include LA1:TV, DemonTV, ForgeTV & CUTV Could your station be the next host?

WHAT’S INVOLVED?

Hosting a nationwide live broadcast may sound a little bit terrifying, but if you are able to produce your own live broadcasts already, you’re already halfway there! Here’s what we expect of stations bidding to host:

- **Host a multiple-input live broadcast**

Has your station ever produced a multiple camera production? (e.g. Varsity, your Students’ Union elections, a studio programme, etc.) Does your multi-camera set-up have the ability to play pre-recorded video clips/VTs? Can your multi-camera set-up accept a feed from a computer screen? Does your multi-camera set-up have a way of sending the output to the internet?

If you answered ‘yes’ to all of the above then you’ll find that you should have the technical ability to host a programme such as FreshersTV. (If you would like technical advice on how your station can achieve the above, please email technical@nasta.tv)

- **Communicate your ideas with the wider NaSTA community**

Not only will you need to be on top of communicating with your station, but your station will need to be able to communicate to the wider NaSTA community effectively and punctually. The NaSTA Exec are on hand to help you publish messages through emails and social media, but your station will need to be providing information about dates, times and running

orders in a clear and timely manner. A broadcast like this is great for those of you who love organising, producing and generally being on top of things.

Come up with unique ideas to leave your mark on the FreshersTV format

Although FreshersTV has an established format, we're looking for stations that will introduce unique and creative changes to the programme. FreshersTV is designed to hook new students into student TV – what can your station do to include new members, or appeal to a wider demographic? Have you got what it takes to add that new 'something' that will get not just the NaSTA community but the entire student community buzzing about the programme?

The station chosen to host FreshersTV will be supported every step of the way by the NaSTA Exec, and it's not only great fun, but a fantastic opportunity to show off your capabilities to students, your university and Students' Union, and every member of NaSTA around the UK. If you think your station is up to the challenge, all you have to do is put together a bid explaining why your station should host FreshersTV 2017, how you'll do it, and what you plan to bring to the broadcast. Just send us over a PDF document of a maximum of 3 sides of A4 explaining the following:

How would your station achieve the broadcast on a technical level?

Do you have the technical capabilities to successfully broadcast FreshersTV? Will you be relying on equipment or a venue from your university with limited access that affects transmission dates and times? How will you be broadcasting? What impact will your technical requirements have on other stations participating? (Ridiculous example: If you're broadcasting in 3D how are stations broadcasting in 2D going to be handled?) And what, if any, technical achievements will the broadcast merit for your station?

What are you going to add to the format that is new or different from previous years?

This is the hardest of the topics to cover in your bid, so don't beat yourself up if you struggle with it. We would like to know what you have in mind to shake up FreshersTV and leave your mark on the format. This doesn't need to be a big thing; it could be something

as simple as having, say, an on-screen counter that counts how many times people say “Freshers” in an excited tone, or how many times That-DJ-That-Was-At-Every-University appears on screen. (Feel free to include any mock-ups, photos or videos that help convey your idea!)

· **How are you going to keep other stations engaged?**

What are you going to do to make taking part in FreshersTV easy and engaging for other stations? After all, FreshersTV is largely about getting NaSTA stations together to collaborate. How can you ensure that this spirit lives on if you host the broadcast?

· **When would you hold the broadcast?**

Please include in your bid your proposed date/s for the broadcast. It should take place after every station’s university’s Freshers’ Week has finished so everybody has the chance to participate. We recommend an evening in the final two weeks of October!

NB: All participants must be affiliated to NaSTA at the time of the broadcast.

When you’ve got your bid together, email it to exec@nasta.tv, and the NaSTA Executive Committee will make a decision after reading through each application. You may also be invited to take part in an online chat to discuss your application. In the meantime, if you have any questions or would like to discuss your ideas, feel free to email us at exec@nasta.tv or get in touch with us individually:

Chair: Avneet Chauhan - chair@nasta.tv

Development Officer: Chris Osborn - development@nasta.tv

Marketing Officer: Harry Fender- marketing@nasta.tv

Technical Officer: Josh Hodgson - technical@nasta.tv

Applications will be accepted from 10th April 2017

Deadline for applications: 24th April 2017

Online applicant station interviews: 1-7th May 2017

We hope to hear from lots of you soon! Good luck!

Links to previous FreshersTV broadcasts can be found at
<http://freshers.tv/>