

Un-Sung Hero: Danny Rickard

Danny Rickard really is one of a kind. Throughout his 4 years at University he has dedicated every second of his time to SUSUtv, working his way up to be the best station manager we've ever had. He has been the eye behind the camera, the welcoming face to our new members, and led us to our most ambitious short film yet; Live Your Life, that included professional actors and genuine set locations.

The entirety of the previous summer, he spent at the University, preparing pre-fresher's content and planning the year – and when freshers came around he spent every hour over the two-week period filming day and night. Despite being exhausted or overworked from offering his time to everyone he could, he never complained – and that is what makes him such an incredible individual.

Danny is the reason so many people felt welcome at the station. He is humble, and such a generous individual, who trained and gave up his time to help anyone in need. Nothing is too much to ask, he will drop everything to help someone on a project, or make sure someone feel included and able to get involved. He drove the entire station from Southampton to Sheffield (a 7 hour drive) without complaint for NaSTA 2018; gave his time to help every project he could, put together the Universities Student Film Festival 2018, and coordinated the Media Ball for all of Student Media at SUSU. Thus, we were thrilled when he was given the Lifetime Membership Award at our Students Union.

His kindness at the station doesn't stop there, in his spare time he drives safety buses for the University, assists with the technical team, and has been at every live stream set up SUSUtv has done over the past 4 years. His technical knowledge, insightful editing eye, and willingness to teach others is inspiring. The most important part of student TV is to share your knowledge, to inspire others, and he embodies everything student media aims to be.

To communicate his dedication properly would never be able to do him justice, so to attempt to put it into perspective, he spent so much time editing in the studio he even got a vitamin D deficiency...(our studio has no windows). Words cannot explain how much we will miss Danny, he's been our biggest asset, and led SUSUtv to match our record year in terms of NaSTA wins. His endless dedication over the four years he's been at university, the love and passion he's brought the new members, and every video he has produced is something we as a station take as his legacy to maintain.

There'll be nobody quite like him again, but he deserves more praise than just we as a station can give.

