

This year at UniTV, we have 8 executive members overseeing and producing numerous existing shows such as Short Films, NewsHit, Brighton Food Hunt, etc. The executive team have meetings every week to discuss any matter that is related to Station operating such as purchasing new equipment, handling students' and societies' requests. We are open to any new video or show ideas and are glad to receive the creative inputs contributed by our new members at the beginning of Autumn term. Our executive producers are also providing support and advice for new producers who are struggling to kick start their projects, guiding them on the basics of producing content at UniTV.

We have also rebranded the station as we noticed that the lecture style general meetings were neither appealing to the new members nor to the committee. Therefore, we responded to these feedbacks and decided to make the meeting atmosphere more relaxed. In order to achieve this, we decided to make use of the meeting hours and hold a variety of events like editing tutorials, presenting workshops, movie screenings and more. So far, we have already organized a number of tutorials on camera operating, sound, editing, two workshops on video presenting as well as two movie nights. Not only did the change helped with bringing members closer to the executives, it also made organizing shootings easier because producers could worry less about not having enough people to shoot their projects. They could always make use of the meeting hours when the vast majority of the executive team is always present to film the videos and get help from the team and other members.

UniTV is also constantly striving to improve our content, and marketing the station is one of the most direct method towards this goal. As we know that the more people have heard about us, the more members we could possibly recruit, which means that the station would be able to have more human resources and creative input in all stages of content making. We started by thinking about our target audience, which is obviously students at University of Sussex, as well as those who aspire to become a student at our university. Since most young adults nowadays are accustomed to BuzzFeed-like videos, we also adapted that style in some of our own contents, such as the Asian Snacks Tasting video from the International Show. Moreover, we have been establishing a better communication with the SU, we would tag SU officers in our Facebook posts so that they could act as a mediator between the station and other students at the University by sharing our videos and promoting our events. With the SU help, we successfully held our first 4-hour short film making competition in December and attracted participants from outside UniTV who have now decided to join the station.