



The People's Choice Awards gives us a chance to celebrate all the brilliant, innovative and, in some cases, completely off the wall content that is produced by student television stations across the country. Whilst it's only been around for two years, *The People's Choice Awards* have already become an important part of the NaSTA calendar and both of the previous broadcasts have been of an exceptional standard. Because of this, XTV would like to go three-for-three and put on another knockout awards show celebrating all things NaSTA.

But why us? Put simply, we had a fantastic time at NaSTA 2015 and we would love the opportunity to give something back to the NaSTA community as a whole. NaSTA acts as a brilliant base to branch out and establish links with other stations and we aim for our broadcast to be as open and inclusive as possible. The primary focus of our bid is to get as many stations as we can engaged with *The People's Choice Awards* and we've made a few tweaks to the format to ensure that this will be the case.

FORMAT

Our broadcast would last approximately one hour and would be presented by XTV members alongside the old and new NaSTA Exec. The basic format would follow a similar approach to previous years in which award results are announced progressively throughout the night by different presenters. In-between we would provide a mixture of interviews with NaSTA Exec and also create short, humorous VT's in a similar manner to SX:TV's 'Know your NaSTA' from last year to add diversity to the show.

In order to ensure that as many people are watching as possible we would run an extensive social media campaign promoting **#NaSTAPeople** so that stations and their members know where and when the broadcast is taking place.

Our big push for this year would be to also add interactive elements to the broadcast. As well as providing a live, visible twitter feed that our presenters will refer to across the duration of the show, we would also run a live NaSTA Quiz. Using the web application Kahoot we would collaborate with the Exec to produce a short multiple-choice quiz, testing stations on various pieces of NaSTA Trivia. Stations would be provided with a 4-digit pin code in advance and be invited to compete against other stations live. The results of each round would be visible on screen.

On top of this, XTV would like to openly invite affiliated stations to attend the broadcast as members of the audience. Each station will be sent a welcome invitation containing local directions to Exeter Campus and the points of contact to ensure that no one gets lost. By inviting other stations, we can add more weight to the presentation of awards as it will allow for audience reactions to the winners of each category. After the broadcast has finished, we would also like to invite everyone to a social afterwards to celebrate all things NaSTA!

With regards to the Exec handover, we would like the old executives to set their successors a series of challenges. The Execs will pick their own challenges for their successors, and once completed, the official handover will take place. The addition of challenges is not only designed to inject an element of fun to the handover, but also to give stations an insight into the personalities and opinions of each of NaSTA's new executives.

We would like to continue using the existing logo and branding. Additionally, we intend to turn the logo into a short stinger that can be used as a transition between the different sections of our broadcast.

TECHNICAL IMPLEMENTATION

This year has seen significant improvements to XTV's live capabilities. We now have an all-digital, HD workflow with an ATEM 1M/E for Vision Mixing, 4 Sony HVR-Z1 cameras, Wirecast and a CasparCG graphics system. Furthermore, we have undertaken several ambitious live broadcasts this year, with a 3-channel coverage of Exeter's boxing varsity and a daily live broadcast throughout Freshers Week being some of the highlights. Because of this, we are confident that we have the technical skills and the ambition to produce a high quality broadcast.

Our broadcast will take place in one of our university's drama studios allowing us access to customisable studio-lighting. We intend to work with Exeter's Technical Society to create a dynamic, DMX-controlled light design adding a visual flair to our broadcast. We would run a 3-4 camera setup with advanced visualisations. As well as the usual mixture of VTs and overlays we intend to use stingers to transition to different sections of the broadcast and include a moderated twitter feed which will be displayed on a visible screen from our studio.

The broadcast would be streamed via JaNET with each station being sent the appropriate URL 48 hours beforehand. Additionally, the URL would be heavily publicised over Social Media with XTV scheduling a series of Facebook and Twitter posts to act as a 'countdown' on the day of the broadcast.

AWARDS

As well as being a celebration of Student TV across the country, the *People's Choice Awards* is also about... awards! We want to give all affiliated stations the chance to celebrate their achievements across the year and therefore propose the following award categories:

The People's Choice Open Award (Video Entry + max. 200 words written):
Any video (pre-recorded or live) that has been released by your station.

The People's Choice Live Award (Video Entry + max. 200 words written):
Any video (or shortened edit) that has been broadcast live by your station. Entries for this award must not have had any additional processing applied after transmission.

The People's Choice Award for Content Innovation (Video Entry + max. 300 words written):
Any piece of content that has attempted something new, improved the quality of your output or pushed your station to its limits.

The People's Choice Award for Technical Innovation (Max. 300 words written):
A written document which demonstrates how a technical innovation has helped to develop your station.

The Golden Bodge Award (Video entry + Bodge description):
A video submission of your stations 2015 Golden Bodge accompanied by its appropriate description.

NaSTA On-Screen Personality of the Year (Video showreel + max. 200 words written):
An award celebrating the talents of an on-screen personality (presenter and/or actor) from your station. Entries will consist of a showreel demonstrating their relevant skills.

The People's Station (A4 written PDF document):
A written document demonstrating the quality and variety of your station and its content. Entries should emphasise a stations commitment to student television and NaSTA as a whole and account for any major innovations and changes that your station has undergone this year.

All video entries must be no longer than 10 minutes, excluding NaSTA On-Screen Personality of the Year which must be no longer than 5 minutes.

SUBMISSION PROCESS

We would like to continue the past model of each station uploading their entries to their YouTube channel and sending us a link. We would utilise a purpose-built web-app which will allow all stations to submit the links securely, upload PDFs and add a description in a similar manner to the NaSTA submission process. The submission deadline will be one week before the broadcast.

Each entry will be voted for in a single round of voting. You and your station will be asked to vote on their top 5 entries for each category, placing your preferences in order from one to five. This will be on a “one vote per station” basis. Votes will then be tallied up using a points based system with first preference equating to ‘5 points’ and fifth place equating to ‘1 point.’ The votes will be counted by an external invigilator (our Activities sabbatical officer) to allow XTV to participate in the awards. After the points are tallied, the entry with the highest score will then be declared the winner with the runner up receiving a highly commended award.

Entries for The People’s Station will be voted on using a method we have dubbed the **Eurovision System**. Alongside their top 5 entries, stations will be asked to submit a short clip (maximum 20 seconds) of their station via WeTransfer announcing their nominations in reverse order (from five to one). These clips will then be compiled into an extended VT showing each station’s votes for the award in a similar manner to Eurovision. We will overlay a graphic ‘points counter’ which will track the progress of the voting and conclude by showing the overall winner. Through this method we can keep the final section of the broadcast fun and engaging as viewers and the audience will be kept in suspense until the last station has announced their votes and we discover the winner. Additionally, we can avoid past issues involving live-links to other stations.

PROPOSED DATE

We would like to host *The People’s Choice Awards* on Wednesday June 10th. However, we are very much open to discussing alternative dates.

Thank you for your consideration and support.

Best Wishes,

XTV