

Manifesto for Head of Multimedia Position
Ema Sabljak

I'm Ema, I'm a first year Journalism student and I joined Radio Caley as soon as started my degree at this University, doing a current affairs chat show, Division Bell, every Friday.

I believe that a strong social media presence is invaluable to any media organization and especially for growing student body awareness of the media available at GCU.

Radio Caley has a great foundation of regular posting and engagement which is what I would not only like to continue to nourish but also build upon.

As Head of Multimedia I would strive towards:

- Encouraging and supporting volunteers with their own shows to develop social media for their own programmes and thereby build audience figures;
- Assisting with creation of graphics and logos for said platforms;
- Maintaining close link between Radio Caley's platforms and pages of individual programmes, strengthening the social media engagement of Radio Caley;
- Work in coordination with Head of Programming to ensure every show is supported and provided with technical support in regards to promotion;
- Streamline the social media appearance of Radio Caley by increasing the use of graphics for promotion, both online and as flyers, and in that way reinforcing the radio's identity.

To support me in this role, I have developed skills and qualities from past experiences. These include Editor-In-Chief and Social Media Coordinator for newsforYOUth.org, a student-initiated online magazine, and website and graphic development for Maltese political activist NGO Awturi, among others. I believe these have equipped me well to take on the responsibilities involved thoroughly and competently.

As a Journalism student, with a passion for multimedia, I am sincerely passionate about Radio Caley and am willing to give it my all to continue to develop it.