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## Student Television and its impact as an extracurricular activity

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## What is a student television?

- A Student Television is an extracurricular activity run for and by students.
- It is organised and managed by students
  - Students need to find the ways, resources, and facilities to get things done
- Students conceive, produce and disseminate their videos (UGV)
- ... but a Student Television is not only about video production.



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## Why a student television?

- On paper (CV, marks) all students look the same
- Employers are looking for those students who, besides mastering contents, have work related experience
- HE institutions provide the opportunities for students to master the contents
- But who provides the work related experience?



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## What is its potential intrinsic value?

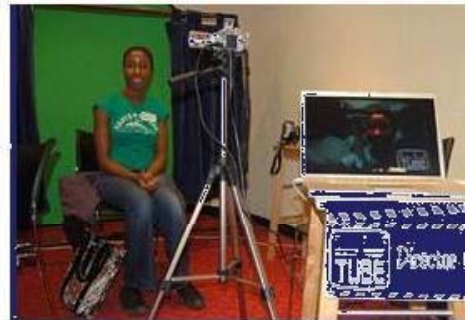
### Learning:

- Deep understanding + deeper involvement + transferable skills =(good learning in relation to work)

### Employability:

- Real work, real workers, real environment: real tangible results
- Links to communities of practice (OSTN, NaSTA, NSTV, CUDI)
- Links to industry (contests, master classes, visits)

# What is LUTube.tv?



# Why do students join?

## We thought...

- To Pimp their CV
- To gain specific training
- Because of professional interest (future career)

## Survey Showed...

- To have fun (92%)
- To make friends (89%)
- Try something new / just curious (82%)
- To 'play' with equipment & software not otherwise accessible (71%)
- Find something I'm good at (69%)
- Specific career aspirations (25%)
- Pimp my CV (19%)
- Specific training desires (7%)



# Human resources and infrastructure



22 executive members  
65 registered members  
310 people showed interest in becoming a member  
Official a LU Society

2 3CCD cameras, 2 HD cameras, a BUSBI cam, 2 microphones, video mixer, monitor bank, a high spec, a green screen, a Mac Pro (others)

1 (shared) office

A dynamic website, a domain (<http://lutube.tv>)  
Delivering content via web, campus screens and IPTV



# How do we deliver our content?



## Website

- Wordpress engine

## Social Networking and Communication

- RSS, Web messages, Facebook Group

## Videos

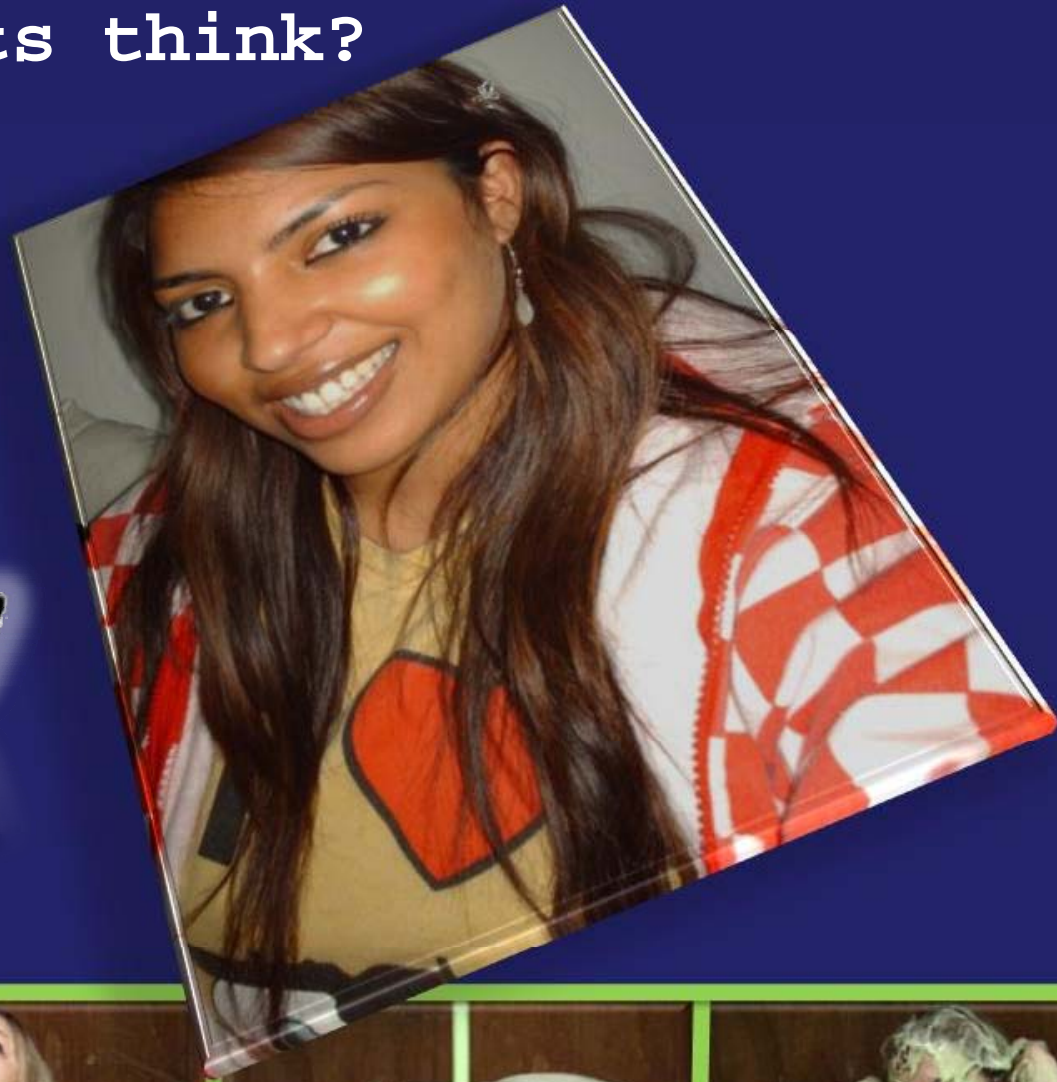
- FLV videos hosted in a normal server

The screenshot shows a website layout with several key features highlighted in colored boxes:

- Navigation:** A top navigation bar with links for 'Home', 'about', 'contact', and 'why?'. A search bar is also present.
- Recent Videos:** A section titled 'Recent Videos' featuring a video player with a play button and a progress bar. The video shows two women talking. Below the video are links for 'Powerlifting', 'Girls Volleyball', and 'Women's Indoor Football'.
- Join Us:** A section titled 'Join Us' with a form for 'Your Name', 'Your Email', 'Your Facebook', 'Your Address', and 'Your Message'. A 'Send Message' button is at the bottom.
- RSS Feed:** An orange RSS icon is highlighted in a green box.
- Categories:** A section titled 'Categories' with a list of topics: 'Custom', 'Politics', 'Sports', 'Clubs & Societies', 'Academic', 'People', 'Calendar', '2008', and '2007'.



What do students think?





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*if* we, students, do this for fun, expecting no money and no marks, imagine what we are capable of doing in the workplace.

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