

Project Name: Producing Student Interviews for Worcester Community Radio

Amendment History:

Version No.	Date	Reason for Amendment
1	18/09/09	New Proposal

Project Managers

Claire Wolfe, UW and Board member for Worcester Community radio

Document Distribution

Name	Location	Responsibility	Action/Information
Claire Wolfe	UW	Project manager	Co-author of the project form
Rachel Ammondss	UW	Tutor	
Debbie Lambert	LLN	Manager of the LLN	Co-author of the project form
Geoffrey Elliott	UW	Members of the Steering Group	To approve to proposal
Chris Morecroft	WCT		
Ian Peake	HCT		
Mike Rookes	OU		
Gail Rothnie	UoB		
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

Background

Worcester Community radio is a relatively new organisation, and it broadcasts via FM to Worcester and the surrounding communities. It is also available worldwide via the internet. It has links with both UW and WCT in terms of Board membership. This project has been developed by Claire Wolfe, a senior lecturer in Journalism at UW (and Board member). The aim is to provide information about the benefits of higher education to a young local listenership. The project will provide funding to employ UW journalism students to carry out 20 interviews with students from a range of different backgrounds and courses across UW and WCT . These will be played on the radio and put onto wider Horizons as case studies.

Objectives of the Project

- 1 To provide information about the benefits of higher education in a new accessible format, in order to raise aspirations and promote opportunities.
- 2 To produce clear interviews (2-3 minutes long) which will be played on a loop on Worcester Community radio.

3 To put the interviews onto Wider Horizons as case studies

Project Approach

Claire and Rachel Ammonds (an HPL) will liaise with the radio station to ensure that we produce material which they can use. They will then ask interested students who have completed the module on radio journalism to apply for the work. They will liaise with student services at/or Student Union at WCT and UW to identify a range of students to be interviewed. Students will conduct and edit the interview using UW equipment.

Scope:

A Key Products from the project

- Material on the Worcester community radio
- 20 case studies for Wider Horizons

B Out of Scope

Constraints

- Any requirements of the radio station

Initial Project Case

The funding will be used to pay for a small amount of time for the project manager, the HPL to run the project and to pay each student for the interviews.

Benefits of the Project

Benefits to the students :
Useful experience in editing and interviewing

Benefits to WCT and UW:
Promotion of the institutions

Benefits to the LLN :
Provision of information on HE in a different format
Additional case studies for WH

Key Assumptions

- Finding students willing to be interviewed

Costs of the project

36 hours of HPL time (38.68) = £1392
Student payments, 20 x £50= £1000

Total = £2392

How will the project be evaluated?

Information from the radio station on number of plays, information on number of hits on WH

How will the project be sustained?

The project manager will ensure that the heads of marketing from WCT and UW are informed, and they might decide to fund additional interviews in the future, which might include interviews with advisors as well as students

Initial Risk Log

Risks	Probability	Impact	Containment Plan
Project Leader unavailable due to other commitments	L	H	Use of other staff
Students not available to complete task	L	H	Use of students from other courses

Contribution to the aims of the LLN

This project involves providing information in an alternative format on the benefits of going into higher education

Equality and Diversity

The project would aim to interview students from a range of backgrounds, and would be open to interviewers from a range of backgrounds as well

Project Team

Claire Wolfe
Rachel Ammonds
Debbie Lambert