

LSU Executive Elections 2021



exec elections

LSU Media Candidate Pack

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Series Producer: Joshua Gray

Live Streams: LSU Media Facebook; LSUTV YouTube; LSU Media Twitter; LSU Facebook

Welcome to your Exec Elections Media Guide; this pack will tell you all you need to know about the LSU Media coverage of this year's elections!

Media Weekend

Saturday 1st & Sunday 2nd May

On the Saturday and Sunday of Media Week, you'll be filmed, photographed and recorded by both LSU Media and LSU Marketing. Please make sure you attend your slot! You can book yours, if you haven't already, at lsu.co.uk/execelelectionsmedia.

At your scheduled time, please meet the LSU Marketing team outside of the Union, who will come down and invite you in at your scheduled time. You will first be taken with the Marketing team to take photos and conduct a short interview about your manifesto points.

Then you'll be taken to the Media Centre, where we'll be running:

1. A short 5-minute **Label Online interview**, where you'll be asked questions about yourself and your campaign for LSU's official student publication. See [this example](#) for an idea.
2. A short, 5-minute casual **radio interview with LCR**, which will be broadcast throughout elections week on our student radio station.
3. **Two videos for LSUTV**, which should take 10 minutes to film:
 - a. A short 'get to know you' video which will be shown during shows like the Soapbox. We want to know who you are, and why you're running!
 - b. Have a chance to show off your personality in a fun, quick-fire video. Please also bring a 'special talent' with you, which you'll be able to demonstrate on camera! This could be anything from solving a Rubix cube in 30 seconds, to rolling your tongue.

We want you to be able to show your personality and talent in these interviews, and they're a great way to showcase what you're about and what you stand for to thousands of students across campus!

Live Reveal

Thursday 6th May @ 6pm

At 6pm (live from 5:45pm), we'll be revealing your candidacy live on LSUTV, and you can watch from home. While there won't be any direct candidate involvement this year, we'll be livestreaming the reveal alongside LSU and discussing your social media accounts, so make sure they go live at 6pm on the dot!

Soapbox

Saturday 8th & Sunday 9th May

Welcome to the Soapbox! This show, our annual election debate, is how we hold candidates accountable. It's also your opportunity to show why you'll be the best candidate for your position, and let the students know who you are, what your ideas are, and what you stand for!

Projected Timings

Saturday 8th May (Section Chairs)

Time	Allocated Time	Role	Location
15:10 – 15:40	30 Mins	Action	Aura Studio
15:45 – 16:15	30 Mins	Rag	Aura Studio
16:35 – 17:05	30 Mins	Societies	Aura Studio
17:10 – 17:40	30 Mins	Enterprise	Aura Studio

Sunday 9th May (Executive Officers)

Time	Allocated Time	Role	Location
15:10 – 15:40	30 Mins	Sport	Aura Studio
15:45 – 16:15	30 Mins	Welfare & Diversity	Aura Studio
16:20 – 17:00	40 Mins	Education	Aura Studio & Greenscreen Studio
17:20 – 17:50	30 Mins	Vice President	Aura Studio
17:55 – 18:30	35 Mins	President	Aura Studio

Each position has been allotted 30 minutes, with a 5-minute handover between each interview, hosted by a team on the LSU Sport Balcony. An additional 15 minutes has also been added to the handover halfway through each show.

Timings may change depending on candidate numbers. Heavily contested positions may last longer, uncontested positions may be shorter, and if any positions are sent to a by-election, the show will become substantially shorter. These times are just guidelines, and times may run over or fall short, at the discretion

of the Director and Presenter. Therefore, this is just a guide, and **final timings will be confirmed to candidates once candidate numbers have been confirmed to LSUTV by the Acting Returning Officer.**

***N.B.** The event will be physical for all candidates, with the debate run in-person and in-line with government broadcasting guidelines and social distancing restrictions in place. If a candidate is unable to be present due to COVID restrictions, please get in contact with the LSU Media team as soon as you become aware of this.*

Preparation

The best way you can prepare for what the Soapbox is, if you haven't already, to [watch what happened last year!](#) Expect to be questioned about your experience, manifesto & policies, and think about what might set you apart from the other candidates. Soapbox isn't as daunting as you think, we just want to get to know you and your plans for the next year, so be yourself!

What (and who) do I bring to my interview?

1. The **Exec Elections Candidate** for your position (obviously!)
2. Your **60 second opening statement**, and your **30 second closing statement** – you will not be able to bring a paper copy into the interview with you, but you will be able to bring this into the Green Room beforehand to practice.
3. All of your fantastic ideas for the job! Details on your experience and history in LSU can also help, but the most important thing is to come across confident and ready to take on the role.

***Remember**, voting opens at **after** The Soapbox – this is the first major opportunity you will have to advertise your campaigns to the whole electorate!*

Logistics

Arrival

Please arrive for your interview a minimum of **30 minutes** before your allotted time. The meet-point will be outside of the Union – either at JC's or the staircase next to Storm Hairdressers, to be confirmed closer to the time. A member of the LSU/LSUTV team will take you up to the Green Room. You must be wearing a mask until you arrive in the studio. Sadly, due to social distancing restrictions, you will be unable to bring a member of your campaign team with you. If a candidate arrives later than 30 minutes before their interview, their place could be forfeited on the show.

Candidates will sit in the Green Room and wait for the interview to commence. Refreshments will be provided here, and you can watch the show! A member of LSU Media will be here to greet you, and candidates will be prepared for the set, provided with microphones, etc.

Dress Code

Dress Code is **smart / smart casual**. This is the closest thing to a job interview, so make sure you are presentable!

Advertisement

This is not a requirement, but candidates should share the timings of their interviews across their platforms to raise awareness of their Soapbox interview. A full explanation video of what the Soapbox is should be going live on the LSU Media Facebook page, as well as other promotional material from the Elections Media Team.

Campaign Bans

Campaign bans do not affect the Soapbox interviews themselves, but do affect campaign team members, who will not be able to share and promote the event online during a campaign ban. The specifics of these bans, and their limits, are ultimately at the discretion of the Elections Committee.

Soapbox Format

Pre-Interview

Candidates (and the position) are introduced by the presenter. A video will play to introduce the role.

Interview

1. Opening timed speech from each candidate of maximum 60 seconds
2. Questions from the Chair on your manifesto and campaign
3. Questions from Social Media (repeat back to 2)
4. Closing timed speech from each candidate of maximum 30 seconds

Candidates may raise a point to respond to the other candidate if they want to by clearly seeking the attention of the Chair, or waiting until an opportunity arises. Debate between candidates is encouraged, however the audience must be able to understand and hear one candidate's point before another speaks.

Apart from the opening and closing speeches, the candidate has no time limit to answer. The chair may ask the candidate to wrap up an answer if they believe the candidate is spending too much time on a question, or for editorial benefit. Joshua Gray will be chairing the debate this year.

Post-Interview

The presenters and any guests will discuss the candidates' performances in the interview – this may also include predictions from guests and may involve audience interaction on social media. There may be opportunities for candidates to have an informal exit interview after this, ad hoc.

Elections:Live

7th May, 10th - 13th May

A series of daily short live shows will take place at 6pm each day throughout elections week, each themed around one section chair and one officer position. The shows will focus on how campaigning is going, what candidates may be up to and generally encouraging students to vote! Guests on these programs might be current/former officers, involved students, DRC/Elections sub-committee - and you might be invited on too! More information will be sent to you closer to the time.

Results Night

Friday 14th May

The culmination of the election period! We'll be broadcasting the results live (for your family and friends) from the Socially Distant Social Club, with further congratulatory interviews with the winners after each result. There will be a run-through in the afternoon before the show; details for this will be clarified nearer the time.

Any Questions?

Elections are often an intense and difficult time for some people - if you've got any questions about the shows, or any other parts of our election coverage, please contact joshuagray@lsu.co.uk.

Good luck, and have fun!

The LSU Media Exec Elections Team