



Andover Town Council

Councillor **proposal** to increase Andover Town Councils media profile.

Item
No.
15

Produced for: Full Council

By: Cllr J Hughes

Date of Report: 7 Sep 2023.

Background:

To increase Andover Town Council's visibility to the public it is necessary to engage more with the media, either print, social media or visual. Cllr J Hughes has established a position that Andover Town Council could develop to promote its own profile whilst highlighting the Charities and Organisations that are available to the residents of Andover. Cllr Hughes proposes that this be done in a humorous and engaging manner and to appeal to a different demographic than Andover Town Council has previously engaged with.

Proposal:

It is proposed that Andover Town Council develop a series of 'mockumentaries' in collaboration with various organisations within Andover which can then be uploaded to various media platforms (Andover Town Council's website and Facebook page to begin with).

Minimal equipment will be required to facilitate this, and Cllr J Hughes report is attached.

Recommendations:

- **To review and discuss the attached report.**
- **To review and agree the proposal.**

Andover Town Council Mock/Documentary Synopsis

Fundamental basis of this documentary idea is to show off the organisations and charities that Andover offers it's residents be it through free or paid. Town councillor would be the one who would be interviewing and touring the offices/venues of the services, hopefully going on trips with them to see how they benefit the service users. An example of a trip would be the use of Unity's community transport scheme – meeting people who use the vans and going out with them.

The style of this would of a serious but not-too-serious format, partial mockumentary, partial documentary – Think of the show [Cunk on Earth](#) (played by Diane Morgan) where there are questions that are obscurely stupid whilst also informing the viewers in an entertaining way. Within this particular project, there would be a couple dumb questions per episode whilst also being respectful to the organisations and the town council.

To achieve this long-term project of showing off the towns charities, we would need to invest in relatively professional audio equipment. Having spoken with the Media Lecturer, Peter Hearn at Andover College – I have his professional opinion that considering phones these days are equipped with high-end cameras, the only thing to consider would be the microphones. I've been assured by him and industry insiders that the BBC now just use

their iPhones or S Ultra's, etc. to record the visuals and use the microphone set the Rode Wireless Pro. These microphones vary per site at the cost of £399 - £469. Provided below are sites that sell these microphones:

1. https://www.thomann.de/gb/rode_wireless_pro.htm
2. [Gear4Music..](https://www.gear4music.com/rode-wireless-pro-mic-system-wipro)
3. <https://cvp.com/product/rode-wireless-pro-mic-system-wipro>
4. <https://www.wexphotovideo.com/rode-wireless-pro-3122753/>
5. <https://www.scan.co.uk/products/rode-wireless-pro-compact-wireless-microphone-system>

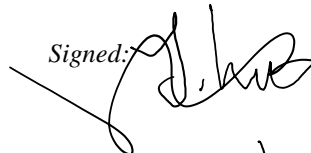
The huge benefit of these microphones are the wireless ability and ease of connectivity to devices. You can plug into your phone/camera/laptop and it will be able to use instantly. Provided in the set are two transmitters for two microphones, a receiver and two lavalier microphones which are connected to the transmitters and worn by the interviewers.

I do not believe that there are any alternatives from this set. Having studied Performing Arts, Media and Music Technology, I have an understanding of audio and visual equipment, and the importance of how well the quality would need to be, hence why I am choosing these microphones in particular.

Peter Hearn, has given his approval to this project and **would like to discuss how we can incorporate the college into this to add more experience to his students** and this would, in turn give us potential access to camera equipment. The college themselves do not have these microphones, however Peter is trying to get the college to invest in them.

The idea was conceptualised by me, when I had been asked to have a meeting with the Chief Officer of Unity, learning about what they have to offer and how much more services the town has which help residents on daily basis'.

Date: 7th September 2023.

Signed: 
Joseph Hughes