

Hi everyone, welcome to Bleed Green TV 2022! Thank you for all of your enthusiasm. Bleed Green may not mean much to some of you, so we thought we'd write a little welcome message and run through what Bleed Green TV is and some of our ideas for this year.

'Bleed Green' is the motto for Stirling Uni, particularly in sports. Bleed Green TV is the university sports show, created to promote all of the sports teams and events that Stirling has to offer.

We are not technically our own society, we exist under AirTV, the university's filmmaking society. We primarily use their equipment and all of our content is overseen by the President of AirTV. However, we do have our own small committee, led by our showrunner Cameron Johnston. (Note: to use AirTV equipment you **must** have an AirTV membership).

We will have a brand new team this year as most of the people who have worked on the show have now graduated. You guys get to be part of that team! Regardless of your level of experience we want to hear your ideas, and give you the opportunity to work on Bleed Green.

In previous years, Bleed Green's format consisted of ~20 minute episodes posted to the Bleed Green Facebook page. These episodes had a set host(s) and contained various segments with activities and interviews related to Stirling's sports teams and facilities. Each year, when the show would start again, it would be labelled as a new season (e.g. Bleed Green TV Season 4 from 2021). However, with a new crew comes new ideas, and we have decided to completely relaunch the show. The previous format made it difficult to maintain the momentum needed for growth, and was very limited in content - there was only 2 episodes last year. Simply, it was dated.

From now on Bleed Green will operate as a constant. No seasons, no episodes, just a stream of easily digestible, quality content (less so during semester breaks of course). Day to day, we will embrace short form outlets such as Tiktok and Instagram reels and stories. This allows us to cover events such as matches, give it a go events and sports socials in real time.

Bleed Green will also be starting its own YouTube channel. Due to unfortunate circumstances we have limited access to the Facebook page, so YouTube will become our main outlet for longer content (who watches videos on Facebook anyway!) YouTube content will include games and activities featuring sports team members, interviews with notable sports people from Stirling and events that allow different sports teams to collaborate with each other and promote themselves.

This content will be heavily promoted on all of our social media, and will be the main opportunity for members to use their skills in factual filmmaking. Videos will require camera persons, sound persons, editors, perhaps writers and often a host/hosts.

These positions will no longer be set for the whole year or limited to one small crew. We want as many people as possible to have the chance to gain experience working on Bleed Green. This also means that working on the show will not get in the way of your studies as you can pick and choose projects based on your availability.

For each video, the roles needed will be sorted out and assigned in the group chat, or at a team meeting - we're not sure how often these will take place just yet. If we struggle to fill a role within our team we can always branch out to AirTV who are always happy to help.

If you have any questions, please do not hesitate to ask and we look forward to meeting you all!