

In need of media content? Students are looking for real-world projects!



BIRMINGHAM CITY
School of Media

In partnership with Birmingham City University's School of Media we're inviting you, our members, to propose a series of student briefs that have sustainability at their heart. Associate Professor for Teaching & Learning, Annette Naudin, is looking for a number of real-world briefs from organisations like yours that will inspire students to create compelling media that responds to the UN's Sustainable Development Goals (SDGs).

Do you need to create media for a campaign, event, or marketing strategy? Have you thought about how you want to be more sustainable in the way you communicate, or perhaps you want to create a sustainability campaign?

This is a great opportunity to collaborate with, and support students working across Media and Communication, Production, Photography, Journalism, Social Media Marketing, Music, Radio, Podcasts and more. All we need at this stage is an expression of interest with 100 words about your idea for a brief, including how it relates to the UN's SDGs by 16th Sept.

Students are able to create all kinds of exciting content including:

- Video
- Photography
- Social Media
- Audio
- Podcasts
- Radio

- Events promotion

You'll have the opportunity to present to students (if you like) and spend time as their client, discussing ideas, reviewing student work and giving guidance and advice. This could be in person or over email, or via Zoom/Teams.

Each student brief will be finalised by October and the project will be launched to students in February 2023.

This is a fantastic opportunity for your organisation to tap into creative ideas and you'll get to collaborate with the next generation of content creators in sustainability.

Register your interest with your idea by emailing enquiries@swm.org.uk with the subject line: 'BCU Media Content Opportunity'