

End of Semester A 2015 Report

Current Media RMIT Hanoi

1. General Report

Print magazine – Issue 10 – Freedom

This 10th issue of Current Media offers opinions about the theme “Freedom”. It also commemorates our three years of operation.

Online version:

[http://issuu.com/rmitcurrentmagazine/docs/current_media_issue_10 - freedom](http://issuu.com/rmitcurrentmagazine/docs/current_media_issue_10_-_freedom)

Statistics: 48 pages x 400 copies (350 for Hanoi campus, 50 for Saigon campus)

Strengths:

- The number of pages increases from 40 to 48 pages.
- The writing team submitted articles on time for reviewing by Press Office and Hanoi Campus.
- The writing team and designing team co-operated well with each other to achieve synergy in the content and its visuals.
- The theme covered a wide range of topics yet achieved consistency and stayed relevant to the target readers. Compared to the last issue “Change”, this issue’s content is more balance for both genders.
- This issue was again well-received by both students and lecturers, from anecdotal accounts and testimonials from teachers.

(See video <https://www.youtube.com/watch?v=MOfvuGD7vS4>)

Weaknesses:

- The number of copies decreases 100 because of budget shortage.
- Some printing mistakes due to quality of the printing service and limited preparation time.
- The magazine was released at the same time with event ‘The Reef’, so we cannot put full effort in effective distribution due to lack of human resources.



Online magazine

Current Media's online magazine continues to provide an interactive space where students can keep track of the latest activities/notable events at school and student clubs can have free media coverage.

Website: <http://www.currentmediarmit.com/>

Strengths:



- The columns are relevant to student, are both up-to-date and insightful. For example, event Young Chef Challenge by Marketing Club, Splash by Event Club, Personal Edge by Sport and Recreation room, etc. was well-covered. Articles are always uploaded in the evening of the day of the event or the day after that.
- The writing always contains an angle rather than mere reporting; it is well structured and reaches journalism standards; the photos are dynamic.
- We received a lot more interactions on social media (likes, comments and shares) comparing to the print magazine, reaching a much wider range of audience.
- Through this platform, we have developed much more engagement and gradually built good relationships with other clubs.



Weaknesses:

- This platform is not more active compared to the last semester, because we pay attention more to other platforms' development.

5/16/2016
2/12

Student Council

- There are 2 events left uncovered due to limited time and human resources, which are “The next chapter” by Business club and “The water puppet” by SIFE.

Current Media T-shirt uniform

Current Media has finally had our uniform T-shirts. The remarkable thing was that club’s members were excited to contribute their ideas in the designing phase. Therefore the uniform T-shirt is not only a distinctive feature of Current Median but also our symbol of solidarity.



Ocean themed booth on Club Day and Recruitment

Club day is considered as a joyful event for all clubs. In response to this semester’s theme “Show me your colour”, Current Media chose ‘ocean blue’ as a main colour for the whole club to synchronize with this semester’s cover. Additionally, Current Media established a booth with the club’s newspapers to celebrate our 10th issue and 3-year anniversary. Moreover, the booth also provides club information for non-CM members and recruits potential candidates.



All of the effort we poured into Club Day is especially for our recruitment of potential candidates. 14 new members were recruited

Recruitment and Induction Day

Induction day is the time for new members to get to know each other. This event is held on Wednesday April 1st 2015. There were ice breaking games, Executives' presentations and members' introduction.



3 ice-breaking games for new-members are designed to enhance the teamwork and minimise the shyness. After that, our president Xuan and the four executives each gave presentations and encouragements for both club members and new members. All members then sat in a circle and introduced themselves in turn. We finished with the photo shooting session and handed all newbie book marks as a welcoming gift.

This event has engaged new members to understand each other and blend in with other members.

The Reef

To celebrate Current Media's 3rd year anniversary and restate our mission of letting RMITers' voices be heard, on Monday 16th March, Current Media had organized our biggest event ever named "The Reef", based on the idea of Great Barrier Reef, the place where all marine creatures gather and communicate. Current Media organised the event in collaboration with We Escape Company.



In the morning, we started the event with an Information Session, in which all guests were invited to play icebreaking games as well as participating in an insight discussion regarding what Current Media can improve in the future.

After the Information Session, there were 3 interactive games in AV Theatre called "FishOn", "FishUp" and "FishOut" with good communication skills being the key to mastery. Besides the joy of winning, conquerors of each game also received handmade gifts.

As Current Media embraces individuality, every visitor was invited to draw a marine creature that they liked or thought that represented them the best. This collective piece of art exclusively produced by RMITers was featured on 4th floor.

Outside AV Theatre, visitors were also invited to try the mysterious Reality Escape Game. Players would play in two teams, one being victims that were locked in a room while one being the rescuers.

Both teams had only 25 minutes to cooperate and save each other before time ran out. Though some were saddened by the fact that they could not solve all riddles, they all admitted they enjoyed the game so much that 25 minutes seemed to fleet in a blink.

Statistics:

- 250 recorded people were interested and came to “The Reef”.
- 30 people attended the Information session.
- More than 138 people participated in the AV room game.
- About 112 people took part in the Escape Room game.

By using hashtag #thereef on Facebook, this event has gone viral and raised awareness of RMIT students and staff about Current Media. We also constantly updated information, pictures and video about “The Reef” on social media and online websites before and after the event.

“The Reef” has received great success. It has brought RMIT students closer and helped them understand the importance of teamwork, as well as Current Media role in serving their needs of information.

Video: <https://www.youtube.com/watch?v=5-NDKBNFtYw>

Current Media as the official media sponsor for Marketing Club event ‘Young Chef Challenge’

RMIT Marketing Club launched “Young Chef Challenge” cooking contest from 10/04/2015 to 20/04/2015, as a platform for cooking lovers to share their passion. The competition was launched to celebrate i-can-do-it spirit as the approaching summer.



Current Media helped Marketing Club finish every media publications (images, articles, videos) needed for YCC, as well as support them with ideas for the event's promotion, which proves what we had promised at "The Reef" to be a student media that willingly support any RMIT's events or activities.

In return, Current Media as the official media sponsor got the logo on every media publications of YCC. We also got to place standee at all 3 rounds of the competition, as well as Current Media introduction video there.

[RMIT Marketing Club] – Young Chef Challenge Video:

<https://www.youtube.com/watch?v=e5O0zY7SOas&feature=youtu.be>

Beside Young Chef Challenge, Current Media also supported other clubs' events and RMIT's project such as "Splash" by Event Club, or the campus refurbishment plan "A Million Dollar project".



Humans of RMIT

Launched in August 2014 with the inspiration from the phenomenal format of Humans of New York, Humans of RMIT aims to provide a glimpse at the life of our beloved people at RMIT - lecturers, students and staff. From this semester, it is officially published on the official Facebook fanpage of RMIT 'RMIT University Vietnam' under the name of 'RMIT stories' and 'RMIT moments', with credit to us.

A disadvantage of this project was the unsteady publication due to lack of regular entries. Current Media tried to amend this issue by recruiting more members on the project and proposing a thorough social media strategy.

At the beginning of this semester, Current Media had recruited 14 new members and appointed some to Humans of RMIT project to solve the lack of human resources. The team worked with great effort to deliver the most natural stories of RMIT people; as we hope that these stories will be the inspiration for our readers.

The project's works, which were virally shared on social media, have critically helped promote the image of RMIT as an environment that embraces diversity as well as individuality. All the entries are qualified in terms of content and visuals. Humans of RMIT entries are also used by RMIT Marketing Department as an effective promotional tool on social media.





Ms Tú Nguyễn
Librarian



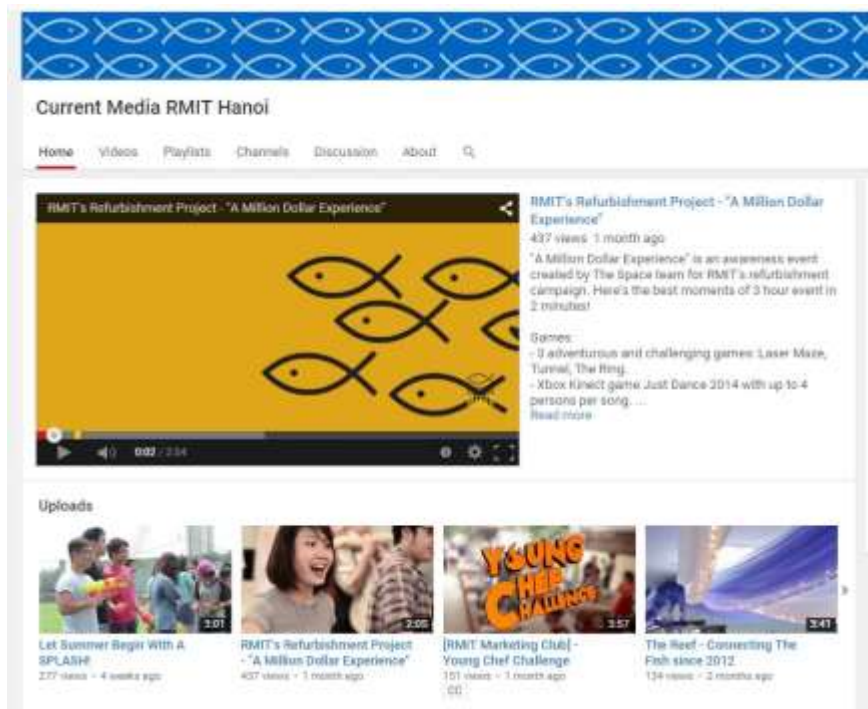
Thanh Nga
Bachelor of Communication
2014 President's Scholar



Current TV

Last semester was the experimental stage, but this semester Current TV project have shown their ability in producing video as an effective media publication. We tried our best in recording our own as well as other clubs' activities: [The Reef](#), [Young Chef Challenge](#), [Splash](#), [RMIT's Refurbishment Project – “A Million Dollar Experience”](#), [Club day](#), etc.

Thanks to RMIT community's warm welcome, we plan to expand and put more resources into this project in the following semesters.



Video with the highest views:

<https://www.youtube.com/watch?v=qgl6pSwiHQ> (707 views)

YouTube Channel: <https://www.youtube.com/user/RMITHanoiCurrMedia>

Facebook fan-page

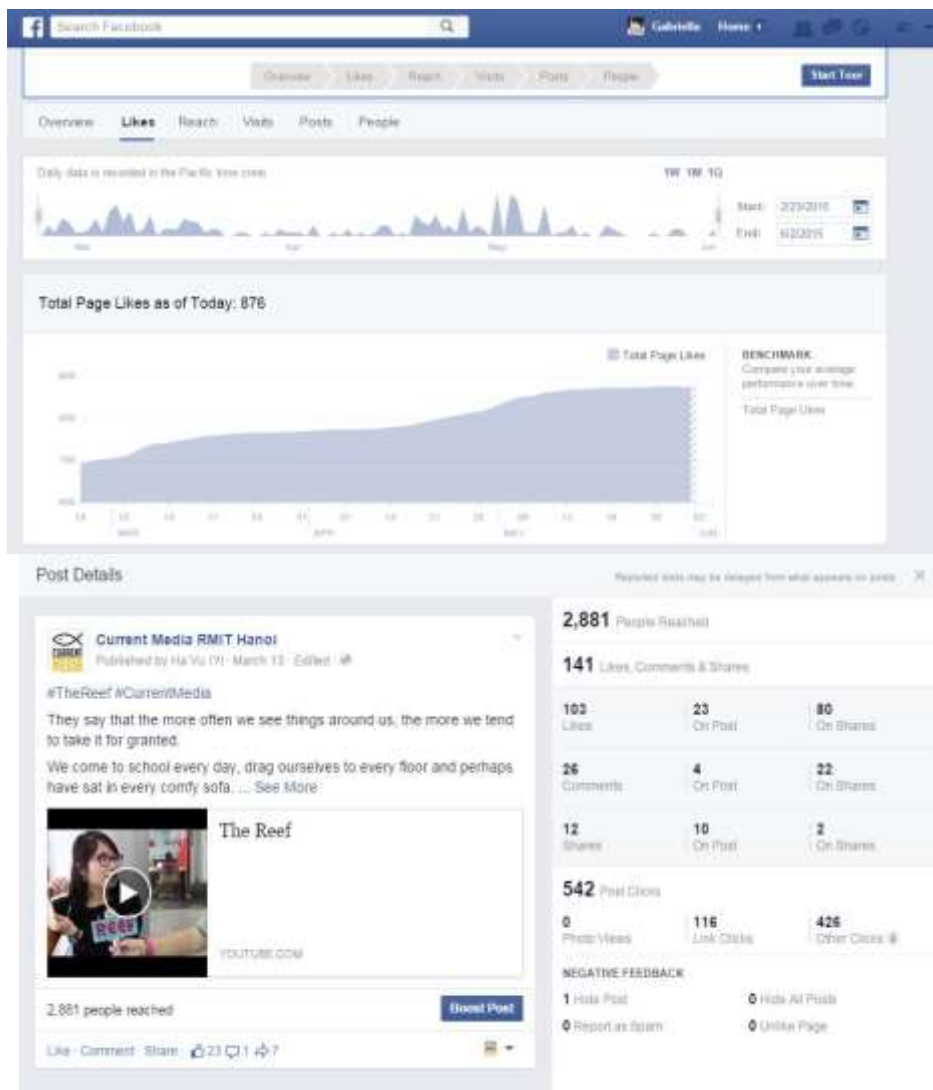
Current Media RMIT Hanoi is our representative on the social network Facebook. It is an effective channel to communicate with our target publics: current Hanoi RMIT students, lecturers and staff as well as other publics: students' parents, RMIT students to-be, RMIT alumni, etc.

The fan-page covers news and information related to Current Media club (its states, operations and members), salient activities of other clubs, images about RMIT alumni, several attractive entertaining sites for youth, and remarkable events for RMIT community.



Fan-page: <https://www.facebook.com/CurrentMediaRMIT>

At the beginning of the semester, there were around 700 likes. After three months, the number is 876 so far (updated May 4th 2015) including likes by lecturers and staff such as Mark Rudd, Phillip Dowler, Tim Costigan, Nadja Laurente, etc. In other words, the quantity of likes has increased by 20% after a semester.



The number of reaches for each fan-page post varies. At least there are 160 – 250 reaches/post. Meanwhile some other posts reach more than the number of fan-page likes. The best one attracted nearly 3,000 people reaching.

2. Copy of membership database

The file is attached within the [CurrentMedia]2015 Sem A.rar

3. Budget requirements (attached financial report & receipts)

The file is attached within the [CurrentMedia]2015 Sem A.rar

4. Clubs Charter Requirements

Total Financial Members (#)	Executive Members (#)	Executive Meetings held (#)	Minutes Provided to CSO/SC (Y/N)	Club Council attendance (#)	Club Day attended (#)
5	4 (A list is attached)	5	N	Y	Y (25 members attended)

5. Club Equipment Register.

Current Media has no “club-owned” equipment to date.

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