

WHAT IS SUNWAY ECHO MEDIA



SUNWAYECHOMEDIA

For any other inquiries, please contact us at echo.info@imail.sunway.edu.my
sunwayecho.wordpress.com

ECHO MEDIA IS...



we're one of the most creative student leadership bodies!
as a media organisation we cover the spectrum with creative articles
and event reports on our online newsletter, PR related activities through
social media platforms, Facebook, Twitter, Instagram, and video
production on our youtube channel.
most importantly we want to be the voice that echoes



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CREATIVE WRITING

TLDR:



themed articles
editorials
short stories
poems
f&b reviews
movies/ show reviews
book reviews
opinion articles
and is underappreciated
by students

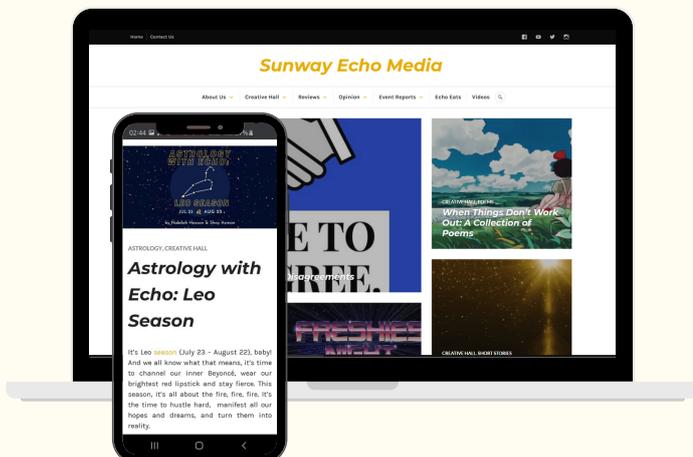
WORKFLOW

monthly meetings to receive the theme of the month and we discuss what kind of articles we want to write, tell the superiors and secure our preferred date slot. then write the article, making sure to submit it one week before the posting date so that it can be edited and our PR & Design can come up with the digital cover for the article.
and repeat the next month!

SUMMARY

if you have been on our wordpress website, (which you should check out because even if we don't have money (somehow right???) we have quality articles up there) you can see what kind of work we do every month. our writers get to test their writing skills, get feedback from their editors (harsh ones if you want, soft ones if you want), and get to immortalize their work in Echo.

ECHO'S WEBSITE



EVENT REPORTING

TLDR:



concerts, talks, forums
carnivals, festivals
camps/programs...
but also,
all sorts of
'happenings' on campus
in and out of Sunway!

and through us,
you go for free!

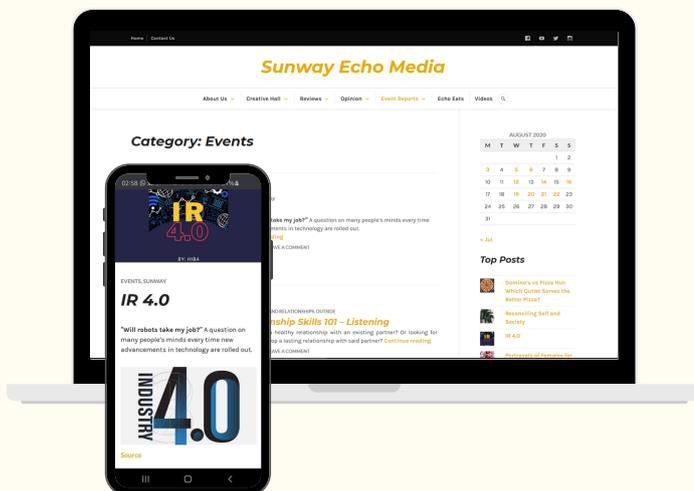
WORKFLOW

monthly meetings to suggest and discuss events to attend and report on. then we submit the report at most 10 days after the event, but the sooner its done, the better! the Pr & Design Department will design and provide a digital cover for the report. the report will then be edited by the Head of Departments and then it's good to go!

ECHO'S WEBSITE

SUMMARY

our writers attend events on and off campus. whether it is Sunway's Got Talent, SISA's parties, Monash's dances or poetry nights, or even Nights of Frights, we got you covered! we also cover Student Leader Bodies, clubs and society's events as well. we do our best to cover the current 'happenings' on campus.



PR

TLDR:



social media management
brand building
marketing and advertising strategies
organising events/fundraisers
collaborating with external orgs
and more, we're new...

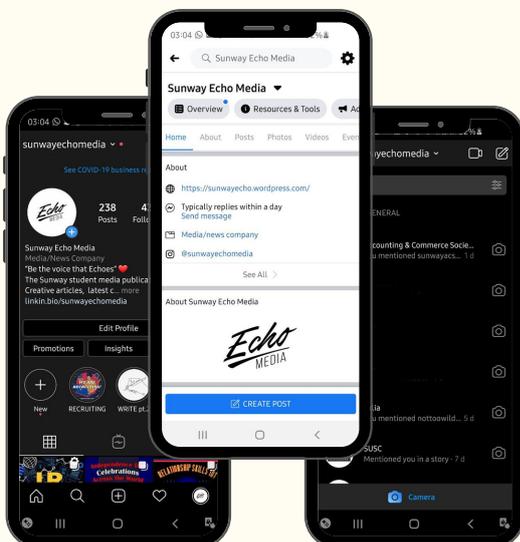
WORKFLOW

monthly meetings with PR & Design members, PR & Design are technically one department. PR is responsible for coming up with captions for posting on our social medias and maintaining relations (answering DMs, comments, liking and interacting with other Sunway accounts and of course the students). you would be in charge of coming up with social media marketing strategies and even propose events for Echo!

SUMMARY

PR is old but it is also new. currently, PR's work is mainly to post and maintain the social media networks Sunway Echo Media has. however, as we are growing as a Student Leader Body and we want to better represent and connect the students in both Sunway College and Sunway University, we need a stronger PR team that can link our organization with you, the student.

ECHO'S WEBSITE



DESIGN

TLDR:



design instagram posts
featured images for
wordpress
thumbnails for youtube
videos
posters and decorations
for events
and slave for
CW/ER/PR/VP basically

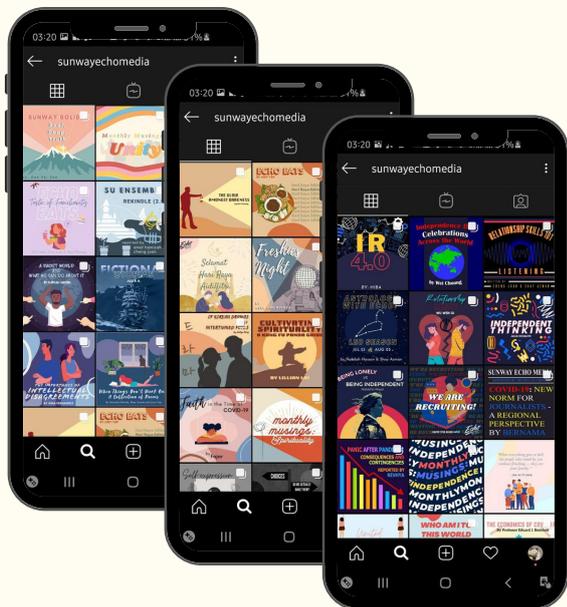
WORKFLOW

monthly meetings happens after Creative Writing and Event Reporting meetings as we need to know how many articles there's going to be this month, and then assign designers to each articles, and once the article is finished and edited, the design team gets to work and have till the day before posting date to submit their designs.

SUMMARY

design's work is best demonstrated on our Sunway Echo Media Instagram account. once the Creative Writing and Event Reporting writers are done and their articles have been edited, the designers get to work and cough up the main image used to promote the article. It has to be exported for insta, but also wordpress (and the article on wordpress will then be linked and shared on Facebook, Twitter, and now Tumblr).

ECHO'S INSTA



VIDEO PRODUCTION

TLDR:



brainstorming for ideas
writing scripts
have your ideas changed
getting approved
being on-set (following SOPs of course)
acting
directing, producing
editing
re-editing...

WORKFLOW

monthly meetings of course, by default we follow the monthly themes set by Creative Writing but we also come up with our own ideas. we brainstorming and discuss ideas and logistics, we get them approved by Ms Amanda first, then we start working on them. pre-production, then shooting, then post-production. if required, we will re-edit, then once approved again, we post!

SUMMARY

we make videos and we always try and alternate roles to make sure that everyone gets to try something new and explore video production. the nature of video production requires you to be on-set, and it's a known fact that learning video production is best done on location itself. so if you are on campus often, this is for you. BUT even if you are not, there are jobs in video production that can be done remotely like scriptwriting or editing as well.

ECHO'S YOUTUBE CHANNEL

