

# Ben Houghton

## Manifesto



### Head of Imaging,

Hi, I'm Ben,

I have recently worked alongside the current Head of Imaging, Harry Van Daalen, creating imaging such as, power intros for current chart songs, promos and imaging for Varsity 2019, as well as imaging for the Shock Sports Show.

I have experience in using Adobe Audition to create slick idents and jingles. I spend a lot of time listening to various types of radio, so I know what sort of imaging would sound best for the style of a particular show. I also like to keep up to date with the latest industry standard imaging, to find the techniques used to create high quality content.

If I am elected Head of Imaging, I will:

- Work over the summer to create fresh, generic station imaging for next year, including a Top of The Hour, Idents and source multiple beds.
- Work with presenters to help create imaging which they feel is best for their show.
- Create an imaging team for those who would like to create imaging for shows across the Shock schedule.
- Create a collection of power intros every month for presenters to use.
- Create promotional imaging for Shock events.

Thank You