

# Supporting Enterprise: Industry Mentors

## Striking Media hits the spot for Ariel Moreton

### Overview

Ariel Moreton – a student in BA Creative Writing, Film & Screen Studies – will now graduate with a range of hands-on industry experience to add to her CV as well as guidance and advice from Striking Media – a Bath-based media company.

### About the Project

Bath Spa University's Industry Mentors Programme develops opportunities for students to receive expert advice, guidance and access to business practices from businesses and organisations in their chosen field. The vision is for the Industry Mentors Programme to be a career and work-related mentoring experience, which will raise a student's sights and broaden horizons in terms of career or learning goals, whilst also developing knowledge, skills and personal qualities that are valued by employers.

With a background spanning the whole range of modern media from TV advertising, pop promos, documentaries, quiz shows, live events and PR, the directors of Striking Media – Terri and Russ King – have a wealth of knowledge and experience that they were willing to share with Ariel.

### Benefits

The Industry Mentors Programme has given Ariel hands-on experience over a substantial amount of time, which is a valuable addition to her CV and has informed her approach to entering the media industry.

The mentoring partnership enabled Striking Media to re-connect with the enthusiasm and energy that attracted them to the creative world in the first place. It also helped them to focus on their own business plans. Ariel made a significant contribution on shoots and with essential research and production planning.

### Outcomes

Being mentored has helped Ariel to develop different skills such as researching and contributing to shoots. She has also given creative input to the planning of future projects.

In terms of practical work experience, Ariel was given the opportunity to be a production assistant on location shoots, which involved registering, filming and interviewing participants, and building a location headquarters. Research and development work for ongoing projects has included contacting local TV and radio media and compiling reports on response data.



Ariel Moreton with Terri King of Striking Media

### Fast Facts

- A five month mentoring partnership has provided a valuable insight into the media industry and access to job opportunities
- Ariel has gained a range of skills and experiences to add to her CV
- Being a mentor has brought benefits to Striking Media in terms of business planning and an extra team member for aspects of client projects

Additionally, Terri and Russ King have given Ariel access to some of their contacts and taken her as their guest to local networking meetings of business and creative industries people. As well as giving Ariel the chance to chat to potential employers, being her mentor and introducing her gave Striking Media an opening to talk to new contacts in a less pressured context. On one occasion they were also able to refer Ariel to a job opportunity with a marketing and events management company, for which she was subsequently shortlisted and interviewed. Striking Media intend to continue to stay in touch with Ariel and put her name forward if further opportunities arise.

Through mentoring a Bath Spa University student, Striking Media has developed an understanding of, and interest in, the University. As well as attending the Artswork Media end of year showcase event and keeping in touch with the Business Support Office, Terri and Russ King have offered the University valuable insights from an industry perspective that can be incorporated into future undergraduate course developments.

## Perspective

“It’s been a fantastic opportunity to learn more about the industry from professionals. Gaining more experience really excites me! Not only have I made great contacts, I have also made great friends, who I feel I can contact in the future. It’s been particularly good to meet with industry professionals, as they’ve helped to update me on changes in the industry I want to get into.”

**Ariel Moreton**

BA Creative Writing, Film & Screen Studies, mentee

“We have always enjoyed helping to develop creative talent. We both benefited from being given hands on experience in our early careers and want to pass on the same chances. Whilst we are a small company we do cover a broad spectrum of the film/dvd business and feel that students that we mentor will be getting real commercial experience and opportunities.

We found the whole mentoring process a very positive one and, through the very enlightening mentoring training we received as part of the programme, we were able to put aside our own opinions and prejudices and see what opportunities might be good for Ariel. The support, feedback and time that the University’s Business Support Office gives to the mentors is outstanding and we must say that we would definitely consider mentoring another student.”

**Terri King, Director**

Striking Media, mentor



Bath Spa University’s Business Support Office acts as a catalyst for engaging with employers, providing enterprise opportunities for students and graduates, and maximising on the expertise of the university for the benefit of the local business community. For further information, contact the Business Support Office at [businessenquiries@bathspa.ac.uk](mailto:businessenquiries@bathspa.ac.uk) [www.bathspabusiness.com](http://www.bathspabusiness.com)