

Adam Jones

Proposed by: Adam Aust

Seconded by: Johnny Hunt

As a *Sell Before We Dai* campaigner, I have already worked with several board members at STAR to try and generate change at Reading Football Club. The campaign gave me the appetite to apply to become a board member, during what looks set to be a very interesting time for the Royals.

Even when Dai Yongge and Dai Xiu Li leave the Select Car Leasing Stadium, the fans' job won't be done. Holding the new owner(s) to a high standard will give the club the best chance to recover following a very turbulent spell.

STAR is continuing to improve, but there's still work to be done.

The following points are the key issues I would like to address (presuming that there will be a change of ownership) - and I have gone on to explain how they could be addressed:

- 1. Push STAR to lead on the 'football has an ownership problem' issue**
 - Potentially help to establish a specific role on the board for a member to reach out to supporters' groups/fans of other clubs in trouble and provide assistance where possible
 - Use STAR's social media channels to continue to highlight the issue

- 2. Ensure STAR continue to be vocal on the Football Governance Bill and the future establishment of the Independent Football Regulator**
 - Continue to work with politicians to ensure STAR's voice is heard
 - Use STAR's social media channels to promote the importance of the Football Governance Bill

- 3. Help STAR to establish a healthy relationship with new owners**
 - Ensure STAR provides a warm welcome to new owners and engages in positive early meetings, if the opportunity to meet is there
 - Scrutinise decisions made and engage in healthy debate with the club's new board when disagreements arise
 - Take a tough stance on key pillars of the club, including the academy and the Women's team
 - Push for better communication from the new owners following seven years of silence from the Dai siblings
 - Push for the new owners to regularly engage with the local media
 - Ensure dialogue is held with key figures at the club regarding future ticket prices

- 4. Help STAR to maintain a positive social media presence**
 - Use my journalism qualification to maximise the effectiveness of STAR's social media presence

- Ensure STAR are on multiple social media platforms to engage with various demographic groups within the fanbase
- Use social media to ensure the communication between STAR and the fans is of the highest standard
- Use social media to gather feedback from fans and use this to enhance STAR's work
- Hosting X spaces could allow fans to raise their concerns to board members, who can then take this feedback and alert the club to these worries

5. Help to bring through the next generation of Reading fans following a turbulent few years

- Encourage the club to create and maintain initiatives to attract young people to attend games
- Use STAR as a vehicle to ensure young people are encouraged to come to the Select Car Leasing Stadium

The last few years may have been extremely testing, but the potential of the club remains undoubted and STAR can play a part in unleashing it.

If elected as a board member, I will do my best to ensure that fans' voices are heard. As a fanbase, we have been ignored in the past seven years. That can no longer be allowed to happen.

The academy and the Women's team may be key pillars of the club, but so are the fans, who played their part in guiding the team to League One survival at the end of last season. The SBWD campaign has proved that, as one fanbase united, we can make a difference.

But a strong supporters' trust is needed to hold key figures accountable and represent the fans adequately. We already have that, but further improvements can be made to make STAR an even more formidable force.

Current roles disclosed (election policy point 6.3): Sports journalist at Football League World | Columnist at The Tilehurst End

