

Institution: City University London
Unit of Assessment: 36 Communication, Cultural and Media Studies, Library and Information Management
<p>a. Context</p> <p>Research impact in Journalism, Cultural and Creative Industries (CCI) and the Centre for Information Science (CIS) arises particularly from: (i) the development of relationships with civil society, industry and business sectors and news organisations, through which we contribute to economic prosperity in a range of media and creative industries; influence the policy and cultural frameworks that support creative practice; help professionals and organisations adapt to changing cultural values; and contribute to individual and organisational development, particularly in relation to ethics and professional standards; (ii) external public engagement and knowledge exchange activities, which allow us to generate and participate in debates designed specifically to address policy matters and to help sustain and develop cultural heritage in national and international contexts; (iii) consultancy work, through which we provide advice and training to governments, NGOs, charities and the private sector in areas where we are able to demonstrate world-leading expertise. To achieve impact from research and enable external engagement, the Unit's approach involves two key elements: resource support and staff incentives. Resource support includes direct investment and an enterprise pump-priming funding, while academic incentives include one day per week permitted for consultancy. Staff engage in institutional consultancy and advisory and services rendered work in response to specific problems organisations face. Knowledge Exchange and external engagement constitute important elements of professorial promotion policy.</p>
<p>b. Approach to impact</p> <p>(i). Staff have collaborated and developed relationships with key users to facilitate impact. These have included Journalism's work with the Bureau of Investigative Journalism (BIJ), based at City. BIJ, established in 2010, produces high-quality investigations for press and broadcast media. BIJ has secured over 34 front-page stories and produced a number of award-winning web, radio and television reports. BIJ is working collaboratively with Centre for Law, Justice and Journalism (CLJJ) staff (Tumber, Hohl, McFadyean, Carvalho) for its project on Joint Enterprise. Journalism postgraduate student interns worked with BIJ investigative journalists on three major stories: <i>Drones Research Project</i>, <i>Housing</i>, and <i>Justice</i>. The stories had considerable impact in the national and international media and were cited by policy-makers and NGOs (details are available at www.thebureauinvestigates.com). Our public dissemination of research also benefits from the University hosting The Conversation UK (http://theconversation.com/uk), where UK academics write about their research for a lay audience.</p> <p>Staff in CCI are encouraged to develop and retain strong links with the arts sector, the cultural and creative industries and governmental organisations through joint projects, consultancy, sponsorship and alumni relations. Our experience of and international influence on cultural policy and management is evidenced through, for example: Gaio's 2009 report for <i>Arts & Business</i> on 'Individual giving: a study into donor motivation'; Dickinson's contribution to the development by Jazz Services of a national jazz strategy 2013-18 and her work for the British Council advising on the reintroduction of the Khartoum Music Festival; Oakley's (left 2012) Heritage-lottery funded project with BOP Consulting on volunteering, <i>Assessment of the Social Impact of Participation</i>; and O'Brien's major 2010 report for the Department for Culture, Media & Sport (DCMS) on <i>Measuring the Value of Culture</i>. The publically accessible online database we maintain, <i>Researching Cultural and Creative Industries in London</i> (www.rccil.org.uk), evidences our impact on national cultural policy by making academic research more accessible to policy-makers, researchers, students and practitioners. It regularly receives between 1200 and 1500 visits per month.</p> <p>In CIS staff engage audiences outside academia, including government. For example, Priego's research on the ways scholars can increase the visibility and impact of their work has been featured in the print and online versions of <i>The Guardian</i> and the LSE Impact of Social Sciences project has published his work on a regular basis. He has also been a consultant for the development of Digital Science research tools for Macmillan and has been invited to participate in the Open Access for development workshop in Parliament, a session that brought together around 40 policy influencers, including academics, businesses and governmental representatives, to investigate the issue of science and academic publishing in Africa.</p>

(ii) Our approach to public engagement and policy intervention is to generate and participate in debates designed specifically to address policy matters, capitalising on our areas of research expertise. **O'Brien's** public seminar on the *Public Value of the BBC* (9.5.2013) provides one example. From 2012/13 we undertook an Arts Council England-funded research project, *Equip (Equality in Publishing)*, with **Kernan** as Principal Investigator. Equip ran a series of successful membership and outreach events in the publishing industry, carried out survey and interview research and successfully launched the Publishing Equality Charter with 21 industry members who committed to carrying out specific actions related to enhancing diversity of employment within their organisation. Similarly, during the Leveson Inquiry into the Press, **Journalism** organised two seminars using the innovative format of 'speed-debates'. These were half-day events with an invitation-only audience of those involved in the process and those observing it. The first Leveson 'speed-debate' was in November 2011 and was attended by three members of the Leveson Inquiry team: Lord Currie, Sir David Bell and Ms Elinor Goodman; the event also served as the launch of a report jointly commissioned report by City and the Reuters Institute. A second seminar was held in December 2012 following publication of the Leveson report.

(iii) The Unit's academics engage in a wide range of consultancy and advisory work and this builds sustainable relationships with external organisations. For example, **Purvis** has been Chair of the OFCOM content committee and in 2011 was a member of the DCMS-appointed panel which selected the shortlist of applicants for the Chair of the BBC Trust. He was the independent chair of a negotiation between broadcasters and the Government to agree a Memorandum of Understanding to improve the coverage of digital radio around the UK and also acted as Adviser to the House of Lords Select Committee on Communications report on BBC Governance and Regulation in 2011. **Brock** was a witness to the Leveson Inquiry and spoke at one of its opening seminars; he made numerous conference panel appearances in Leveson discussions, e.g., at the World Editors Forum Bangkok, June 2013. Other examples include **Brooke's** evidence to the Committee on Standards in Public Life (30.6.2009) regarding the reform of MPs' expenses, the story which she originally broke; **Gaber's** contribution as the UK representative on the Intergovernmental Council of UNESCO's International programme for the Development of Communication; **Tumber's** contribution to the UK UNESCO submission on impunity and **Brock's** advice on the future of journalism as Chair of the UK Committee and board member of the International Press Institute and the World Editors Forum. **Holden's** work on cultural diplomacy, particularly through his work for the think-tank DEMOS, has had a broad international impact and is detailed in one of the case studies.

Both Journalism and CCI have undertaken CPD training and consultancy, for example working with the British Council in Vietnam (2009-2011) and China (2010) and with Al Jazeera in Doha. In the UK, **Journalism** ran courses at City for editors of Al Jazeera based in Saudi Arabia; Iraqi public service broadcasters; and IBM executives (2012); while CCI worked with Chief Cultural and Leisure Officers Association and National Cultural Forum (2008-2010), Birmingham Royal Ballet (2008) and Cultural Leadership Programme (Arts Council England) (2008). CPD services provided by **CIS** include: packages for digital literacy training for NHS London (**Bawden, Robinson**); use of models of information behaviour by the Lexis/Nexis database producers (**Makri**); use of indexing policies for the ProQuest database producers (**Bawden**); and review of the Professional Knowledge and Skills Base for the Chartered Institute of Library and Information Professionals (**Bawden, Robinson**). CIS research also underpins an on-line learning tool for the UN Food and Agriculture Organisation and training courses for UNESCO.

(iv) Many staff have contributed to print and broadcast outputs. **Brock** has been frequently asked for public comment on media and journalism issues, including on the BBC R4 *Today* programme, Al-Jazeera, Japan's NHK and the *Financial Times* and has reviewed regularly for the *TLS* and *The Times*. **Brooke** was a reporter and presenter for Channel 4 *Dispatches*, 'The Westminster Gravy Train' (19 April 2009) and appeared on BBC *Newsnight*, Channel 4 News, BBC News, BBC News 24, BBC Radio 4 (*Today*, *Start the Week*, *Woman's Hour*, *World Tonight*), BBC World (*Hard Talk*), BBC *Breakfast*, GMTV, Sky News, *The Adam Boulton Show*, CNN, Fox News, C-Span, ABC (Australia) and France 2. We are increasingly using the internet and social media to provide outlets for research expertise, such as **Brock's** www.georgebrock.net or **O'Brien's** widely-followed Twitter feed @drdaveobrien, which presently has 3,322 followers. Similarly **Priego's** blogging is read at an international level, appearing on Duke University's HASTAC network, New York University's

MediaCommons, the University of Alberta's 4Humanities, Inside Higher Education, the Guardian Higher Education Network, the LSE Impact Blog, the Open Rights Foundation's ORGzine and City's The Conversation. **Priego's** twitter account (@ernestopriego) currently has 4,750 followers and his article on 'How Twitter Will Revolutionise Academic Research and Teaching' is one of the three most-read pieces on the Guardian Higher Education Network since 2010.

The work of our creative writers demonstrates particularly wide-ranging impact in this respect. Both of **Caldwell's** novels, for example, were abridged and broadcast on BBC Radio 4's 'Book at Bedtime'. Each programme comprised 10 episodes of 15 minutes, broadcast on successive weeknights for a fortnight. Book sales (20,000) and library borrowings (7,500) of Caldwell's work indicate further enrichment of the nation's cultural fabric.

(v) Our approach makes regular use of funding from HEIF and the London Centre for Arts and Cultural Exchange (LCACE) to support research impact projects; for example, **Dickinson** worked with the Science Museum, National Youth Theatre and Together Productions on a festival based around the Museum's Oramics machine (which in 2009 **Cottrell** had secured for the Museum in his previous institution). **CCI** plays a key role in the £4.5M AHRC-funded *Creative Works London (CWL)* Knowledge Exchange Hub. **Pratt** is Director of the Place, Work, Knowledge strand; CWL funds 0.2 FTE of **Pratt's** position, 0.15 FTE of **Gill's** and 80 hours of **Cottrell's** time from 2012-2017. Both **Pratt** and **Cottrell** have received £10,000 grants to work with local creative industries (**Cottrell** with Arcola Theatre and academics in Information Science investigating relationships with local audiences, **Pratt** with Platform 7 network researching the relationship between collaborative working and sense of place).

c. Strategy and plans

Framed by the wider impact of the University Strategic Plan 2012-2016, a University Framework for achieving impact from research and impact leadership in the two Schools, our impact strategy for the next period will be based on the following principles:

To continue to invest in resources which underpin our impact activities, particularly in areas of strength already identified and to fund public dissemination of our research whenever possible;

To encourage academics to engage in collaborative research projects jointly delivered with users and, through consultancy and advisory work, to build sustainable relationships with external organisations;

To be aware when appointing new staff (and subsequently through probation, appraisal and promotion) not only of the international quality of their research but also of its potential impact and to ensure that such staff are inducted into an environment where the importance of research impact is considered in the formulation and review of research plans;

To ensure that knowledge exchange and similar activities arising from staff research are weighted in our workload model appropriately, according to the time required and similarly to other duties; and to ensure that enterprise and impact objectives are regularly set as part of staff appraisals;

To identify areas of staff expertise on our website by way of an expert database and develop yet stronger relationships with a range of media conduits, in order to disseminate our research expertise as widely as possible. We will also identify a member of staff to work across departments as impact coordinator/developer for the Unit;

To inculcate PhD students on the importance of impact and to support them in achieving impact through training and financial support.

d. Relationship to case studies

Our approach and strategy to impact has concentrated on the importance of establishing close relationships with policy-makers, NGOs, creative industries and business, by developing research projects that meet existing user needs and establishing links with sector organisations and individuals. The Impunity Initiative, for example, shows how academics work collaboratively with stakeholders and users and how research can contribute to the development of legislation and advocate for the welfare of individuals and the pursuit of human rights. The European Social Survey case study demonstrates how research led to the development of a methodological tool to enable policy-makers and other users to interpret data when making policy decisions. **Holden's** case study demonstrates the strong links between CCI and arts management professionals and creative businesses, while highlighting how these links help us to influence and impact on national and international cultural policy.