

<p><b>Institution:</b> Leeds Trinity University</p>
<p><b>Unit of Assessment:</b> Communication, Cultural and Media Studies, Library and Information Management</p>
<p><b>a. Context</b></p> <p>The submitting Unit comprises of two academic subject areas at Leeds Trinity University, both within the Department of Journalism, Media and Business: the Centre for Journalism, and Media, Film and Culture (MFC). The Unit engages with four main non-academic audiences or user groups, focused around issues of media production and practice. These are: journalists; journalism educators; social enterprises and charitable organisations; and the institution's in-house production company, Trinity Vision. Research undertaken in the Centre for Journalism, focusing on journalists' practices of news selection, values and use of sources, has benefited professionals involved in news journalism and has been used in the wider public debates around the ethics and regulation of the industry and its relationship to the Public Sphere (pertaining to the Leveson Inquiry). This research has also been used by educators across a range of Higher Education Institutions. Research produced within the MFC team, exploring the practices of media production, has led to an impact on production processes and film education. This has informed the practices of the institution's in house production company, Trinity Vision, and secondarily impacted the social enterprises and charitable organisations using their services.</p>
<p><b>b. Approach to impact</b></p> <p>Leeds Trinity has had a strategy for developing research as part of its aim to become a University (a goal that was achieved when the Privy Council granted it University status on 10<sup>th</sup> December 2012). A key part of this strategy was to raise the profile of the institution locally, nationally and internationally, and this was a key driver of impact-related activities. The institution has a strong community ethos grounded in respect, reflecting its foundation principles, and part of this is to be known for our contribution as a community partner, in a manner that contributes to the evolving social and cultural setting. Impact is therefore embedded in the character of the institution. Impact activities have been supported by the institution's involvement with CREST (the Consortium for Research Excellence, Support and Training). CREST is a sub-association of Guild HE, a network for small and specialist institutions. Through CREST, Leeds Trinity has benefited from the dissemination of policies related to impact and specific impact workshops for staff. Prior to the REF assessment period, the institution was awarded HEIF funding for the creation of several Business and Community Fellows who supported knowledge transfer. In 2008 this impact-related activity was devolved to the Enterprise and External Engagement Group, an arm of the Research Committee. Pathways to impact have also been supported by Leeds Trinity's Marketing and Communication team who have publicly disseminated research undertaken at LTU.</p> <p>Impact achieved in the UoA has resulted from both planned interactions with the non-academic users, and more indirectly. Researchers within MFC have engaged with voluntary and charitable organisations, as well as interested members of the public, both individually and through the work of Trinity Vision. Both prior to and post-Leveson, researchers from within the academic department have developed relationships with journalists and their broader professional networks. The Centre for Journalism arranges an annual Journalism Week each February (November 2008, and thereafter annually in February 2010 to February 2013), inviting leading practitioners in online, television, radio and print media. Recent years featured talks by Richard Peppiatt former tabloid reporter and critic of tabloid cultures, BBC News Director Helen Boaden, and <i>Guardian</i> editor Alan Rusbridger. To further support the impact of the unit's research on journalism education, staff members are members of the Association of Journalism Education. Making use of institutional facilities, the unit organised a one day conference (13<sup>th</sup> Jan 2012) for members of AJE which was attended by 25 delegates including journalism educators and professionals.</p> <p>To create pathways to impact, the Department has funded membership costs for selected</p>

professional and academic research-oriented groups such as Women in Journalism, Political Studies Association and the Media, Communication and Cultural Studies Association (MECCSA). Research staff are also supported in their involvement with professional bodies as active members of organisations such as Women in Sport, Women in Journalism, the Political Studies Association, the Newspaper Society, the Royal Television Society, National Council for the Training of Journalists, and the Radio Academy. Funding is provided for staff to attend related meetings and conferences. Impact is also supported by the Department as part of broader staff development that assists staff in networking activities, and attending or organising research seminars and conferences, including those for professional bodies such as the Edinburgh International Television Conference, Broadcast and Sheffield International Documentary Festival.

These events and networking activities have offered opportunities for research staff to develop relationships with and disseminate their work to practitioners. Several staff members within the Centre for Journalism and MFC have a substantial professional/ production background, with ongoing practitioner experience meaning that their research particularly speaks to those in current practice and has direct practical applications.

The unit made use of institutional research leave schemes to further research and facilitate impact. Two members of the unit (Dr Jason Scott AY 2009/10, John Poulter AY2010/11) have benefited from teaching remission to develop research, under the LTU Research Support Scheme, which also enabled activities to develop impact. This research leave scheme is additional to the annual amount granted by the institution (equivalent to 20 days for FTE).

Some approaches to impact have created other opportunities to those intended. For example, Deirdre O'Neill and Catherine O'Connor (Head of Department for Business, Media and Journalism, Leeds Trinity University) sent copies of their research on local newspapers to all the relevant editors of the papers analysed, to open a constructive dialogue but none responded. However, providing details of the research to professional journals such as *Press Gazette* and *Hold the Front Page* did prompt responses and broader discussion. Although this took place outside of the period for consideration, this public impact also fed into broader debates about journalists' practices and was cited within the evidence for the Leveson Inquiry, particularly as supporting the critical concept of 'churnalism'.

### **c. Strategy and plans**

As a new University, Leeds Trinity is focusing on protecting and building on areas of research excellence whilst encouraging the broadening of the research base into new areas of research activity. Within this vision, we have an expectation of research impact and seek to embed impact as part of the research cycle. Research schemes funded by the institution, such as the Research Fellowship scheme, will require applicants to consider who might benefit from the research (beyond academia) and how these users might be engaged. The University however recognises that not all research will have impact in this manner and will still continue to fund such projects. The future inclusion of impact in the institution funded schemes aims to support researchers to consider the specific benefits of their research and identify particular user groups. The University's Research Committee will now be monitoring impact in addition to research activities. The increased work involved in creating impact will be factored into staff workload planners and flexibility in subject teams (for example rearranging or covering teaching responsibilities) will be encouraged. The Marketing and Communications team will be more involved in research projects from the beginning so that research findings can be disseminated effectively to targeted audiences at any appropriate point. Though many staff are 'impact literate', the institution will focus on staff development to ensure that all research active staff are fully versed in impact and how this can be created.

The unit will continue to build on its current approach to impact through planned interactions with practitioners and ensuring it has a staff body with a mix of backgrounds (academic research and professional/practitioner background). To strengthen future impact from its research the unit seeks to develop further support mechanisms and protocols for impact, at institutional and departmental level. This will include a combination of financial support, time (in terms of teaching relief and additional time towards the end of research projects) and staff development. We will expand our ongoing series of research seminars to incorporate a public seminar series, around key research foci and publicise via local institutions and partner organisations. The unit plans to develop an open access online journal, with the proposed title *Creative Media Cultures*. This will facilitate the dissemination of any research produced (in the wider research environment) to a more general audience. In line with this, researchers within MFC and Journalism will be encouraged themselves to publish in open access journals.

The unit plans to develop research within the proposed Centre for Creative Media, and to promote both research but also wider impact through events alongside annual conferences or colloquia, and Creative Media weeks. These will be based on the model of the already established and successful Journalism Weeks. This aligns with focusing impact activities on research foci, specifically professional development of journalists and journalist education and other media practitioner research. This will be achieved by: utilising expertise within the institution on how to 'engage the press'; developing ways to include research within educational outreach projects, and initiating new outreach projects that exploit research; and contributing to study days for FE/6<sup>th</sup> Form students and their teachers. We will use the University's web pages and marketing materials to promote research activity to wider audiences (non-academic and outside the institution), including publicising events for public engagement.

The unit intends to develop a strategy to enhance opportunities for synergies between practitioners and researchers, to support practitioners entry into research (through targeted research seminars, such as the Screenwriting Research Network seminar session run in 2010, and sessions within both Journalism/Creative Media weeks and annual conference) – incorporating workshops that disseminate practitioner research or practitioner education expertise within the University and to a wider audience. This aligns with Professor Graham Robert's expertise whose role will be expanded as a mentor for early career researchers. It also aligns with an aim in Leeds Trinity's Research Strategy (2013-16) to develop researchers at all stages of their careers in this subject area.

#### **d. Relationship to case studies**

The impact case study 'Engaging with news production and journalism education' exemplifies both planned engagements with non-academic audiences – particularly practitioners but also contributing to wider debates about news regulation and the role of the press - and unanticipated links that derive from the strength and salience of the research. The influence on journalism education that the case study illustrates, evidences the catalysing role of involvement in professional academic bodies (namely the Association for Journalism Education). Additionally, the direct and more diffuse engagement with practitioners, and those who educate practitioners, provides a model that has its parallels in case study two and has informed the developments within this area for the planned Centre for Creative Media, and Creative Media weeks.

The case study 'Theory into practice; practice into theory' develops impact through research-informed production, that secondarily impacts charities and social enterprises. This is planned engagement, in terms of the ethos and priorities of Trinity Vision to facilitate the use of media by charities and social enterprises, but also enables secondary impact for their stakeholders/clients. This includes enhancing their profile and their role in opinion formation (i.e. the University of the Third Age).