

Impact template (REF3a)

Institution: University of Stirling
Unit of Assessment: D36 Communication, Cultural and Media Studies
<p>a. Context</p> <p>Our portfolio of research in Communication, Cultural and Media Studies is deliberately broad, encompassing the humanities, social sciences and management and has benefitted from a substantial renewal and strengthening of the staffing base during the REF period. The opportunity to recruit new colleagues and specialisms to Stirling has opened up new engagements and potentials, while enabling us to focus explicitly on impact as a recruitment criterion.</p> <p>We have a long tradition of engagement beyond the academy which we have continued through the REF period with an enhanced focus on impact through: involvement in public debate and policy formation through inquiries and commissions; direct involvement with local community learning initiatives; influence on media education; impacts in public relations and public communications; organisation and sponsorship of public events; public championing of film makers; development of archival holdings for public access; recognition by professional associations and business organisations.</p> <p>In general terms, our main impacts have been in <i>civil society, cultural life, policy making and public discourse</i>, alongside a growing engagement with <i>education</i> beyond the Higher Education sector. Non-academic beneficiaries have therefore included local community groups, third sector bodies, researchers outside the academic community, policy makers, and sections of the public with interests in cultural and media policy. Our audiences have included politicians, media producers, cultural producers and gatekeepers; artists, including film and literary practitioners; curatorial, museum and conservation professionals; and members of the public.</p>
<p>b. Approach to impact</p> <p>Our staff have all been closely involved in impact activities throughout the REF period, maintaining the practice of this unit over many years of delivering relevance beyond the academic world, nationally and internationally.</p> <p>We strive to make cultural resources widely available. Neely has been curator and activist in the field of Scottish experimental film, particularly as public champion of film maker Margaret Tait (see case study). Izod's three-year AHRC funded project (2007-2010) on 'The Authorship of Lindsay Anderson' has created a full online catalogue of his papers, including 10,000 letters, and digitized items from the collection which are publicly available on a dedicated Flickr website. (http://www.flickr.com/photos/40937572@N08/collections/72157622074468170/). The extensive public engagement around the Anderson Archive as part of this project has included exhibitions (James Hockey Gallery, University for the Creative Arts, Farnham (Jan - March 2008). Blain brought the Musicians Union archive to Stirling in 2008, now under a recently renewed 25 year loan (from 2011) to the University from the Union and work is ongoing to catalogue and make available the contents (see http://www.flickr.com/photos/40937572@N08/sets/ for example sets). Blain, Haynes and Neely are involved in the Scottish Cultural Memory Project (2012-), a Creative Scotland-funded initiative with screen producer Peter Broughan, BBC Scotland, and others (£160K so far until 2014), to give public access to the experiences of screen creatives through events and filmed interviews.</p> <p>Through his project 'From the Sporting Past to Future Wellbeing' (AHRC, £18.7K), Haynes has been involved in helping publicise the AHRC theme of Care for the Future among key community stakeholders in the development of sports and heritage. The direct involvement of Glasgow sports clubs and school children from the Shawlands Learning Community lends the research direct impact on local sports development, and regional and national initiatives. Haynes has expanded relationships with sports development officers engaged in Glasgow City Council's Glasgow Life department. The project has included engagement with the Hampden Experience, at the Scottish Football Museum, who have publicised the heritage project via social media and a subsequent exhibition in June 2013; also collaboration with Scottish Screen Archive, including the use of its</p>

Impact template (REF3a)

holdings during outreach activity with schools and sports clubs. Other sports heritage initiatives in Glasgow by Haynes include academic consultation for the Glasgow Reminiscence Project developed by The Sporting Memories Network, in partnership with Glasgow Housing Association, Glasgow Life and 2014 Legacy (2013). There are plans to connect this initiative to the outcomes of the Care for the Future project. Haynes has also spoken publicly at the Merchant City Festival, Glasgow City Heritage Trust, Glasgow (25 July 2012) as part of a pre-Commonwealth Games event. Haynes's contribution to broadcast media through his 2008 contribution to BBC Radio Four's history of sports journalism has been extended by Lindner's expert consultation and major participation in the BBC Alba six-part documentary series on top women's football side Glasgow City (January to February 2012).

Hibberd was the Scottish Board Member of the Voice of the Listener and Viewer until July 2013, and has been centrally involved in organising public events combining industry and academic speakers and panels throughout the census period. His work as a business educator has been recognised by several awards, including 2008 Best International Business Communications Trainer (Public Relations Council of India), also the 2008 Global Business Communicator Award (Association of Business Communicators, India). In 2013, he won the Chanakya Award for Outstanding Contribution to International Communications, from the Public Relations Council of India. He has been a frequent speaker at international climate change conferences mainly attended by industry, governmental and non-governmental organisation delegates, in India, the USA and elsewhere and has obtained UKIERI funding in pursuit of partnerships in India.

Rolinson has been very active in media education, for the *BFI Screenonline* website, and elsewhere, contributing 18 entries since 2009 to *Screenonline*, including essays on Peter Kosminsky (2010), William Ivory (2010) and Ken Loach (2011). He has produced substantial DVD booklets on *This Sporting Life* (Network, 2008) and *Tales Out of School* (Network, 2011), alongside text for the BFI Mediatheque resource (a dozen contributions from 2011-2013). Rolinson also edits (since 2009) the web resource *British Television Drama* (www.britishtelevisiondrama.org.uk), with over a score of his contributions (2009-2012) on wide-ranging drama themes. He contributes to other media sites, has served on the Hull Film Board (2008, 2009), and as its consultant, likewise acting as consultant to several Network British cinema DVD releases; other activities include jury membership and programme notes production. Since 2013 he has edited the website *Neil Sinyard on Film* (<http://neilsinyard.britishtelevisiondrama.org.uk>).

Blain has been involved through parliamentary inquiries, commissions, Scottish government initiatives and public platforms in the development of, and public debate about, media policy in Scotland (see case study). Blain also gives numerous media interviews especially on royal/monarchic issues, including, during the census period, ABC Radio National (Australia), CBC News (Canada), the Council on Foreign Relations (Washington DC/*Boston Globe*), *USA Today*, the *New York Post*, Brazil's *Época*, Austria's *Die Presse*, *Pravda* (Slovakia), *The Age* (Melbourne), the *Sydney Morning Herald*, and *The Christian Science Monitor*, also Australia's *Global Mail* website and many British news outlets. Blain's other public platforms during this census period included a Bishopsgate Institute monarchy debate as speaker/panellist with publicist Mark Borkowski and the royal correspondent of the *Daily Express* (April 2012), and radio and internet debate on BBC funding. Blain's other contacts on royal and monarchic themes have included BBC royal correspondents and the organization Republic, which he advised in 2011 (on their dialogue with the BBC). He published commentary-style articles on royalty/monarchy in the *Georgetown Journal of International Affairs* (2008) and the *Scottish Left Review* (2012).

c. Strategy and plans

Our strategy is to continue to build on our range of engagements beyond the academy and to enhance yet further our focus on impact within individual and collective plans and priorities. We are extending our direct engagement with users through the establishment in 2013 of new external expertise groups in both journalism and media practice research which will influence future research development toward larger user communities. Similarly, Boyle is leading the cross-University Centre for Gender & Feminist Studies established in 2013 which is already enhancing

Impact template (REF3a)

direct engagement with public debate, policy makers and practitioners. The UKIERI-funded initiative on Indian media and journalism higher education (Hibberd, Blain, 2012-) is guided not only by the priorities of Indian partners working within a very wide education context, but by a UK-based advisory committee with professional expertise outside the academy. Hibberd's other UKIERI-funded Research Award programme investigating climate change communications in India and the UK, run in cooperation with the Centre of Media Studies (CMS), Delhi, is expected to have substantial impact on public information about this key issue, while the former project promises the opportunity of constructive dialogue between the experiences and needs of the Indian and UK media education sectors.

Engagement with priorities of non-academic funders will continue, as evidenced by the second phase of funding from Creative Scotland to the Scottish Cultural Memory Project (above). Additionally, the archives in the University's new purpose-built special collections facility will also drive impact-related research in the next five years and more through increased funding bids with public benefit outcomes, for example through Heritage Lottery Fund bids planned for 2014 to conserve and digitize the 96% of public holdings of the Musicians Union archive at Stirling. Izod, Blain, Haynes and Neely have been working with the University Archivist on several projects including the Lindsay Anderson Archive, the Musicians Union Archive, the Grierson Archive, the Norman McLaren Archive, the Alastair Hetherington Archive and the Sam Black Collection and much of this work is ongoing.

As noted, recruitment policy has been attentive in all instances to future impact enhancement. Two examples are: **Boyle** bringing strong links with the feminist anti-violence sector, resulting in research presented to diverse international audiences including media professionals, media studies teachers (BFI); and professionals working on anti-violence initiatives in the statutory and non-statutory sectors including the Mexican Supreme Court and the Equal Opportunities Committee of the Scottish Parliament. **Hadland** (in post 2012), a former member of South Africa's Press Ombudsman's Appeal Panel, a best-selling political biographer, also with engagements which have included consultancy for the World Bank and the UN, and advisory roles with South Africa's Office of the President, its national Parliament, and its national broadcaster, brings new dimensions of research on media-state relations complementing a long-standing CMC theme with previously evidenced impact benefits.

d. Relationship to case studies:

Our case studies (**Neely and Blain**) are designed to exemplify both the diversity of our research across the arts and humanities and also the social sciences, Neely's as public champion of filmmaker Margaret Tait, Blain's via policy formation and public awareness impacts associated with the media in Scotland. Each arises from sustained engagement with non-academic interest communities and each has had impacts on specific interest groups but also with a larger public. Accordingly, they demonstrate the success of our approach to impact particularly through our focus on embedding engagement throughout our research endeavour. While Neely's case study additionally reaches into the field of *education* outside the University, both exemplify Stirling's present and planned future impacts in the areas of *civil society*, *cultural life*, *policy making* and *public discourse*.