



Small TLEF Project – Final Report

*To be completed for Small Projects upon completion of the project.
Please limit this report to a maximum of 2 pages.*

Project Title:

The Terry Project on CiTR-An interdisciplinary program exploring global issues through a unique mix of storytelling, discussion, and debate. (Formerly "The Terry Project Podcast").

Report Submission Date:

(2016/04/29)

Project Initiation Date:

April 2012

Principal Investigator:

Professor Dave Ng

Project Completion Date:

March 30th, 2016

Report Submitted By:

April 29th, 2016

Summary of Work Accomplished

Describe if and how the project has significantly contributed to the enhancement of teaching and learning, as well as if and how the project outcomes constitute sustainable benefits to students.

During three years of TLEF funding, our team produced nearly 100 radio programs and live BARTalk panel events. This programming provided UBC students a forum to discuss important issues and infused the conversation with in-depth, evidence-based reporting. Throughout the life of the grant, we consistently received praise from BARTalk attendees for creating one of the most innovative and accessible venues for students to interact with experts. This resource felt especially vital when UBC students asked us to hold talks on topics that were timely and particularly salient to their experience as students: from sexual assaults on campus to the fight for affordable tuition. We also received positive feedback from UBC students on our radio documentaries (which won three national radio awards). Because of the TLEF's investment in our program, it is no stretch to say that UBC is now an international leader in university podcasting and radio production!

Perhaps just as meaningfully, TLEF funds facilitated a tremendous learning experience for the undergraduate, graduate, and doctoral students who produced our programming and planned our BARTalk events. During the life of the grant, our student staff members and volunteers all received hands-on experience with radio production, knowledge mobilization, academic storytelling, and event planning. All of our content was produced by UBC students, including our two producers (covered by TLEF), two other Terry Project employees, and a dedicated team of up to 12-15 volunteers at a time. In the three years, at least 30 students participated in the planning, research, production, and marketing of the program. Many of these students stayed with the project for the entire three years and gained skills that will enrich their lives going forward.

As our team gained valuable radio production experience, they worked to mentor UBC students in a series of free, public workshops. Our student staff members hosted an several introductory radio storytelling workshop at CiTR every year. Later, when CiTR was awarded a grant to tell UBC centennial stories, our TLEF-funded students put on advanced workshops, helped evaluate student proposals, and provided edits to student radio projects. We estimate that over the last



three years, at least 100 students have attended workshops conducted by our TLEF-funded producers. Our student staff members have become a valuable part of UBC's radio community and have helped to put scholars in touch with that community.

Finally, our programming was useful in the classroom. Two UBC history classes listened to our episode on teaching historical thinking to enhance core course learning objectives. UBC history teaching assistants used the same episode as teaching/professional development tool.

Evaluation of Project Outcomes

Describe the outcome-based criteria used to evaluate the project's success or performance.

We set four key goals in our initial TLEF proposal:

(1) To Greatly expand the reach of UBC's academic expertise.

Over the past three years, *The Terry Project on CiTR* and *BARTalk* have become important resources for academic experts who want to engage UBC students and the broader public. UBC professors were the *primary* source of interview subjects on the radio program and at the *BARTalk* panels. In all of our programming we made a commitment to dive deep into our guests' research and provide our interview subjects with enough time to articulate the nuances of their work. UBC professors frequently told us they preferred to work with our team than other members of the news media, who often reduced their research to a terse sound-bite.

As our radio program grew in popularity, it became an increasingly valuable resource for researchers. At times, our *BARTalk* events were so popular that there was only standing-room available in the Gallery Lounge. By the end of our TLEF term, our radio program averaged almost 1,000 online downloads per week and was syndicated on four Vancouver-area radio stations. Individual episodes played on 95 campus and community radio stations across North America, on the national CBC radio program *Podcast Playlist* and on *KUOW*, one of the largest NPR stations in the United States. Our reporting also appeared in numerous print/online media outlets, including *The Georgia Straight*, *The Seattle Weekly*, and a 5-part co-produced series with *The Tyee*. We estimate that our content nearly well over 500,000 people over the life of the grant.

(2) To provide invaluable training and mentorship to UBC students

Over 30 students participated in our program development; our team hosted workshops that reached at least 100 people; and we provided hands-on mentorship to a group of novice radio producers.

(3) To create a lasting audio archive

Over the past three years, we have produced 78 radio programs, 19 live events and dozens of extended blog posts. We are committed to maintaining this archive after the life of the TLEF and ensuring that all of our material remains available for free at terry.ubc.ca and citedpodcast.com.

4) To secure funding past TLEF



In our initial TLEF application we said that we want to secure additional funds to grow our programming and make our project sustainable. In 2014 we were awarded a \$50,000 SSHRC Connections Grant. This additional funding allowed our producers to significantly improve the quality of our programming.

More recently, our team was awarded a SSHRC Partnership Development Grant totaling almost \$250,000. This funding activates the very month that our TLEF funding expires. It will allow our project to expand and will continue to live at UBC for at least the next two years. This funding also positions our team to apply for longer-term funding, through either a SSHRC Insight or a SSHRC Partnership Grant.

Going forward, our project will partner media organizations, research institutes, and UBC students in a co-produced documentary radio show. Our program, which is now called *Cited*, will be relaunched September 2016 and our first episode will (most likely) air nationally on the CBC. Many of our subsequent episodes will play on NPR stations in the US. We have already partnered with a number of media organizations to create accompanying print and online content.

Furthermore, during the upcoming SSHRC PDG phase of our project, our radio documentaries will themselves be the subject of academic research: a leading communications scholar and a leading knowledge mobilization scholar will study the pedagogical outcomes of our content. Are radio documentaries an effective tool for communicating learning objectives? Are they an effective way to build excitement and energy around academic topics? We are going to find out. Going forward we see a potential to evolve our research towards examining podcasting as a pedagogical tool in UBC classrooms.

Ultimately, we believe our unique method of co-produced academic storytelling could be replicated by other teams and, consequently, might greatly increase the reach, resonance, and accessibility of academic research across Canada.

Over the past three years, our project has become a lot more ambitious. That said, we are still very committed to the University of British Columbia. Going forward, we will continue to be run by UBC faculty, UBC student staff and UBC volunteers; we will continue to feature UBC professors' voices in our programs and produce content with UBC students in mind; and we will continue to feed back our expertise into the broader UBC community.

(5) To enhance the public discourse on important issues

Every one of our episodes brought academic expertise and community voices together to discuss the vitally important topics. For example, our episode *Superpredators Revisited* documentary (which aired on NPR) demonstrated how criminal justice research in the 1980s sparked a wave of punitive criminal justice reforms in the United States—reforms the country is still grappling with. Another episode, *Who Killed Canadian History?* (which aired on CBC's *Podcast Playlist*) looked at how competing pedagogical theories were playing out in Vancouver's high school history classrooms. Finally, our massive five-part *Tyee* partnership looked at the history and state of evidenced-based drug policy in the City of Vancouver. In all of these projects, thousands of listeners and readers were introduced to rigorous research. We believe our programming vitally enhanced public discourse around a number of important topics. Going forward, we expect to have an even bigger impact on the public conversation. None of this would have been possible without TLEF funding.