



# CONVERTING LOCAL MEDIA PROFILE INTO INNOVATIVE TEACHING MATERIAL & RESEARCH AND ENTERPRISE IMPACT



Bringing the real world into the classroom enriches the student experience. Using a Theory of Change approach, this project studied the potential for turning local media presence into innovative teaching and learning opportunities and a platform for the University's corporate outreach, research and enterprise.

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## INTRODUCTION AND OBJECTIVES

- Project
  - Review the local media output of FBL Associate Professor Adrian Pryce
- Objectives
  - How these could be developed as a L&T tool?
  - How to create a foundation for research, enterprise and corporate engagement purposes?
- Content - two years of weekly radio shows and monthly business articles
- We analysed 284 NLive Radio Open4Business extended 20-minute interviews between June 20 to February 22. These are available
  - Online for 2 weeks after airing
  - As stand-alone podcast assets
- Reviewed 24 All Things Business magazine articles, every 600 words. These are focused on corporate social responsibility (CSR) and are available
  - Online
  - As stand-alone PDF assets
- Identified 145 interviews and 12 articles useful for teaching and for circulation/publication externally
- Analysed quality and value of these for teaching material
- Interviewed faculty and surveyed students
- The following key business themes were identified:
- Radio shows
 

Social issues and charity	32
Covid & Business	24
Business and CSR	23
UON support for business	21
Education	17
China	7
Brexit & Business	6
Employee ownership	3

## METHODOLOGY

- Surveyed 2 classes of students, the UK at level 5, PG at level 7
  - BAIB /BUS2025 – who have an assignment to produce content for Open4Business
  - MSciBM / STRM086
- We also interviewed:
  - NLive Station Manager Martin Steers
  - Senior Lecturer Chijoke Uba
  - Senior Lecturer Holger Siemons
  - Senior Lecturer Ivna Reic

## HIGHLIGHTS

- 145 podcasts drawn from local business, civic, charity and academic leaders
- These reached an estimated 6,000 local radio audience
- The All Things Business magazine has a circulation of 6,000
- Radio show provides insights into the regional economy & business environment, civic, charity & community life
- The articles provide information about
  - CSR-ESG-sustainability
  - Localism
  - Innovation
- Key recurring themes included covid and innovation – a burning platform
- Thus the great potential for:
  - Innovative educational resources
  - Facilitating links between businesses and charities
- Practitioner insights
- Compliment to theory

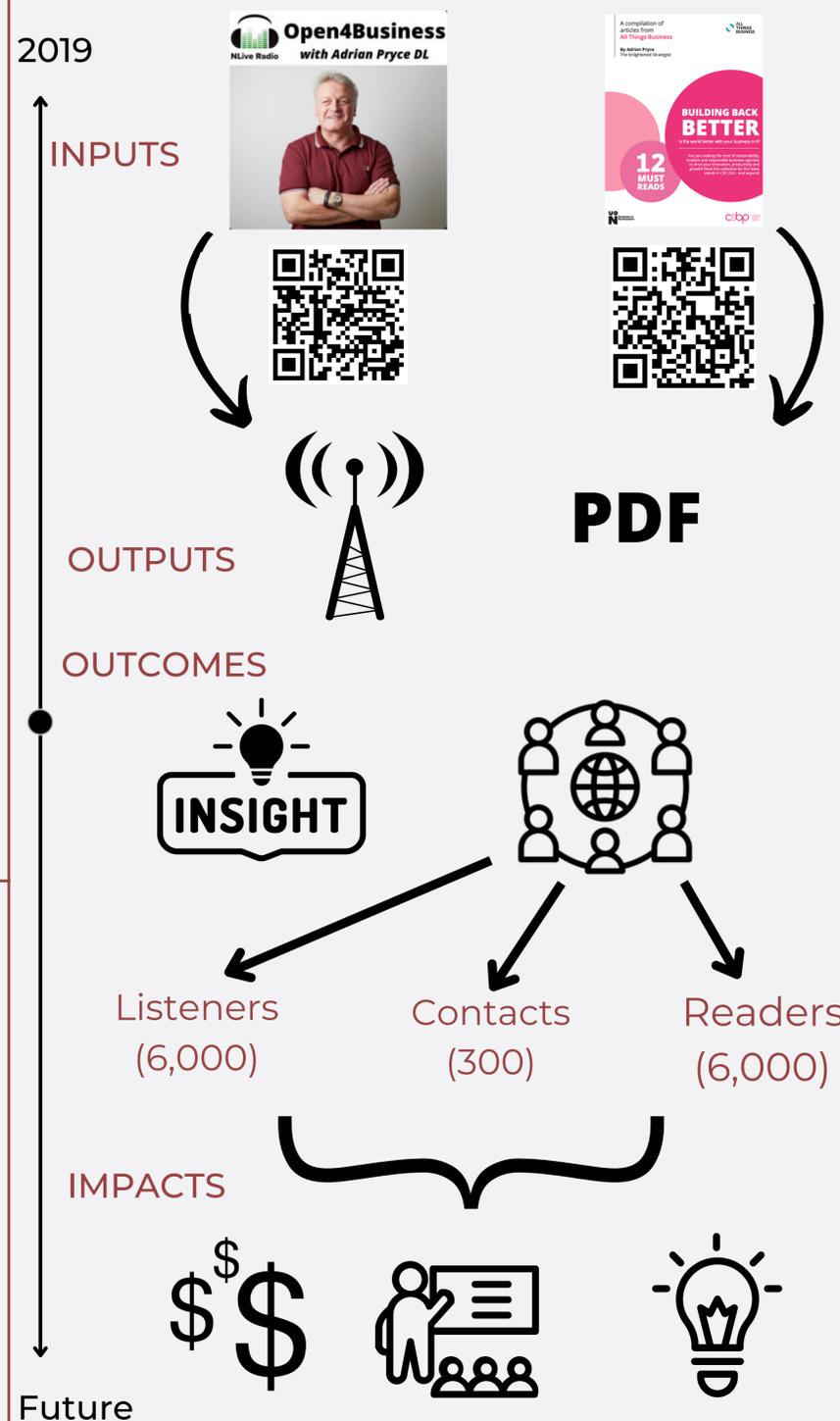
## MULTI MEDIA CROSS-OVER

- The radio interviews were cross-referenced to the monthly All Things Business articles which were focused on themes rather than organisations
- Eleven out of thirteen articles can be cross-referred to the podcasts
- These were also considered to be good L&T material for both students and businesses

The recommendation is that they be packaged into an edited booklet, a compilation of articles about business and Building Back Better.

This has now been done.

## THEORY OF CHANGE



## FINDINGS

- All 145 interviews were valuable as Learning & Teaching aids
- Individual podcasts often dealt with more than one subject e.g.,
  - social responsibility
  - charity etc.,
- They could be followed up with further in-depth study and research
- Podcasts were found to be:
  - Useful for teaching purposes by listening to practitioners thus reinforcing one's imagination a non-visual media
  - Excellent tool for educational institutions
  - Potentially at the forefront of a shift from traditional teaching methods
  - A useful tool for lecturers to effortlessly broadcast compelling audio information which students can listen to at any time and from any location
  - The magazine articles provide a short, clear briefing on key issues around sustainability, localism and innovation

## KEY LEARNINGS

- It is necessary, to plan and schedule teaching lessons supported by radio/podcast
- How supportive UON is of local businesses and how much resource it makes/can make available to the local community, generally
  - One group of podcasts covers this, under the heading 'UON Support for Business'
  - This area has significant potential for follow-up and further research, with an opportunity to cross-match the resources available from UON, with the external organisations interviewed and follow up
  - This is an excellent platform to enable UON to outreach to the local business community
  - It can also facilitate closer cooperation between the students researching specific topics to work more closely within the community and local business environment

## CONCLUSIONS

- To summarise the podcasts and articles:
  - Are a rich source of material to facilitate learning, further research and cross discussions, between different groups of student
  - Have the potential to explore how the needs and/or ambitions of one organisation can be matched to the facilities and services provided by other organisations and by the University itself
  - Offer the possibility to give valuable experience to students not only with respect to teaching material but also in media skills, interview techniques, networking and opportunities for projects, internships and work placement
  - Create a platform for a strategic approach to corporate engagement to further the University's research & enterprise objectives

## RECOMMENDATIONS

- Ensure greater alignment in planning the programme, articles and the radio shows, and structure them around key themes as well as topical and random issues, as now
- Build stronger links between the radio shows and written articles
- Include core questions in interviews that refer to key business, management, and strategy themes e.g., 4Ps of marketing, to signal to students the link between theory and practice
- Create teaching notes for each interview or article to highlight key learnings and areas for follow-up – or offer these as tasks for students to review in class
- Invite students and faculty colleagues to arrange and undertake the interviews themselves, to generate new content, topics, voices and perspectives

### Related literature

Moryl, R.L., 2014. Podcasts as a Tool for Teaching Economics. The Journal of economic education, 45(3), pp.284–285. Gachago, D., Livingston, C. & Ivala, E., 2016. Podcasts: A technology for all? British journal of educational technology, 47(5), pp.859–872. Constantinos Nicolaou, Maria Matsiola, Christina Karypidou, Anna Podara, Rigas Kotsakis, George Kalliris. (2021) Media Studies, Audiovisual Media Communications, and Generations: The Case of Budding Journalists in Radio Courses in Greece. Journalism and Media 2.2 pages 155-192. <https://wandofknowledge.com/radio-use-in-education-advantages-limitations/>, <https://messageheard.com/blog/educational-podcasts-teaching-tool>, <https://www.thepodcasthost.com/niche-case-study/podcasting-in-education/>,