



Project Document Cover Sheet

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| Project Information | | | |
|--|---|-----------------|-----------|
| Project Acronym | CCC | | |
| Project Title | Memory and Media in Wales | | |
| Start Date | 1/6/2010 | End Date | 30/4/2011 |
| Lead Institution | Aberystwyth University | | |
| Project Director | Dr. Iwan Rhys Morus | | |
| Project Manager & contact details | Dr. Iwan Rhys Morus, Department of History & Welsh History, Aberystwyth University, Aberystwyth SY23 3DY 01970 622670 irm@aber.ac.uk | | |
| Partner Institutions | Culturenet Cymru | | |
| Project Web URL | http://www.culturenetcymru.com/mnm/ | | |
| Programme Name (and number) | Developing Community Content | | |
| Programme Manager | Paola Marchionni | | |

| Document Name | | | |
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JISC Project Plan

Overview of Project

1. Background

It is a truism that family life during the second half of the twentieth century revolved increasingly around the television set that formed a prominent feature – often the primary focus - of the living room. Commentators have also noted that the dominant role of the television as the primary medium of entertainment, exchange and information is now fragmenting under the impact of new media technologies. This project aims to collect and archive oral testimony relating to the age of television in Wales. It will solicit memories of significant televisual moments in politics and culture. By focussing on four distinct and distinctive geographical and linguistic communities it will seek to provide a spectrum of memories that represent a national collective memory of television in Wales. The Welsh context is particularly pertinent to the project and adds significantly to its potential value since for a variety of political and linguistic reasons, the history of television in Wales has been particularly conflicted. For much of the fifty years in question, television formed a key battleground in struggles for linguistic and national identity. The archive resulting from this project will provide a significant resource for understanding the politics of television. Participation in the project will provide the participating communities with opportunities to share and develop their collective memories.

2. Aims and Objectives

'Media and Memory' will engage with communities in four very different geographical areas of Wales (Wrexham, Caernarfon, Rhondda and Caerfyrddin) to generate digital oral testimonies relating to the development of television as a popular medium of information during the second half of the twentieth century. The content created as part of the project will cover two areas of research:

- **Sense of belonging:** A study of the social behaviour associated with television and how it influences relationships with family and community. Memories may range from visiting a neighbour's house to watch a particular event during the 1950s to the proliferation of televisions in households during the 1990s and its impact on family life and organization.
- **Sense of identity:** Focussing in particular on ten significant historical events that span the second half of the 20th century, participants will be asked about their experiences of viewing these 'distant' events on television and how it influenced their sense of identity with a particular focus on Welsh and British identities.

The 10 historical events will be:

- The Coronation of Elizabeth II (1953)
- The drowning of the Tryweryn valley (1950au)
- The Commonwealth Games in Cardiff (1958)
- The Aberfan disaster (1966)
- The investiture of Charles as Prince of Wales (1969)
- The Golden Age of Welsh Rugby (1970s)
- The First Referendum on Devolution (1979)
- The Launch of a Welsh Language Television Channel (1982)
- The Miners' Strike (1984-5) / Pit Closures
- The Second Referendum on Devolution (1997)

Working in four distinct geographical areas will allow a more thorough overview of contrasting communities and their memories of media. Caernarfon, in north Wales is in the Welsh-speaking heartland and remained throughout the period an important area of linguistic activism. It was also, of course, the location for prince Charles's investiture in 1969. The Rhondda provides an important

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contrast as a heavily industrialized and increasingly anglophone area that nevertheless maintains a distinct Welsh cultural identity. Wrexham, on the northeast border of Wales is an example of a community where a strong Welsh linguistic identity in the rural areas contrasts with a more heterogeneous and English cultural identity in the town itself. Caerfyrddin and its hinterlands in southwest Wales provides a final example of an area where Welsh-speaking and anglophone communities intersect. Taken together, these four geographical foci will enable the production of a digital archive that is both comprehensive and penetrative in its coverage.

3. Overall Approach

The recording of oral testimonies will be conducted by two project officers employed by Aberystwyth University: one based in north Wales and the other in south Wales. During project start-up, they will be trained in the technical and practical aspects of recording oral history and in the digitisation of historical material.

During the initial stages of the project, the officers will be required to spend two weeks in Aberystwyth where they will be provided with digitisation training. Culturenet Cymru will provide desk space, PC, email, access to all CNC equipment and IT services at its office in The National Library of Wales. The project officers will also benefit from the experience of Culturenet Cymru team members. They will have direct access to Culturenet ICT staff while the functional and design specification is being developed. Culturenet Cymru will also provide a digital asset management system and ongoing technical support throughout the life of the project.

During the stages of the project in which the content is captured, the project officers will work within their designated regions and meet at Aberystwyth on a monthly basis to report on progress.

Stage 5 will be dedicated to ensuring the ongoing engagement with communities in the four target areas beyond May 2011. An event will be held in each of the four target areas which will bring participants and the wider community together to participate in a digitisation workshop which will involve further recording of oral testimonies and the creation of digital stories. Culturenet Cymru will provide equipment and support to the project officers at these events.

The launch of the website in stage 6 of the project will be an opportunity to promote the content which has been created and lead to further engagement between Aberystwyth University and the wider community in an online environment.

4. Project Outputs

The project will deliver audio recordings of 120 interviews conducted in both English and Welsh in the four target geographical areas. It is estimated that the recording and processing of each interview will require up to one full working day for a project officer. The recordings will be captured to a high standard using professional solid state recorders).

The full archive (full-length and clips) of oral history recordings will be accessed through a bilingual website based on open-source content management systems and open-source web technologies. Recordings will not be edited but they will be broken up into shorter clips of no more than 10 minutes based on the subject discussed. It is estimated that the total number of clips will be between 1,200-1,800 (10-15 per interview). This will allow users to browse/search content on the website according to subject (eg the investiture of Prince Charles) and period (eg 1970s) as well as geographical area. The interviews will not be transcribed or translated, but each clip will be indexed bilingually to enable easy access to relevant material by both language groups. Metadata for both full interviews and clips will be in Dublin Core.

As well as providing access to the content created as part of the project, the website will enable users to comment on the clips and interviews. They will also be able to contribute their own content (image, audio or video) directly to the resource. The launch of the project website in February-March 2011 will be an opportunity to attract interest in the resource beyond the four target geographical areas and hopefully lead to user contribution from across and beyond Wales.

The creation of digital stories will be an effective way of engaging with communities as a HE institution and enabling them to engage creatively with the content. Project officers will work with community groups to combine still images and video from the archives of the British Broadcasting Corporation to create a collection of 20 digital stories that will engage Web users and promote the 'Media and

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Memory' resource. This will encourage ongoing use of the website as a repository for additional relevant content (audio, image or video) in the long term. Towards the end of the project, an oral history training day will be held in each of the four project areas. Content that was created in the earlier months will be used to demonstrate the value of recording oral testimonies and to encourage the community to contribute additional content to the project website.

5. Project Outcomes

Benefits to the HE and research communities

This archive will provide an invaluable pedagogical and research resource for HE and relevant research communities such as media historians, historians of technology, historians of Welsh politics and cultural historians. There is nothing quite like it at the moment. It will make permanently available to researchers, the media and the broader public an entirely new body of oral evidence regarding popular perceptions of television and its cultural impact. It will also provide an extremely useful pedagogical resource for teaching in media studies, Welsh politics and history.

Benefits to the community

Community groups within the four areas will be introduced to new opportunities for learning. The utilisation of the University's resources, research, skills and expertise in oral history and digital storytelling will be disseminated to the larger community through training days. The training days will strengthen the shared identity of communities through participation and creation of content, facilitate further partnership working between the University and the wider community and be an empowering experience for individuals who will be able to share memories that would otherwise go unheard. The training will include interview preparation, the interview itself in terms of format, types of questions, style and setting and sound recording methods. Digital storytelling techniques will also be introduced as a form of creative expression that provides a new dimension to oral histories.

The oral history equipment will remain a permanent resource at Aberystwyth University and will be available to members of the community to continue the process of content creation. Curating community content is an effective tool to motivate users to contribute new material and add comments that can add depth to narratives. However websites that allow Web 2.0 technologies must have a moderation system in place to remove any inappropriate material and comments. Aberystwyth University will take editorial responsibility for any new content added to the website.

6. Stakeholder Analysis

| Stakeholder | Interest / stake | Importance |
|-----------------------|-------------------------------------|------------|
| University leadership | Demonstrating community interaction | High |
| Media historians | Providing new resource | High |
| Local communities | Developing collective memory | High |

7. Risk Analysis

| Risk | Probability (1-5) | Severity (1-5) | Score (P x S) | Action to Prevent/Manage Risk |
|--------------------|-------------------|----------------|---------------|------------------------------------|
| Staffing | 2 | 5 | 10 | Repeat advertisements as necessary |
| Organisational | 2 | 5 | 10 | Actively oversee management |
| Technical | 1 | 5 | 5 | Organize tasks appropriately |
| External suppliers | 1 | 1 | 1 | Ensure alternative sources |
| Legal | 1 | 1 | 1 | Ensure documentation is checked |
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8. Standards

N/A

9. Technical Development

The project will deliver audio recordings of 120 interviews conducted in both English and Welsh in the four target geographical areas. It is estimated that the recording and processing of each interview will require up to one full working day for a project officer. The recordings will be captured to a high standard using professional solid state recorders (Culturennet Cymru is currently using Marantz PMD660).

The full archive (full-length and clips) of oral history recordings will be accessed through a bilingual website based on open-source content management systems and open-source web technologies. Recordings will not be edited but they will be broken up into shorter clips of no more than 10 minutes based on the subject discussed. It is estimated that the total number of clips will be between 1,200-1,800 (10-15 per interview). This will allow users to browse/search content on the website according to subject (eg the investiture of Prince Charles) and period (eg 1970s) as well as geographical area. The interviews will not be transcribed or translated, but each clip will be indexed bilingually to enable easy access to relevant material by both language groups. Metadata for both full interviews and clips will be in Dublin Core.

10. Intellectual Property Rights

All IPR in the digital data created will be owned by Aberystwyth University. The only exception is the BBC Archive footage which will be licensed for use by the project. Contributors will be required to sign a standard Participation Agreement assigning copyright to the project for use in clearly stated terms including, but not limited to, the following:

- Publication on the project website
- Archiving by Culturennet Cymru
- Display on The People's Collection website
- Use in project marketing and promotional material
- Licensing under the Creative Archive licence

Guidance on agreement terms will be sought from copyright advisers and organisations such as the Oral History Society. The terms and wording of the Contribution Agreement will be agreed with the JISC Programme Manager. Every provision will be made to safeguard the moral rights of the contributors. Contributors should be assured that no derogatory use will be made of their contributions and options to impose restrictions will be provided. Culturennet Cymru will implement IPR clearance procedures to ensure all content displayed on the website is copyright cleared. A Notice and Take-Down statement will be in place as an additional measure. Copyright existing in the sound recording will belong to Aberystwyth University and Culturennet Cymru under the Project Officers' terms of employment. BBC Archive footage will be licensed for use by the project under terms agreed by the Project Board and the BBC. All technical and Web development undertaken during the project will be Open Source and available for dissemination following project closure. All content created by the project will be made available to the public under the terms of the Creative Archive licence (see www.bbc.co.uk/creativearchive)

Project Resources

11. Project Partners

Aberystwyth University
Culturennet Cymru
BBC Cymru

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12. Project Management

The project will be managed by Dr Iwan Rhys Morus. Delivery of the technical aspects of the project will be managed by Culturenet Cymru using PRINCE2 project management methodology. A Project Board will monitor overall progress of the project, with representatives from each partner organisation. Detailed plans for each stage will be developed by Project Managers and Project Officers and submitted to the Project Board, which will meet at the beginning of the project, at the end of each stage, and on completion. Management will conform with JISC's Project Management Guidelines (http://www.jisc.ac.uk/proj_manguide).

13. Programme Support

N/A

14. Budget

See Appendix A

Detailed Project Planning

15. Workpackages

See Appendix B

16. Evaluation Plan

| Timing | Factor to Evaluate | Questions to Address | Method(s) | Measure of Success |
|----------|----------------------|--|-------------------|------------------------|
| Jan 2011 | Interview completion | Are interviews adequately conducted | Sample inspection | 20 interviews/officer |
| Mar 2011 | Interview completion | Are interviews adequately conducted | Sample inspection | 60 interviews/officer |
| May2011 | Website progress | Is basic website infrastructure in place | Test running | Beta site in operation |

17. Quality Plan

| Output Timing | Web resource | | | | |
|------------------|----------------------|--------------|------------------------|--------------------------|-------------------------------|
| | Quality criteria | QA method(s) | Evidence of compliance | Quality responsibilities | Quality tools (if applicable) |
| May2011 | Successful operation | Test running | Successful operation | PI | |
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18. Dissemination Plan

<Explain how the project will share outcomes and learning with stakeholders and the community. List important dissemination activities planned throughout the project, indicating purpose, target audience, timing, and key message.>

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Appendix B. Workpackages

See attached