

**MacEwan University Research Support Fund Institutional Investment Story
2024-25**

In 2021 MacEwan launched a research podcast series entitled “Research re(casted)” – <https://research-recasted.pinecast.co/> Research Re(casted) is an interdisciplinary effort between the Office of Research Services and the Faculty of Fine Arts and Communication. Our goal was not to create just another research podcast but rather to create an innovative knowledge mobilization tool that would help our students and faculty members disseminate research into the public sphere.

Since its inception we have produced almost 100 episodes featuring faculty members, students, and community partners. Podcast episodes have included topics from disciplines across all our faculties and schools as well as interdisciplinary research where faculty members collaborate on key societal issues. We also have special podcast episodes to mark important dates or events such as Indigenous Reconciliation and the September 30 Day for Truth and Reconciliation. Our February podcast is around Black History Month. MacEwan celebrates Pride week in March and that month’s podcast is dedicated to Pride Week. During our annual April celebration of scholarship, we showcase our faculty research award winners and a selection of student researchers. Community partners are frequently showcased as part of podcast episodes.

Our year over year listenership for the past three calendar years are as follows:

Jan - Dec 2022

Total Listens: 1398

Jan - Dec 2023

Total Listens: 1877

Jan - Dec 2024 (we added a video format in January 2024)

Total Listens: 1809

Total Watches: 1186 (for only 2024 YouTube episodes)

Overall, there is an increase in listenership year after year, but a major increase starting at 2024 with the addition of the video format. The addition of a video format was to ensure the podcast stays relevant and meaningful while growing audience reach.

Research re(casted) has been an important part of MacEwan’s knowledge mobilization plan and it has played a key role in disseminating our research into communities and for informing disciplines, practices, and policies. The Research Support Fund has played an important role in supporting the development, growth and scaling up of Research Re(casted).