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If sociology is to be meaningful, it cannot 'hide' its findings and analyses in esoteric academic journals that are little read. It must use its 'voice' with authority to reach the widest possible range of 'audiences'. This requires recognising the vital role that the media perform in *transforming* and *deploying* the products of sociological research into more palatable counter discourse for public consumption.

From this standpoint, I have sought to build a growing network of local, national and international media contacts to communicate my ideas (and the ideas of the Innocence Network UK).

This has required an investment in time that is not always understood or appreciated by colleagues who are concerned only with the priorities of the RAE! It includes trips around the country to discuss proposals for possible television documentaries, time to accommodate visits by writers researching their scripts for drama series, conferences with journalists to present updates from the innocence movement, phone calls to journalists to offer news stories, press-briefings to local and national radio stations about forthcoming events.

Of course, not all of this activity will bear fruit. But, a significant number of 'hits' has served to raise the awareness of the various problems associated with miscarriages of justice and the wrongful conviction of the innocent. This, in turn, has prompted governmental attention to certain matters that they might otherwise have been able to avoid.

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