



BBC 100 Public Engagement Partnership

Introduction

Next year, 2022, is the centenary of the British Broadcasting Corporation (BBC). To mark what will be a major moment in the UK's cultural calendar, the AHRC is running a public engagement call, which will include two key partners: the BBC itself and the National Science and Media Museum (NSMM), part of the Science Museum Group.

This document seeks to give some background to the BBC's own centenary programme, and to clarify the areas that the BBC is interested in researching and in developing linked public engagement activity.

BBC 100 Overview

Here is a quick overview of what the BBC is planning corporately around BBC 100:

Future focus: We will use this moment to look forward, as we have always done over the last 100-years, as well as celebrating our rich history.

Here are the main areas of BBC 100 activity:

- **Education and young people:** we will be opening up the whole BBC digital archive to schools, colleges and universities, plus launching a new project, 'Share Your Story', to secondary schools around the UK, inspiring the next generation of storytellers. More information [here](#).
- **Year of content:** There will be special content across 2022, including a focus around the anniversary moment in October; details to be confirmed in due course.
- **History & Archive offer:** we will launch three new digital collections with a historic focus:
 - '100 Voices' (completing our oral history project with the University of Sussex);
 - '100 Faces' (mining our rich photographic archive);
 - and '100 Objects' (opening up our collection and that of the Science Museum to tell stories across time, featuring props, technology items, documents, buildings, artworks etc). The latter is part of the wider digitisation process highlighted by the National Science and Media Museum.

In addition, 'the Story of Us' will offer freshly digitised content region by region (including News, Factual and Entertainment programming), so that museums, libraries and other cultural partners can use it to enrich stories they want to tell to their own local audiences.

What we are interested in as regards this project:

1. ***Fresh and illuminating proposals that engage the public in our collections/archives and develop*** the three collection themes above and the new 'Story of Us' archive to showcase regional and local stories
 - Other archive proposals will be considered e.g. TV/R archive, but they need to be focused and realistic in scope, in order to fit resource capacity and schedule.
2. ***New and diverse storytelling***, surfacing previously unexplored histories which tell a broader range of stories/people/communities.
 - We are especially interested in those related to race, sexuality, disability, socio-economic difference to accurately reflect the make up of the UK.
3. ***Public memory and community experience of broadcasting***
 - This can be very focussed, analysing a specific group in a community, or else range more widely across output as it reflects a specific region.
4. ***A reflection of the technology behind broadcasting***, looking both at its development and future direction, with a focus on highlighting the BBC's contribution and current work to enhance the broadcast experience.
 - This may home in on a specific technology (Nicom stereo, object-based media) or the changing audience experience (the introduction of colour, the future 'in-car' experience).

What we can offer:

- Unique access to our collections (across different formats, e.g., radio, TV, documents and stills), accompanied by expert facilitation and archival guidance.
- Unique access to our R&D department, its archives and the teams working on new broadcast technologies.
- A public record of the project, via a short showcase film hosted on the BBC website.
- Potential exposure via a range of BBC platforms, including BBC History website/Local Radio & TV output (where editorially justified)/social media.
- Published research findings on BBC History site. E.g., BBC History Research Blog.
- Inclusion in wider BBC 100 promotion.
- Cross-fertilisation into our close collaboration with Science Museum partner activity. E.g., NSMM exhibition and event programme