

Part two

THE DIRECTOR- GENERALS OF THE BBC

PR JOHN MULLEN UNIVERSITÉ DE ROUEN

[HTTP://JOHNCMULLEN.BLOGSPOT.COM](http://johncmullen.blogspot.com)

YOUTUBE:THE HISTORY FELLOW



John Mullen, Université de Rouen - Teaching blog

Links and comments for university students of English, and of British Studies and British history. Study links connected with my classes, and general links on current affairs etc. There are sometimes indications as to what group might be particularly interested (L2 for Licence 2nd year, for example)



Monday, November 02, 2020

Agrégation anglais 2021 La BBC et le service public de l'audiovisuel 1922-1995 Post 34 : Revising British history 1950-1995

Agrégation anglais 2021 La BBC et le service public de l'audiovisuel 1922-1995 Post 34 : revising British history 1950-1995

The BBC responded in myriad ways as it developed : to government pressure, to elite priorities and to popular demand. The link with the general social and political history is not direct and immediate (BBC programmes did not suddenly change the day Margaret Thatcher was elected). Nevertheless,

Followers

Abonnés (93) [Suivre](#)



[Se désabonner](#)

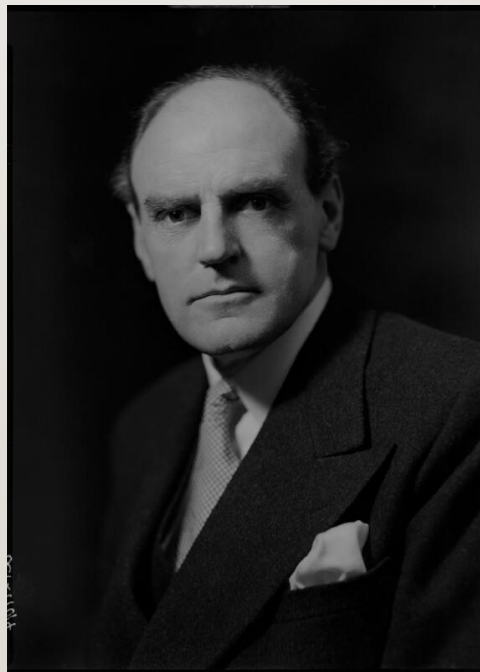
About Me



Blog Archive

▼ 2020 (226)





John Reith 1927–1938



Hilda Matheson
in 1938



One of the very
early logos



Val Gielgud
(Right),
pioneer of
radio drama



THE LOGO USED IN
THE EARLY 1930S BY
THE AUSTRALIAN
BROADCASTING
COMPANY

**THE FIRST TRANSMISSION
OF THE
BBC EMPIRE SERVICE
WAS
BROADCAST ON 19th. DECEMBER 1932
FROM THIS BUILDING**

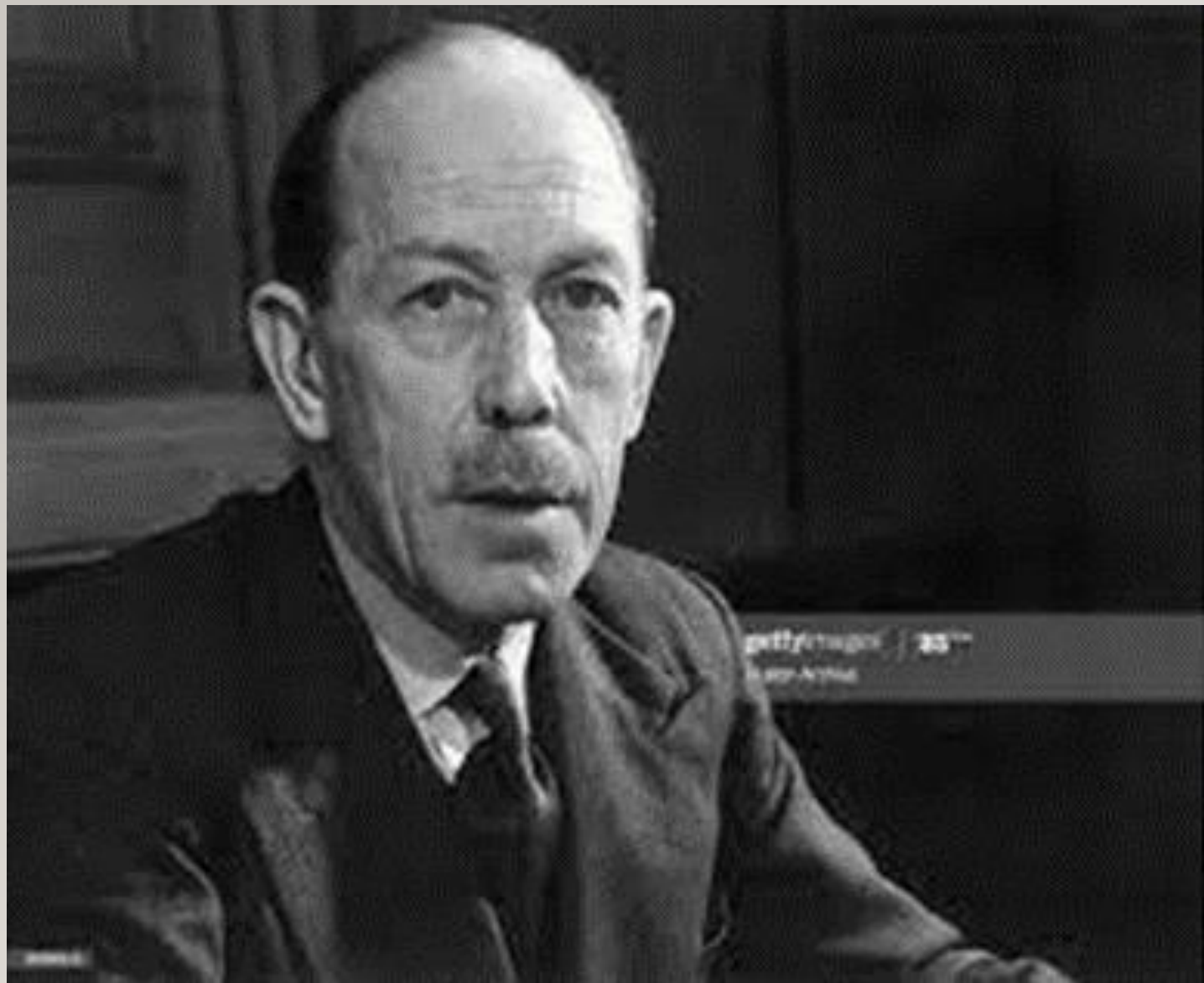


Frederick Ogilvie 1938–1942



1942-43

Cecil Graves and Robert W. Foot



Robert W. Foot 1943–1944



William Haley 1944–1952

Schéma 1 :
La pyramide culturelle de la BBC selon Haley

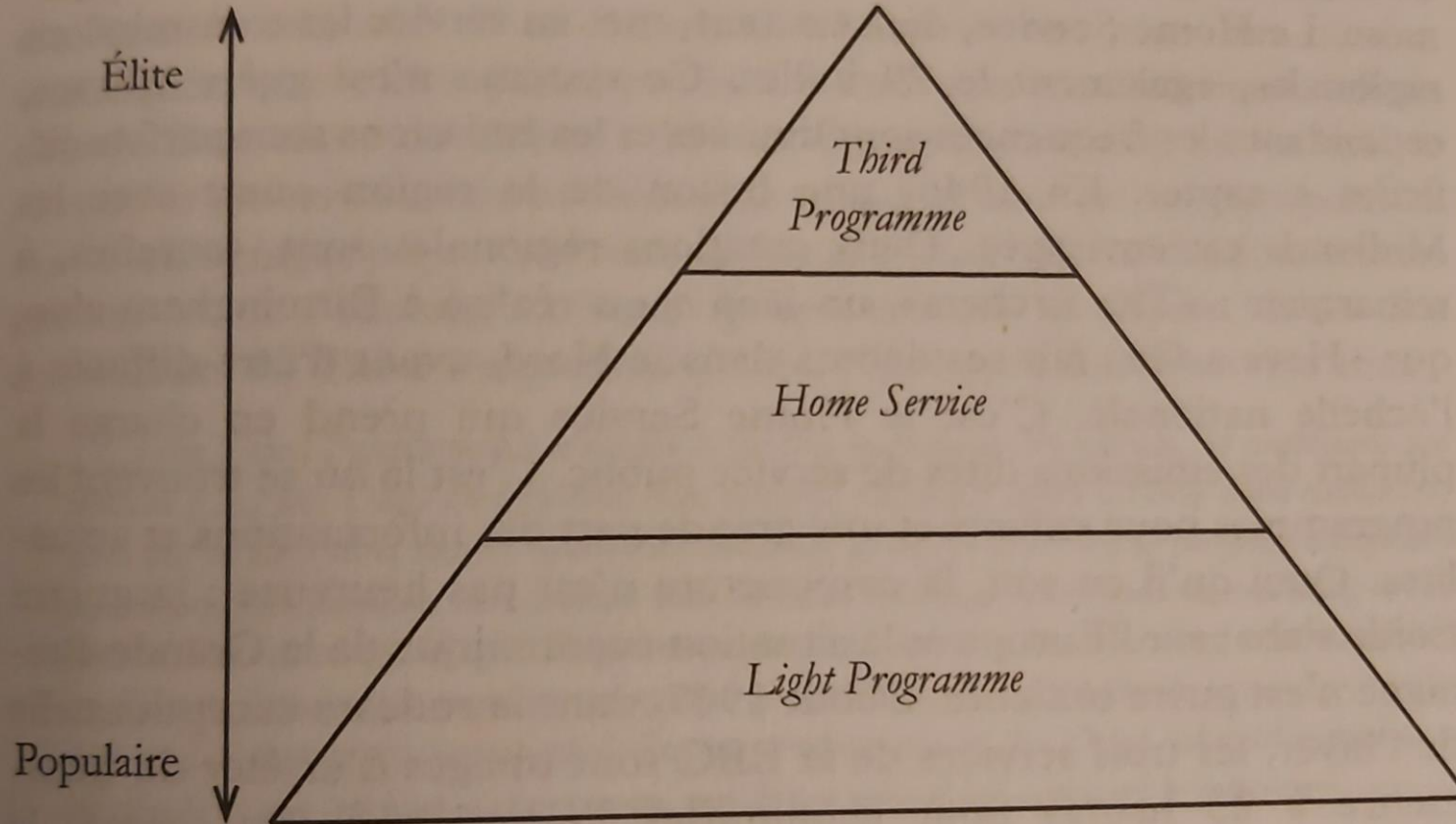
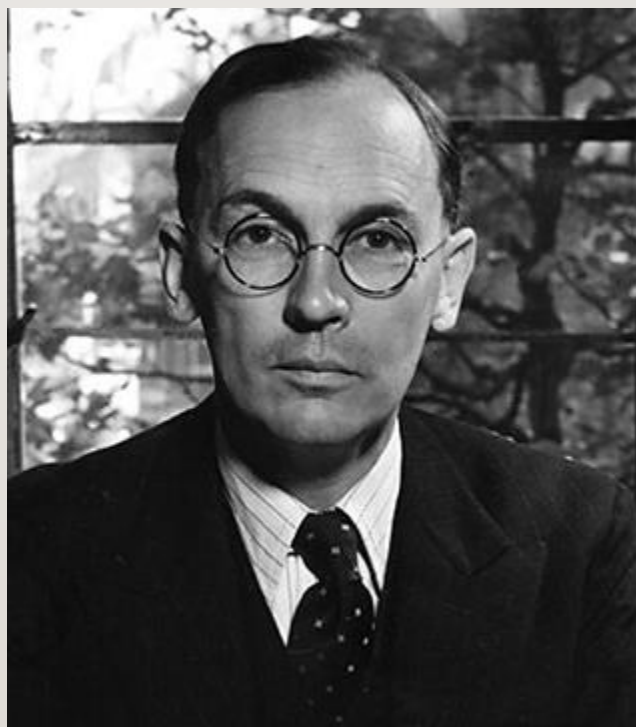


Schéma réalisé par nos soins.

Tiré de Dickason 2020



6. 'No need to hurry back, darling—Julian and I are thoroughly enjoying the Third Programme.' *Radio Times*, 8 November 1946



Ian Jacob 1952–1959



Begun in 1953. (image from first episode). Longest running television current affairs programme in the world



The Suez scandal 1956



Hugh Greene 1960–1969

THAT WAS
THE
WEEK
THAT
WAS

N
CARS

TOP
OF THE
POPS

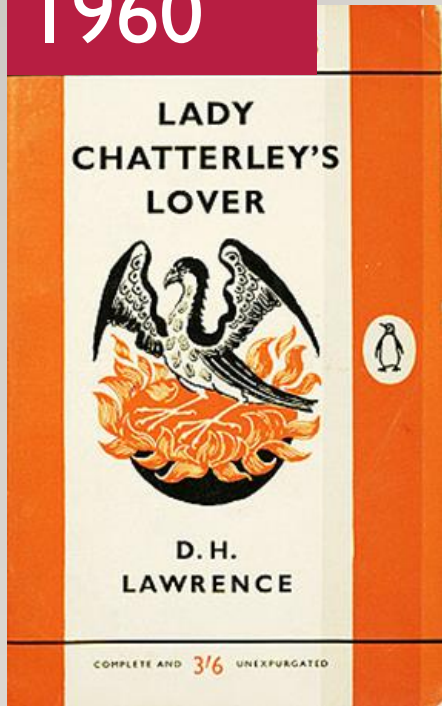
AN
UNEARTHLY
CHILD



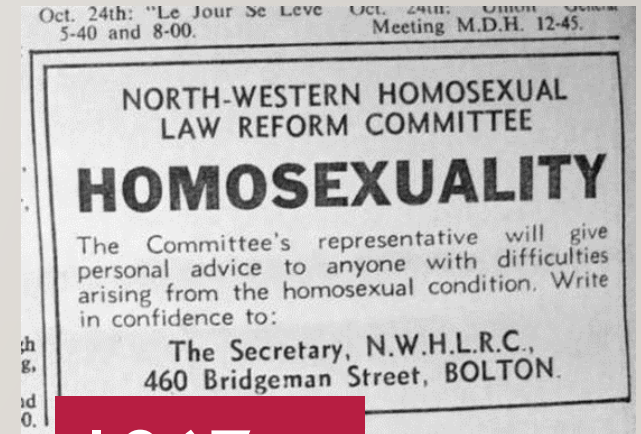
Mary Whitehouse in 1969



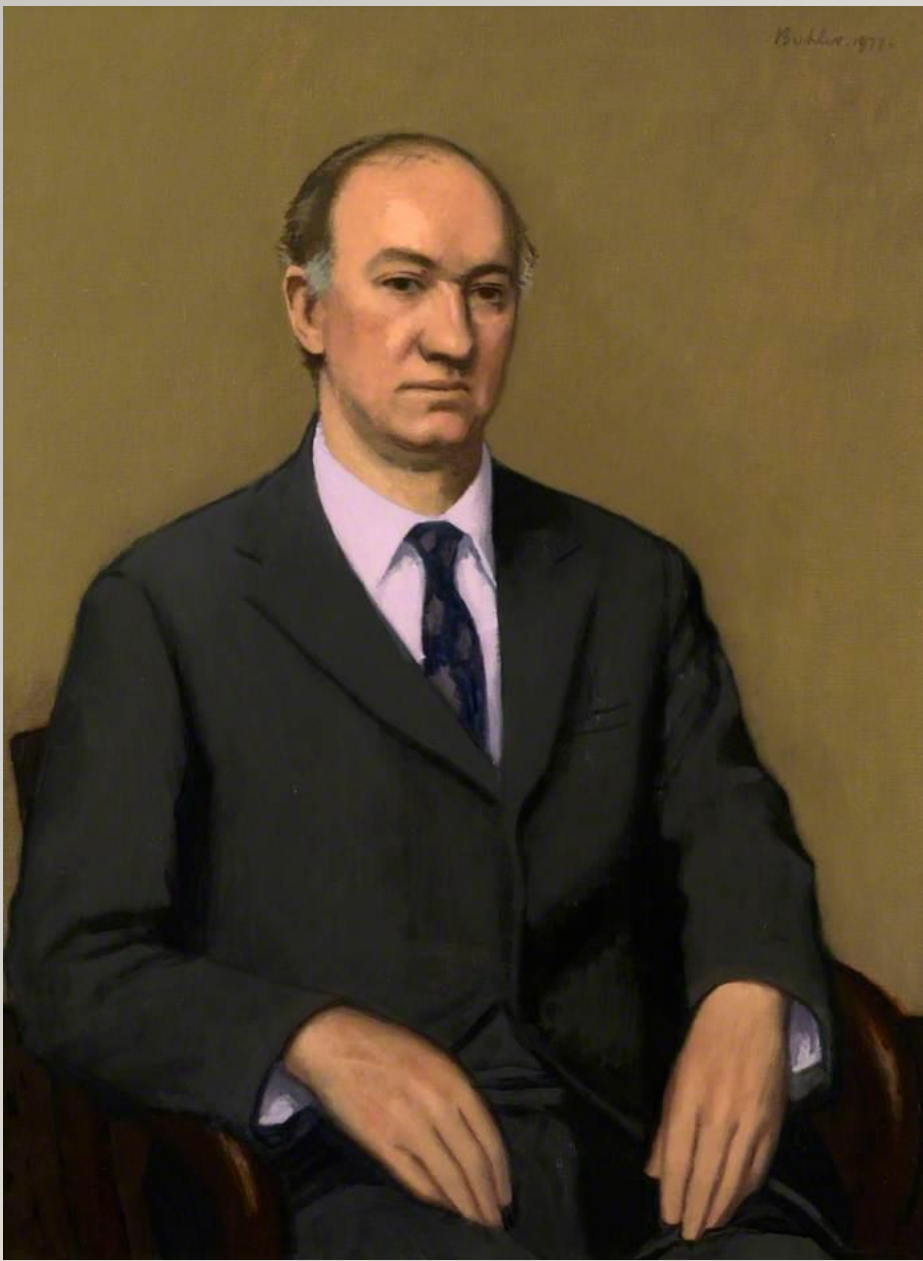
1960



1965



1967

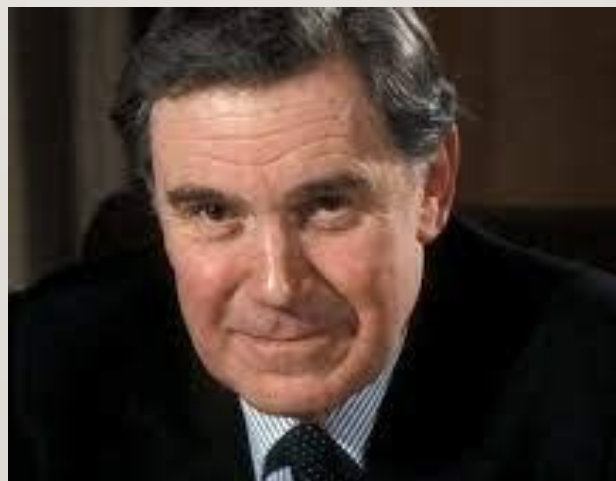


Charles Curran 1969–1977



Dad's Army, Morecambe (and Wise), Parkinson, Fawlty Towers





Ian Trethowan 1977–1982

BBC

THE LAST DAY OF J.F.K.

Two programmes from the BBC archives





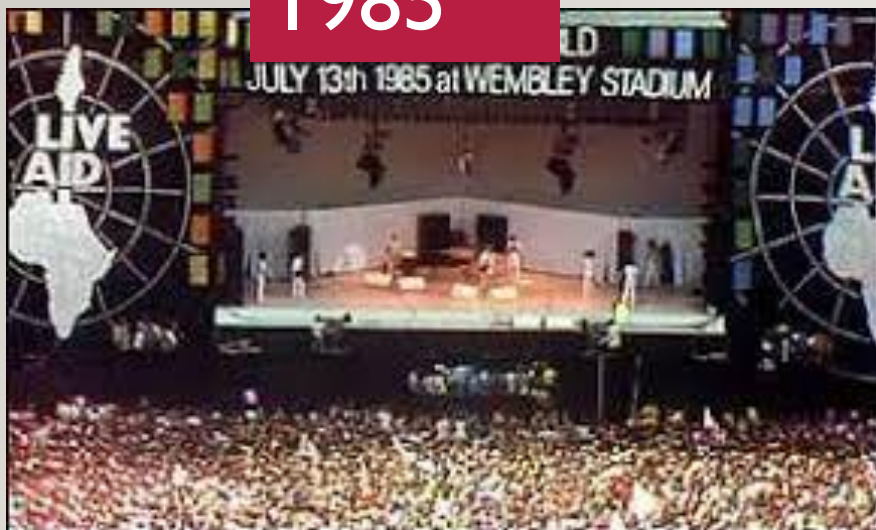
Kenny Everett



Alasdair Milne 1982–1987



1978-
1985



1985



1983



1980



Michael Checkland 1987–1992



John Birt 1992–2000

Minister defends £300m to clear 'administrative slum'

Market-force NHS 'will be irreversible'

David Smith, Social
Services Correspondent

THE National Health Service is an "administrative slum," and no apology is needed for the £300 million being spent on management and computers for the changes which come into force today, William Wadgrave, Health Secretary, said yesterday.

He also predicted that no government would ever reverse the fundamental switch to a market-based system of health care. Starting today, the NHS will operate on the basis of district health authorities buying health care from competing hospitals.

The British Medical Association, a long-standing critic of the changes, says the NHS is ill-prepared. Dr Jeremy Lee-Potter, chairman of the BMA's ruling council, said many general practitioners without budgets, the vast majority, were at a loss to know where to refer their patients because they had not been told which hospitals their districts had agreed treatment contracts with.

"Some hospitals have not even listed their price lists for operations and those that have show huge variations in costs, often a difference of several thousand pounds for the same procedure."

Dr Lee-Potter repeated the BMA's accusation that the Government was creating a massive bureaucracy to run the new NHS, draining money from patient treatment.

However, Mr Wadgrave, interviewed on BBC radio, staunchly defended the £300 million for management and computers. "I make no apology for that."

He went on: "I am not saying we need more people on management skills, but we need them better and we need them to have better information. More modern systems will do that."

"If the health service is an administrative slum, then in the 1960s and it needs to be updated on that side if the big professions, doctors, nurses and others, actually do their job properly."

Mr Wadgrave confessed that long-term results of the changes would be limited in the

first year, when the new system would still be "right at the beginning."

He did expect within 12 months to see better administration in the hospitals, more explicit local health strategies driven up by districts and GP budget-holders winning benefits for their patients by using their purchasing power to persuade hospitals to offer better quality care.

Although Labour says it is committed to scrapping the market system, Mr Wadgrave said: "I sincerely believe that

From
1990
on

PRODUCER CHOICE : A TRADING SYSTEM

TITLE - reflects Marketisation of Resource Provision

MANAGEMENT PHILOSOPHY - based on Choice and Competition

COST-CUTTING - designed to reduce Capacity

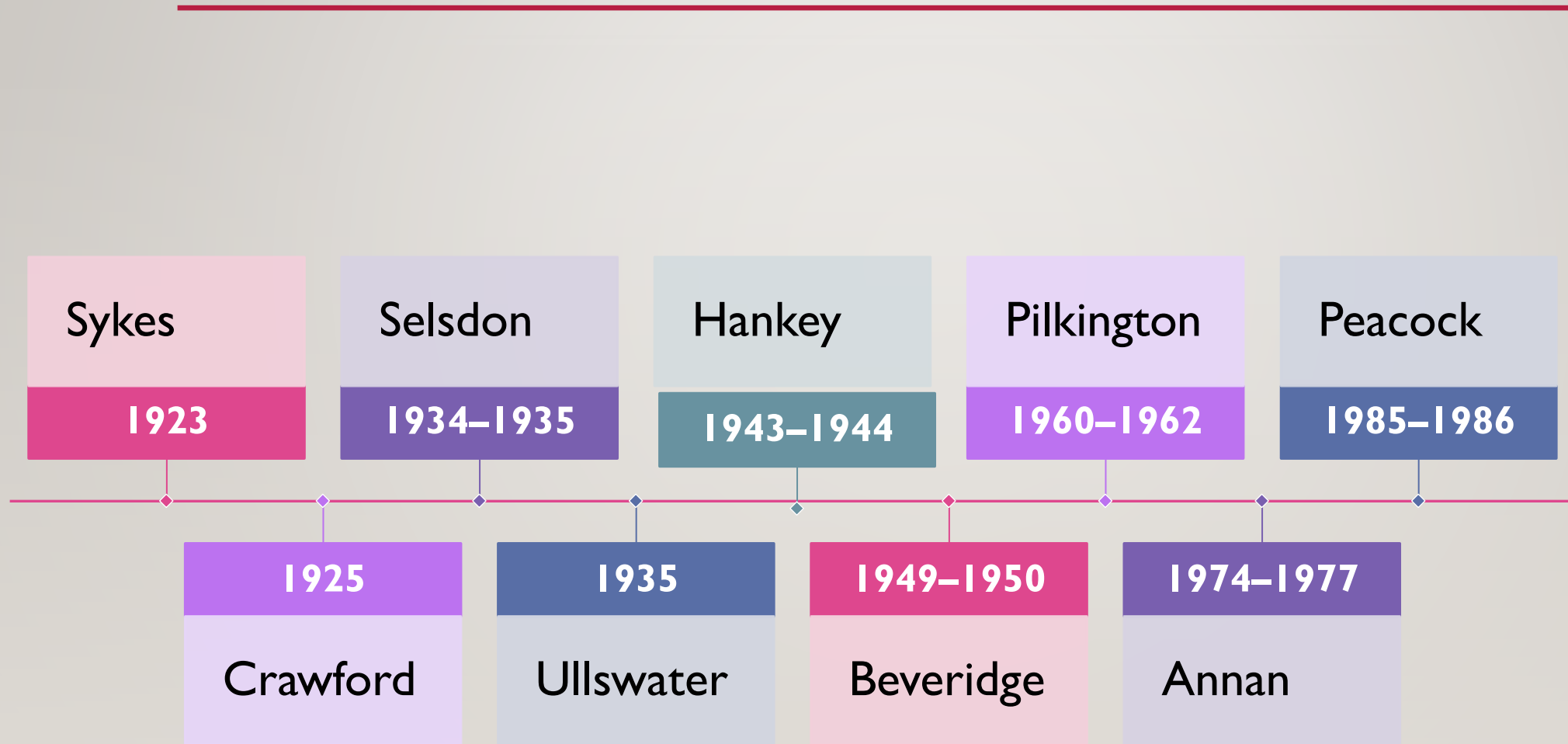
GRAND DESIGN - to ensure Charter Renewal

From
1993
on

7

COMMISSIONS OF ENQUIRY

1922-1995



Sykes

1923

Major General Sir Frederick Sykes, MP

<i>Year (31 December)</i>	<i>Number of wireless licences</i>
1922 .	35,744*
1923 .	595,496
1924 .	1,129,578
1925 .	1,645,207
1926 .	2,178,259

1925

Crawford

Earl of Crawford

This Prospectus is sent only to bona-fide British Manufacturers of Wireless Apparatus who alone are eligible to apply for Shares.

The Subscription List will open on Monday, the 5th February, 1923, and will close on or before Monday, the 12th February, 1923.

A copy of this Prospectus has been filed with the Registrar of Joint Stock Companies.

THE BRITISH BROADCASTING COMPANY, LIMITED.

(Incorporated under the Companies Acts 1908 to 1917.)

CAPITAL - - £100,000.

Divided into 100,000 Cumulative Ordinary Shares of £1 each.

ISSUE OF

99,993 Cumulative Ordinary Shares of £1 each at par payable in full on application.

The holders of the Cumulative Ordinary Shares are entitled to receive out of the profits of the Company a fixed Cumulative Dividend at the rate of 7½% per annum on the capital for the time being paid up or credited as paid up thereon but are not entitled to any further or other participation in profits.

DIRECTORS.

THE Rt. Hon. LORD GAINFORD, Headlau Hall, Gainford, Durham (*Chairman*).

GODFREY C. ISAACS, Marconi House, Strand, W.C.2 (Managing Director Marconi's Wireless Telegraph Co., Ltd.).

ARCHIBALD MCKINSTRY, The Red Lodge, Southill Avenue, Harrow-on-the-Hill (Joint Managing Director of Metropolitan-Vickers Electrical Export Company, Limited).

MAJOR BASIL BINYON, "Hawthornclene," Hayes, Kent (Managing Director of Radio Communication Company, Limited).

JOHN GRAY, "Beaulieu," Park Farm Road, Bromley, Kent (Chairman of the Hotpoint Electric Appliance Company, Limited).

SIR WILLIAM NOBLE, Magnet House, Kinzaway, W.C.2, (Director of The General Electric Company, Limited).

HENRY MARK PEASE, 18, Kensington Court Mansions, W.8. (Managing Director of Western Electric Company, Limited).

BANKERS.

BARCLAYS BANK LIMITED, Charing Cross Branch, W.C.2.

SOLICITORS.

STEADMAN, VAN PRAAGH & GAYLOR, 4, Old Burlington Street, W.1.

AUDITORS.

DELOITTE, PLENDER, GRIFFITHS & CO., 5, London Wall Buildings, E.C.

SECRETARY AND REGISTERED OFFICE.

MAJOR F. F. ANDERSON, F.I.S.A., 15, Savoy Street, W.C.2.

1923

Selsdon

1934–1935

Lord Selsdon

s described

THE GROWTH OF BBC STAFF, 1926-39

Year	Staff	Wireless licences	Staff and licences in each year on 31 December % increase in year	
			Licences	Staff
1926	773	2,178,259	32.4	17.5
1927	989	2,395,183	10.0	27.5
1928	1,064	2,628,392	9.7	7.6
1929	1,109	2,956,736	12.5	4.2
1930	1,194	3,411,910	15.4	7.7
1931	1,287	4,330,735	26.9	7.8
1932	1,512	5,263,017	21.5	17.6
1933	1,747	5,973,758	13.5	15.6
1934	2,031	6,780,569	13.5	16.3
1935	2,518	7,403,109	9.2	24.0
1936	3,350	7,960,573	7.5	33.1
1937	3,673	8,479,900	6.5	9.6
1938	4,060	8,908,900	5.1	10.6
1939	5,100	9,082,666	2.0	23.1

Source: Figures in the Finance Division

The breakdown of staff by occupation is given in the following table

1926 773 staff 2,1 million licences
 1936 3350 staff 7,9 million licences
 1939 5200 staff 9 million licences



(a) Ready for the Camera



(b) As seen by the Viewer

46. Early Images

cleaned, and

1935

Ullswater

Viscount Ullswater

LISTENER REACTIONS TO MUSIC, 1945

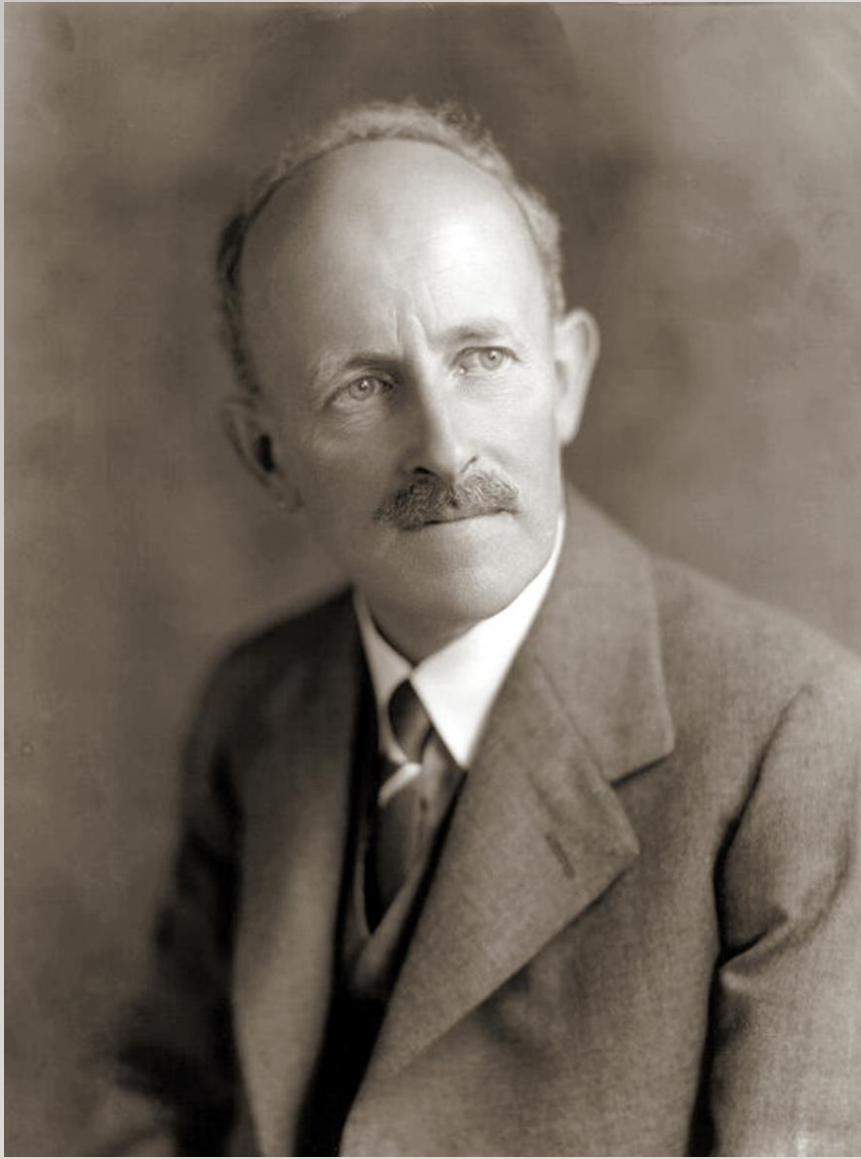
<i>Percentage of the Listening Public classified as</i>	<i>Symphony Concerts</i>	<i>Opera</i>	<i>Chamber Music</i>
Enthusiastic towards	11	12	4
Favourable	16	17	9
Neutral	20	21	15
Hostile	29	29	47

tain were to join the front rank of 'musical nations', it was
 ciated in 1945, then the size of the minorities appreciating
 would have to grow; and for this reason alone, 'familiaris-
 ur public with the largest possible number of musical
 ', to use Whitfield's phrase, was not considered an

Hankey

1943–1944

Lord Hankey



Lord Hankey



NOW... PRECISION BUILT TELEVISION FOR THE MILLION!

QUALITY TELEVISION
IN EVERY HOME!

AT A PRICE WITHIN
THE REACH OF ALL...

- COMPACTNESS
- LIGHT - WEIGHT
- SUPERB PERFORMANCE
- BEAUTY OF DESIGN
- LOWEST PRICE
- SIMPLICITY OF OPERATION

35
GNS.

INCLUDING
PURCHASE TAX

- 1948 (UK) -

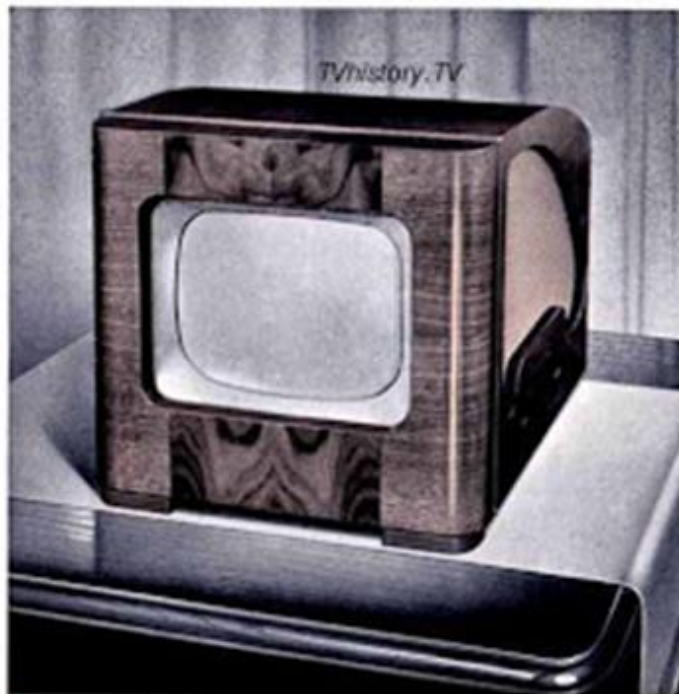
The Everyman challenges all previously held conceptions of even moderately priced television receivers.

It is built to a standard of efficiency and backed by a name that has always led in Television.

With its 9" cathode ray tube, showing an exceptionally sharp and clear picture, it is simplicity itself in operation, using two controls only.

Entirely complete and self-contained, the Everyman will amaze you with its brilliant performance in sight and sound.

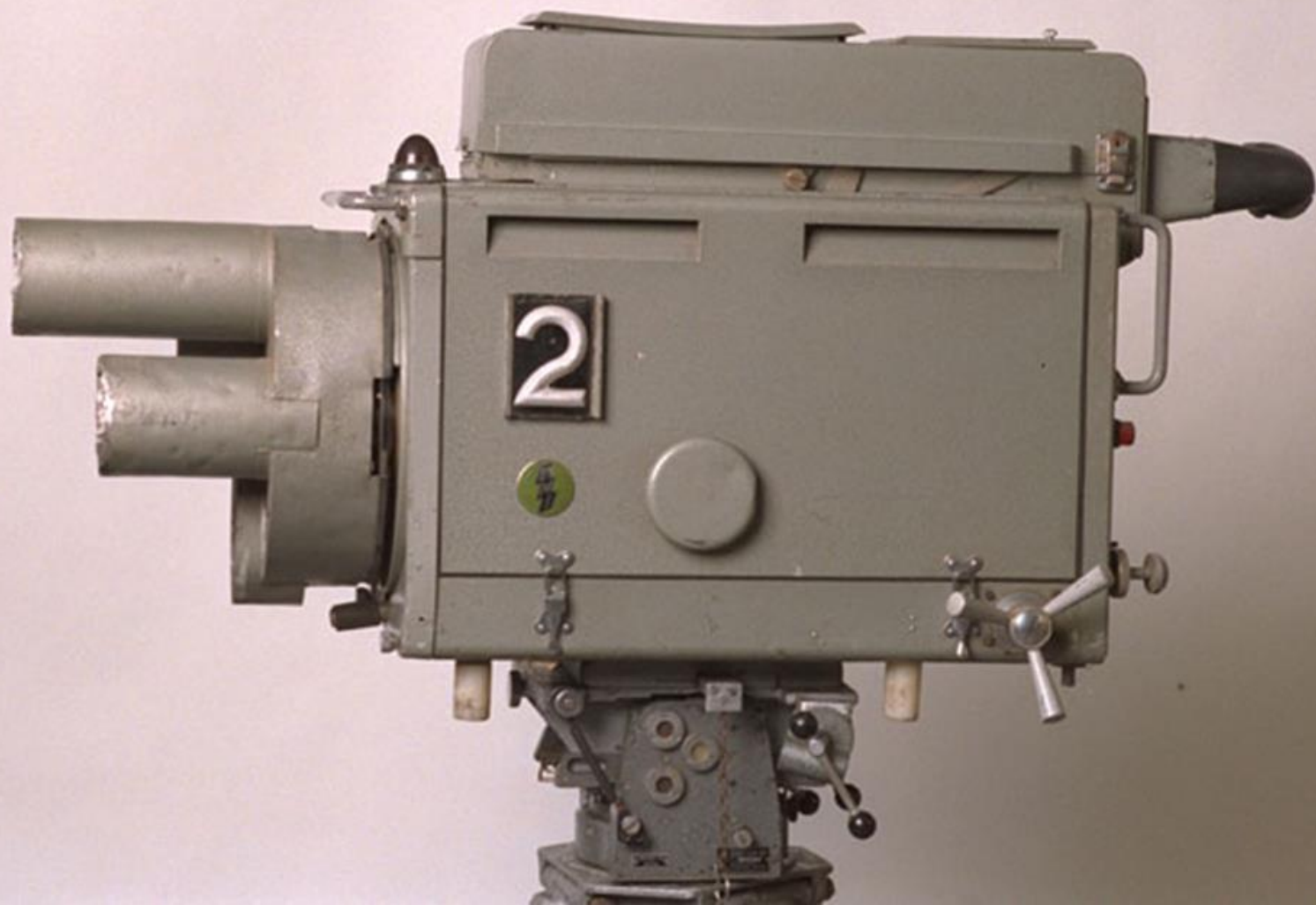
Housed in an exquisitely grained walnut cabinet of a modern and pleasing design, it is, in every way, a quality instrument fit to grace any home.



The BAIRD
EVERYMAN
TABLE MODEL TELEVISION RECEIVER



1948



1949–1950

Beveridge

Lord Beveridge

RELATIVE BBC EXPENDITURES ON SOUND AND TELEVISION
(Year ending 31 March)

	<i>Sound</i>	<i>Television</i>
	£	£
1948	6,556,293	716,666
1949	7,073,883	906,685
1950	7,498,788	1,172,714
1951	7,860,883	1,718,578
1952	8,750,945	2,329,159
1953	8,682,815	3,401,042
1954	9,387,166	3,991,439
1955	10,018,779	5,043,908

DRAMA, FEATURES, AND VARIETY

689

BRITISH EQUITY

MONTHLY MEMBERS' MEETING

The B.B.C.'s Director of Television

GEORGE BARNES

will speak on

"THE FUTURE OF TELEVISION"

Victory House, Leicester Sq.

Friday, February 6th, 1953

2.30 p.m.

In the Chair:- Felix Aylmer

BRITISH ACTORS' EQUITY ASSOCIATION

**8, Harley Street,
London, W.1.**

**GORDON SANDISON
General Secretary**

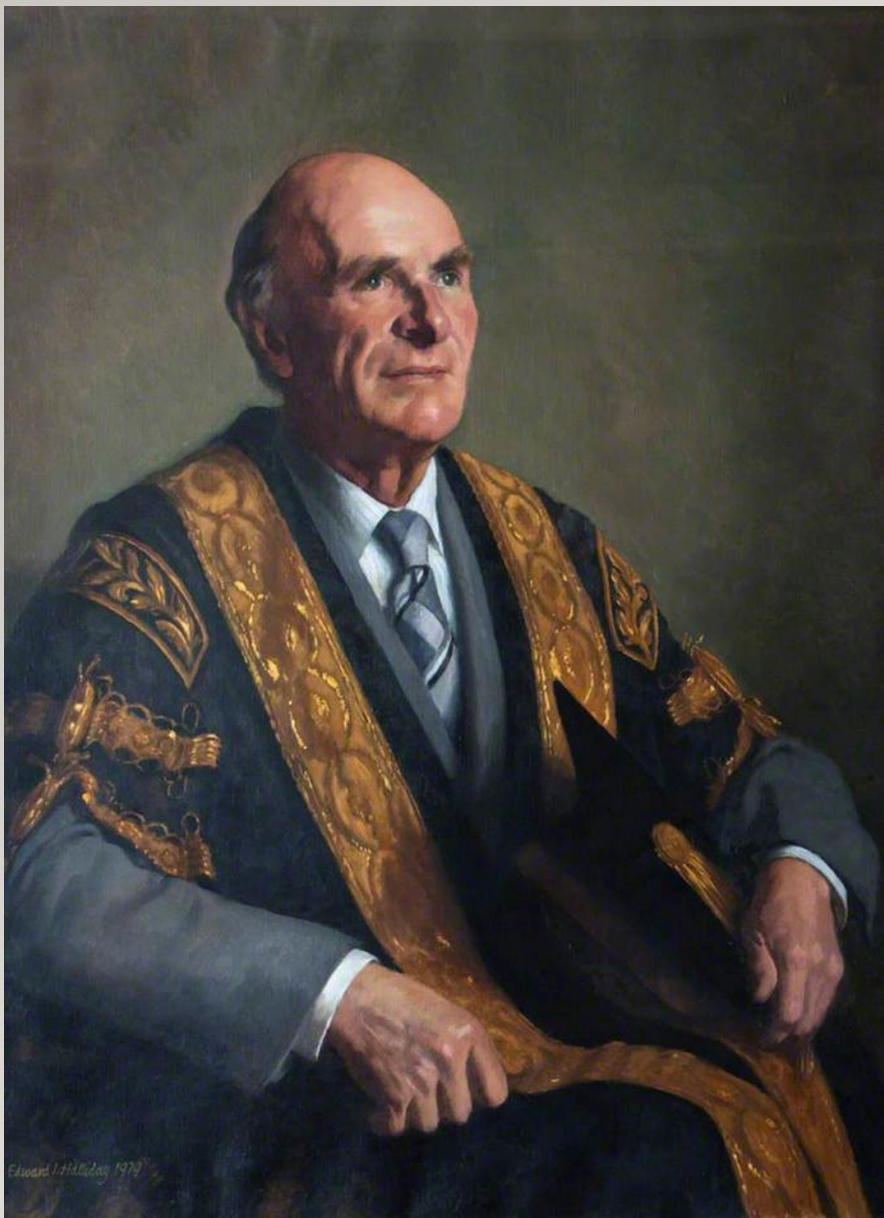
18. Advertisement of talk to British Equity by George
Barnes, 6 February 1953

here was 'no established script unit'. It was not until late in

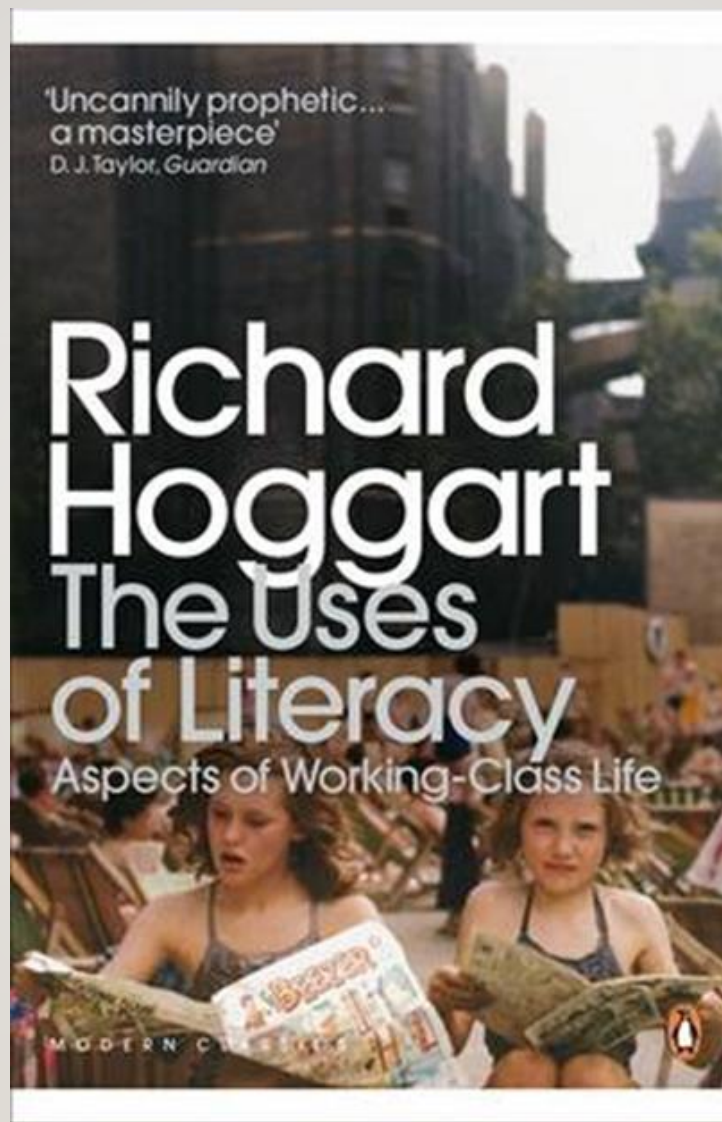
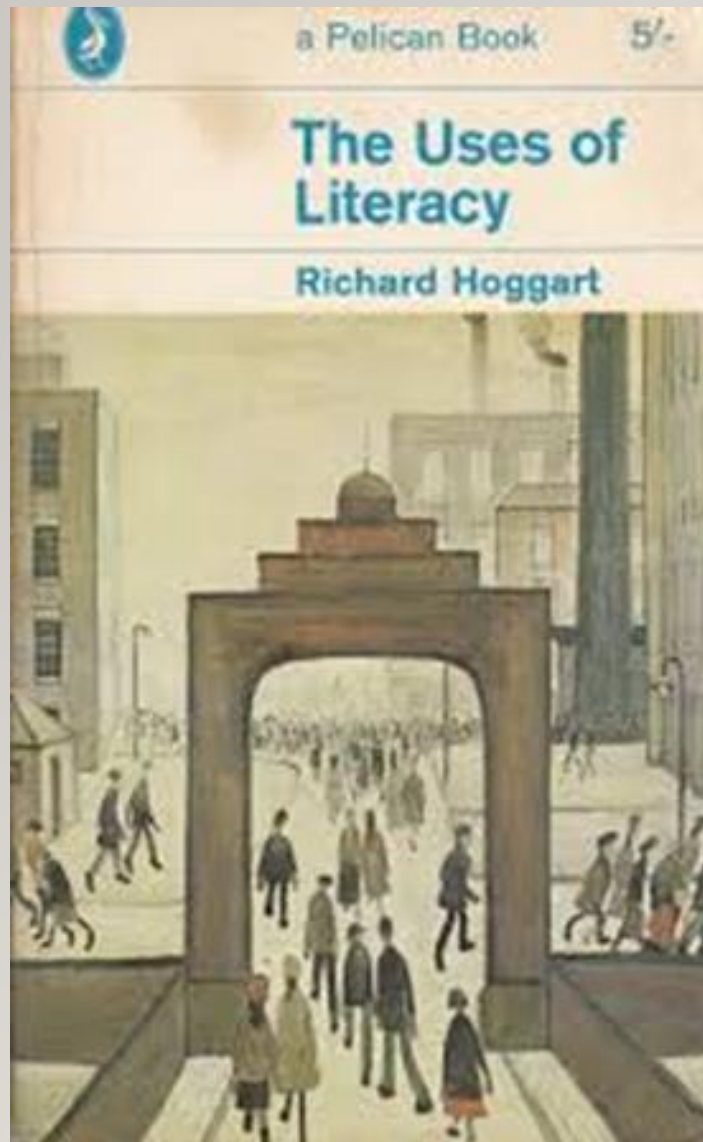
Pilkington

1960–1962

Sir Harry Pilkington



Harry Pilkington in later life



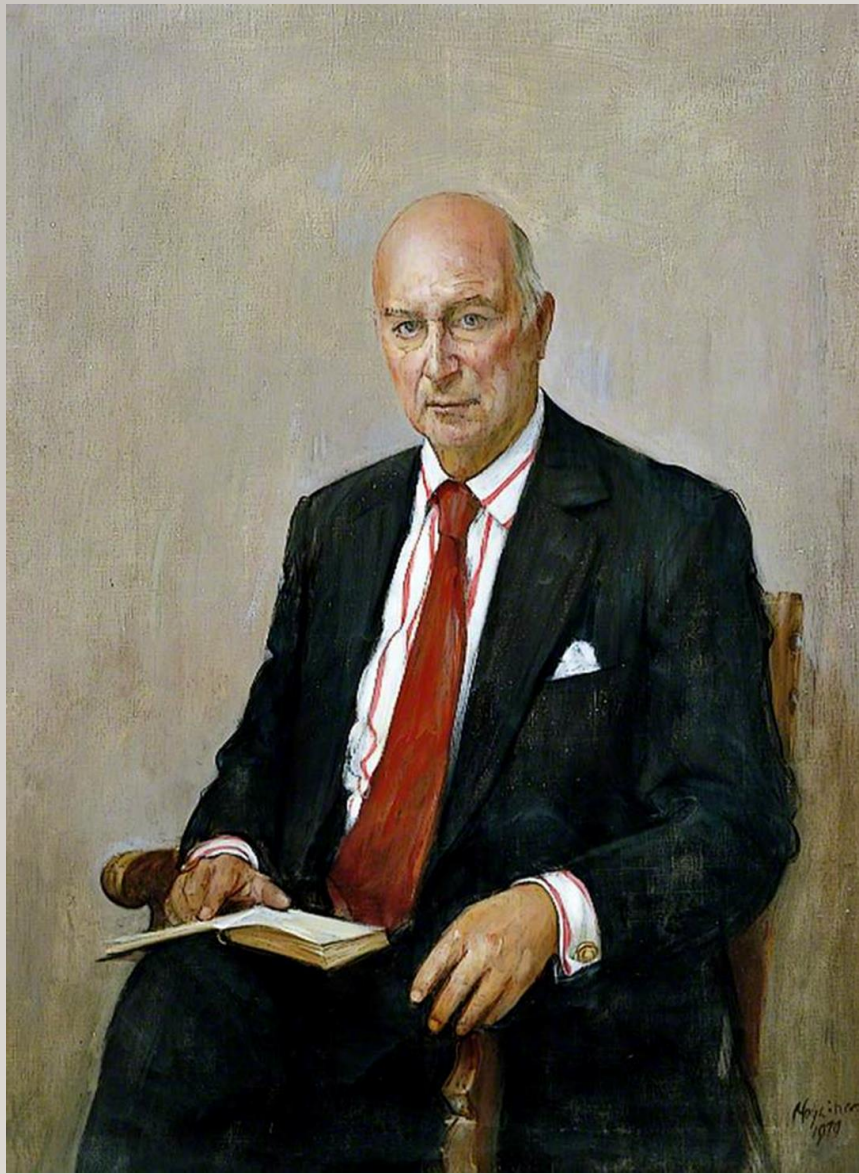




1974–1977

Annan

Lord Annan

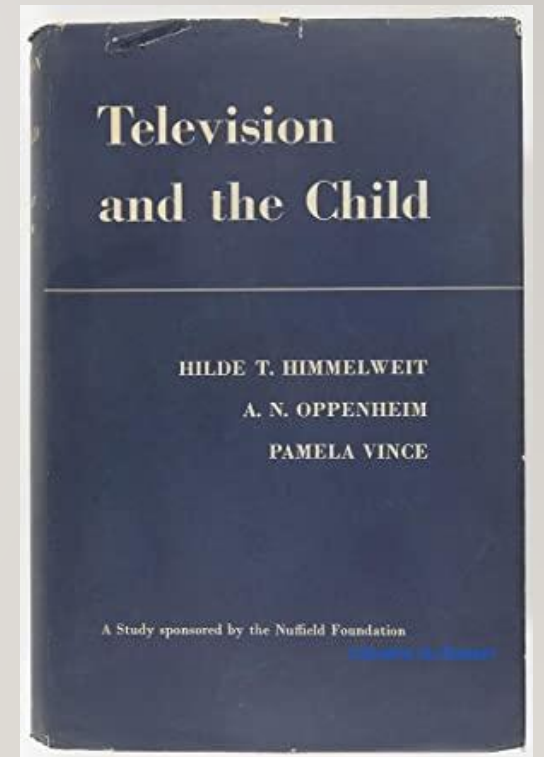


Lord Annan



Hilde Himmelweit

Book from 1958

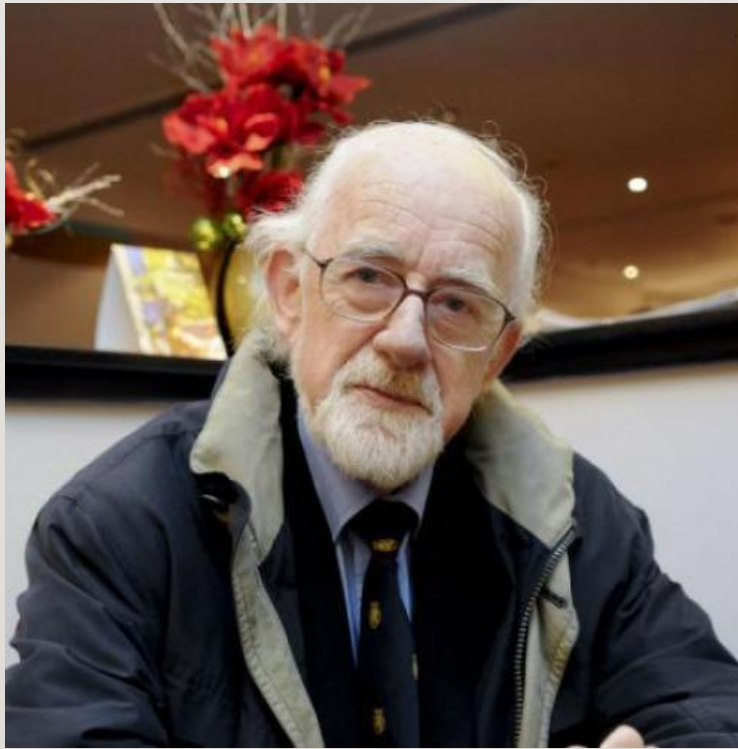


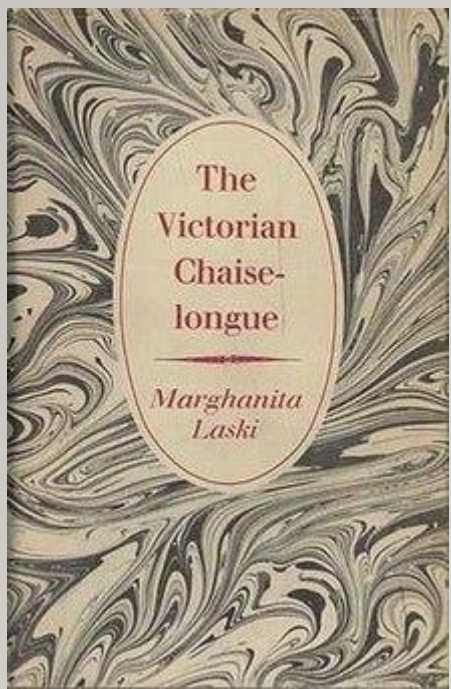
Copyrighted Material

THE COMPLETE YES MINISTER

BBC

JONATHAN LYNN & ANTONY JAY





Marghanita Laski



Dipak Nandy





1977



1980





Peacock

1985–1986

Professor Alan Peacock





Radio 1 DJs 1987