

Explain why popular music radio programmes struggle to gain recognition as Public Service Broadcasting. Refer to *The BBC Radio 1 Breakfast Show* to support your answer.

In your answer you must also:

Explain how political, cultural and economic contexts influence the status of popular music radio programming

[15]

The Radio 1 Breakfast Show provides for its under 30 adult audience a diverse and varied selection of content, although it does focus on popular music. Radio 1 is branded the nation's favorite station and historically has had popular music at the heart of its public service remit. The BBC charter is the state document that lays out in detail the role and mission of the BBC. The BBC's role is described as **the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain**. Programmes such as the R1 BS are sometimes not easily recognized as following this charter as it is dominated by light entertainment content such as humour, pop culture and youth orientated music but they are all designed to follow the charters requirements. The Radio 1 Breakfast Show with Nick Grimshaw celebrated its 50th Anniversary in 2017. For fifty years BBC Radio 1 has championed great British music, breaking some of the biggest and most important acts of all time and throwing its support behind talented artists regardless of genre, from rock and pop to dance and grime.

The BBC Radio 1 service license states Radio 1's remit is to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. Lord Reith is the founder of the BBC and the remit he made in 1927 was to enrich people's lives with programmes and services that inform, educate and entertain.

The BBC Radio 1 Breakfast Show is funded by the license fee and it allows the BBC's UK services to remain free of advertisements and independent of shareholder and political interest. Radio 1 costs 1.2p per user hour and in 2016/17 Radio 1 had a budget of £34.7 million (over £6m less than it had been in 2013/14) 49.1 million adults or 90% of the adult (15+) UK population tuned in to their selected radio stations each week in the third quarter of 2017.

It is accessed in variety of ways such as radio, social media and iPlayer and provides a range of content such as live music to be distinctive, new music, news and promotes events.

Radio 1 also remains a popular and successful station with a significant reach within the target audience. While it does offer some similar content to commercial stations such as Kiss and Capital it is the BBC's role and funding as a Public Service Broadcaster which allows it to provide a wider and richer offering than its commercial rivals. For example it is able to attract star guests such as Jax Jones, Liam Payne and Jess Glyné. In order to survive from competition in commercial rivals the BBC must offer its broad and engaging range of content; it must also ensure it has excellent and in depth access to on demand material.

The content available on iPlayer includes full editions of shows as well as highlights and clips from previous shows such as features of special guests like Jason Derulo, Kevin Hart and Rita Ora.

The Radio 1 Breakfast Show has come under criticism for its falling number of listeners however the decline is gradual considering the changes in society with streaming sites being the most common way of music being consumed. Furthermore with the specific focus on a distinctive target audience of 15-29 year olds the decline in listeners could be that the focus is too small and the current music isn't engaging older audiences therefore the dramatic decline to hit the lowest audience for the programme since 1999. According to Rajar 90% of the adult (15+) UK population tuned in to their selected radio stations each week in the third quarter of 2017 despite the attraction to streaming sites instead of radio in today's era. Radio 1 has made a commitment to provide a wide range of on demand content as part of its remit as it is aimed at a young demographic of 15-29 year olds who are used to on demand technology therefore to compete with on demand music sites such as spotify, Radio 1 uses the sound app. The Radio 1 Breakfast Show promotes upcoming UK artists by ensuring at least 40% of music broadcasted each year is UK acts such as Sam Smith and Ed Sheeran. The music output also meets the remit of the BBC and the R1 remit as it promotes upcoming British talent which is a key element of the BBC.

According to Radio 1's controller Ben Cooper, Radio 1 is evolving with its young audiences as we live through changing times for traditional radio. Radio 1 now allows users to watch old sets at any time with features from the website such as iplayer and podcasts.

The Radio 1 Breakfast Show also contains in its running order regular news reports in the form of Newsbeat. Newsbeat packages news aimed at the under 30s – fulfilling the remit of providing information in the public sphere for young people and genuinely, I believe, involving them as citizens. Newsbeat is the flagship news programme on BBC Radio 1 and BBC Radio 1Xtra.

Newsbeat is produced by BBC News but differs from the BBC's other news programmes in its remit to provide news tailored for a specifically younger audience

Radio 1 keeps up with current cultural events such as Reading and Leeds fest, Radio 1's big weekend and teen awards. At Reading and Leeds fest Radio 1 have their own stage promoting all different types of genre and artists such as Lil Pump, Let's Eat Grandma and Wilkinson. In addition it promotes emerging artists from around the UK and as one of the major festivals in the UK it shows the different cultures. Radio 1's big weekend is hosted in major cities around the UK such as Swansea and Hull and has huge UK headliners such as Ed Sheeran and Sam Smith and tickets are affordable and in some cases free. Teen awards aims at 14-17 year olds and allows people to vote in to support their favorite artists and helps celebrate cultural talent.