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And finally news for children : An insight into the institutional development of the BBC children s news programme, John Craven s Newsround

The introduction of a children s news programme with the BBC children s schedules was a significant development in the media culture of the 1970s. As this paper will discuss the first children s news programme *John Craven s Newsround* (later to become simply *Newsround* in 1989) was produced within unique institutional circumstances. Appearing first in 1972, the programme was produced as part of a unique cooperation within the BBC as well as was shaped to reflect its public service ethos. By focusing on the actions of the children s programme department in the early 1970s, this paper describes the chance circumstances that informed its production. This describes how *John Craven s Newsround* was devised in response to a problem with using imported American programmes without having advertisements to the fill the ten minute hole these left in the BBC children s schedules. At the time, it was suggested that a small news bulletin would fill this fissure as well as further the department s public service broadcasting commitment to children. However, it was only after gaining the BBC news department s unreserved assistance with the project that the idea of producing news for children was able to leave the drawing board. Further, we will hear how, short after this, the news programme was allowed to develop without too much interference as it operated with a newfound institutional position between the news and children s programme departments. Following this overview, the paper will introduce a brief comparison between the past and present programmes and suggest how the latter having to operate within a competitive broadcasting environment has gradually moved its focus away from the public service mission that informed the original programme.