‘The BBC at 100 – Will it Survive?’

Wednesday 14 July, 2021

Bite-Sized Books has just published John Mair’s latest edited book: ***BBC at 100 – Will it Survive?***

With the troubled atmosphere surrounding the nation’s Broadcasting House growing thicker by the day, the attacks on the Corporation continue to stack up from all sides. Mair and others ask if the new Director General, Tim Davie, can steer the Corporation into clear waters for good.

John Mair says, “This is the fourth Bite Sized BBC in Peril book I have edited in the last fifteen months. Initially the title was speculative - I now think it’s real. The BBC faces an existential crisis. It must fight for its very purpose after 100 years of making great programmes on TV, Radio and Online. The clarion call is dramatic, but I sense with the enemies new and old massing, there is a mortal danger to the greatest cultural invention of the twentieth century. I hope I'm wrong. This book allows the arguments to play. Do buy it, do read it, do let your voice be heard.”

The book, available now on Amazon Click here, draws on the know-how and inside knowledge of the great, the good, and the opinionated. Contributors include:

Tim Davie, DG, BBC

Sir Anthony, Vice Chancellor The University of Buckingham

Professor Brian Winston, University of Lincoln

Professor Patrick Barwise, London Business School

Professor Sylvia Harvey, University of Leeds.

Professor Jean Seaton, Professor of Media History at the University of Westminster and the Official Historian of the BBC

Mark Damazer, former Controller BBC Radio Four

David Elstein, former Director of Programming Thames TV and Sky Television

Liz Gerard, former night editor *‘The Times’*

Dorothy Byrne, former head of news and current affairs Channel Four Television

Caroline Thomson, former Chief Operating Officer, BBC

Paul Connew, Media Commentator, former Editor *The Sunday Mirror.*

Robin Aitken, *Daily Telegraph* Columnist, former BBC News Correspondent

Professor Julian Petley, Brunel University London

Professor Leighton Andrews, Cardiff University, former Head of Public Affairs, BBC

Marcus Ryder, Diversity Champion, former Head Current Affairs, BBC Scotland

Fiona Chesterton. former Head of Daytime, Channel Four Television

Professor Ivor Gaber, University of Sussex

Bernard Clark, Media Entrepreneur, inventor BBC *Watchdog*

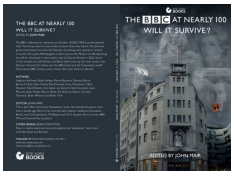
Peter York, President The Media Society and co-author *The War Against the BBC*

Steve Clarke, Editor ‘*Television’*

David Lancaster, University of Leeds

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Scan Me:

Dr Liam Mccarthy, former BBC Local Radio manager

END

Book launch event

18.00 BST on the 21st of July click here for the YouTube link.

Panellists in the book launch programme:

Chair: Sir Anthony Seldon, Former Vice-Chancellor at the University of Buckingham

Robin Aitken, Daily Telegraph

Caroline Thomson, Former COO at the BBC

Bernard Clark, Media Entrepreneur

Prof. Patrick Barwise, Author of *The War Against the BBC*

Prof. Leighton Andrews, Former Head of Public Affairs at the BBC

Prof. Marcus Ryder, Academic at Birmingham City University

Fiona Chesterton, Former Controller of Adult Learning at the BBC

About the author

John Mair is one of the most prolific editors of books on modern journalism in Britain today. This publication is his 40th 'hackademic' text. The books bring together the work of journalists and academics to discuss vital issues such as data journalism, Brexit, Trump and the media, the death of print, and the Leveson Inquiry. John has practised journalism at the BBC, Channel Four and other broadcasters and taught it at the universities of Coventry, Westminster, Brunel, Kent and Edinburgh Napier. He has judged the British Press Awards, the British Journalism Awards, the Royal Television Society Journalism Awards, and helped to set up the Steve Hewlett Memorial Lecture and Scholarships.

About Bite-Sized Books

Bite-Sized Books bring together leading experts, practitioners, academics, journalists, and commentators. Bite-Sized Books are available both in Kindle and paperback format. Usually only about 50 pages long, the books are fresh, easy to read and authoritative.

'The BBC at 100: Will it Survive?' is available to purchase through Bite-Sized Books HERE.

Contact:

Julian Costley

Julian.costley@bite-sizedbooks.com

+44 020 3989 2549

www.bite-sizedbooks.com

Bite-Sized Books Ltd

8th Floor, 20 St Andrew St

London EC4A 3AY

Registered in the UK Company No: 9395379

Company Contact:

Bite-Sized Books

T. 020 3989 2549
E. julian.costley@bite-sizedbooks.com
W. https://www.bite-sizedbooks.com

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