

Meaningful Learning Experiences

Strategic Commitment	✓	Part of a careers initiative across Greater Manchester
Curriculum Provision	✓	Developing critical analysis about accounts of the past
Employer Partnerships	✓	Involving a corporate with a global reputation
Reflective Young People	✓	Learning about career paths and choices
Informed Career Choices	✓	Presenting the BBC as a highly professional employer

BBC editor helps year 9 History students analyse accounts of the past

The head of Humanities at St Monica's RC High School in Manchester explained the rationale for her brief for this project for year 9 students: *'We want pupils to recognise that accounts of the past are someone's opinion and that they need to carefully select information to support and challenge these views. They will be given a variety of media to show how the past has been presented but often students are quick to accept what they see, especially films as exact replicas of the past. We are trying to encourage pupils to debate in an informed way and consider the impact of propaganda.'*

The Assistant Editor at BBC Radio Manchester agreed to be recorded at the studio at Media City in Salford, talking both about his career path and about the BBC's journalistic standards. This included describing how he'd responded positively to discouraging careers advice and about his motivation to complete post-graduate studies. But he also shared his view that, 'journalism is the first draft of history'.

These were shown to students in the classroom as part of a project in which they were given several sources of information on the topic of vaping by teenagers. Using guidance from the BBC expert, students were challenged to *'Imagine you are a BBC reporter who has been asked to research a current news story. You have to create a 1-2 minute radio report that meets the high standards of the BBC – and will not be perceived as biased or even propaganda in 50 years time.'*

Examples of student work were sent to the BBC editor, who provided detailed feedback by email, including a long list of 'What was great' and a few 'Things to watch'.

Benefits for the Students

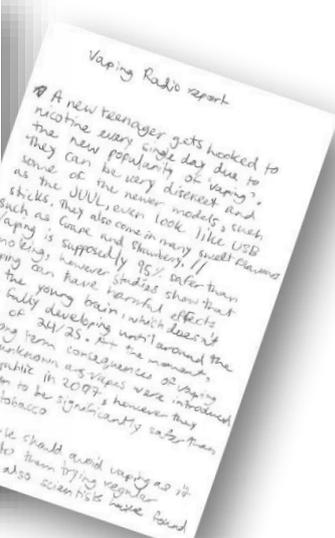
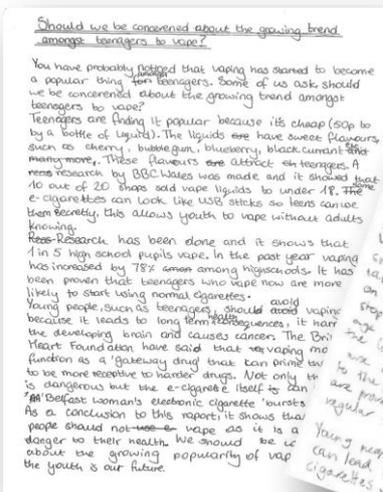
- We heard about *'... different ways you have find out – not just to take one source – but take multiple sources and provide an unbiased opinion.'*
- *'It was good advice to use in our work – and possibly for the future.'*
- *'It made me trust them more because it showed how much they check facts and make sure it's a reliable source.'*
- *'He did a postgraduate degree and his careers teacher said that he's never get to the BBC ... If you put your mind to it, you can do whatever you want.'*

Benefits for the School

- The schools CEIAG ‘... is delivered to all students in Years 7 to 11 through Citizenship lessons, ... a series of structured lessons, activities in schools, assemblies, external trips and events ...’
- This programme enabled the school to develop exemplar projects showing how CEIAG can also be embedded within curriculum learning.
- The project was completed in spite of additional pressures while the school underwent structural changes in response to a challenging Ofsted report.

Benefits for the Employer

- The BBC’s Corporate Responsibility work focuses on a small number of strategic areas and BBC School Report is the organisation’s flagship outreach project for 11-16 year-olds.
- This project focused on the BBC at Media City in nearby Salford, helping young people discover how it fulfils its mission, ‘... to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services ...’



Year 9 History students were challenged to apply some of the disciplines about good journalism at the BBC to a current topical subject to learn about the importance of recognising that accounts of the past can be someone else’s opinion.