

## Personal Learning Checklist: Radio 1 Launch Day (1967) Tony Blackburn Breakfast Show Close Study Product



	At end of unit		
	R	A	G
<b>Historical, Social, Cultural and Political context</b>			
I understand how the way we access music has changed since 1967.			
I can explain what pirate radio was (and is) and why it was a threat to the BBC.			
I can explain how there was a political dimension to the suppression of pirate radio and the launch of Radio 1.			
<b>Media Industries</b>			
I understand how and why the BBC radio landscape changed so much in 1967.			
I understand how the radio changes were linked to the public service remit of the BBC.			
I can discuss the choice of DJs at Radio 1 and why this decision was made.			
I can explain reasons why the launch of Radio 1 was not a complete success in engaging the target audience.			
I understand how 'needletime' limited Radio 1s output and how pirate stations bypassed this legislation.			
<b>Media Audiences</b>			
I can explain how the Tony Blackburn Breakfast Show was aimed at youth target audience.			
I can discuss how the style of the Tony Blackburn Breakfast Show was aimed at the youth target audience.			
I can explain why the launch of Radio 1 caused some conflict at the BBC and politically.			
I can compare how we access radio (and music) in 1967 and today			