



Alternative Green Paper on the BBC's Future:

Extending the Conversation

The BBC, as Culture Secretary Lisa Nandy says, matters as much to Britain as the NHS. Yet the Government's Green Paper on Charter Renewal doesn't go far enough to strengthen or protect it.

The Media Reform Coalition and partners have published an [Alternative Green Paper](#), bringing together civil society proposals for a more democratically governed, publicly accountable BBC - one that treats its funders, the public, as real participants in shaping its future. We need to keep a national conversation going about BBC reform and Charter Review, as the Government considers the submissions to its consultation.

Why universities and colleges matter here

16–25-year-olds aren't abandoning the BBC, but they engage with it differently - through clips, social media, and on-demand - and feel little attachment to it as an institution. With Parliament potentially giving 16-year-olds the vote, the importance of the BBC is even more significant as a reliable source of high quality content for them. Therefore, young people must be part of this conversation about the BBC's future.

The White Paper on Charter Renewal is expected before the summer recess. Public pressure - like the outcry over Grok AI that prompted action from the PM and Ofcom - can shape what it contains. Student voices will be especially powerful.

Universities and FE colleges are ideally placed to involve young people and ensure they shape this debate. They can provide access to the audiences, the spaces, and often the broadcast facilities to make it happen.

What you could do

Host a 90-minute event debating ideas from the [Alternative Green Paper](#), tailored to your region and student population. You could adopt a range of formats. For example:

- a. A workshop or series of focus groups for students to discuss the future of the BBC. Students would be provided with background information on the topics they discuss, e.g.:
 - a. What is the role of public service media and the BBC in today's society?
 - b. What is importance of trustworthy news and information in our democratic arrangements?
 - c. How should the BBC's independence be protected?
 - d. How should the BBC be funded?
 - e. How should the BBC ensure diversity of thought both on- and off-screen?



- b. A one-day students' assembly, bringing together a larger group of students representative of the University's population, to debate and address the above topics (background briefing and advice on process and structure can be provided).
- c. Panel discussion and Q & A on a specific topic:
 - A prominent local figure (to draw an audience) provides an introduction to the event
 - A panel including an MP, regional politicians, or devolved representatives
 - Diverse perspectives on the BBC's future (Bylines Network can suggest contributors)
 - If you have resources bring in public audiences

Events should be recorded where possible and with consent, for social media and publicity (e.g. video clips).

Use **#myBBCmysay**. There is a guide on how to do this at the end of this document.

Contacts

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For contributor ideas: 100ideasforthebbc.opendemocracy.net

Background information:

[Media Reform Coalition – The Alternative Green Paper](#)

[Demos Our BBC: A blueprint for a more independent and future-proofed BBC](#)

[Voice of the Viewer and Listener BBC-Charter-Review-Consultation.pdf](#)

[The British Broadcasting Challenge](#)



Why the hashtag #myBBCmysay matters

Every post using #myBBCmysay is a data point. When we present student voices to the BBC, the Government, and Parliament, we need evidence — not just of what students think, but of how many students are engaged and from how many universities across the UK.

The more consistently and actively participants use the hashtag, the stronger the case we can make.

The golden rule: use #myBBCmysay in every post, every time

What kind of event are you running?

The toolkit suggests three formats — and your social media approach can be tailored to whichever you choose:

- a. Workshop or focus groups: These work well for capturing a range of personal, considered opinions on social media.
- b. Students' assemblies: Great for generating a volume of voices and a strong collective message.
- c. Panel discussion and Q&A: These events tend to attract wider audiences and generate shareable, high-profile content.

Whatever format you choose, record the event where possible and with consent — video clips are some of the most powerful content you can share.

Before your event

- Post in advance to build anticipation
- Announce the event on your university or student union social accounts using #myBBCmysay
- Ask speakers, panellists, and partners to post about it using the hashtag
- Encourage students to post that they're attending — 'Looking forward to having my say on the BBC's future tonight...'
- Post a countdown or reminder the day before
- If you're hosting a panel, tag any public figures or politicians who are taking part

During your event

- This is when the hashtag is most powerful. Live posting creates a real-time picture of student engagement.
- Display the hashtag visibly
- Put #myBBCmysay on your opening slide or screen
- Mention it verbally at the start — 'Please post your thoughts using #myBBCmysay'



- If possible, display a live social media feed on screen — this actively encourages more people to post

Encourage real-time posting

- Prompt participants to post their opinions as the discussion happens
- At workshops and assemblies, ask students to share one thing that surprised them or one view they've changed their mind on
- At panel events, encourage the audience to post questions or reactions using the hashtag in real time
- Ask them to quote key points from speakers using the hashtag
- Suggest they post a selfie or photo of the event with the hashtag
- Remind the room of the hashtag again mid-event

Capture content for later

- Record video clips of key moments (with consent) — these are especially powerful on TikTok and Instagram
- At panel events, clip short exchanges between panellists and audience members
- At workshops and assemblies, ask students if they'd be willing to share their view to camera in 30–60 seconds
- Take photos of the audience, panels, and debates
- Note any particularly strong student quotes for use in social posts after the event

After your event

- Keep the conversation going
- Post a summary or key takeaways using **#myBBCmysay** within 24 hours
- Share video clips from the event — tag the students featured (with their permission)
- For workshops and assemblies, post a 'What we heard' style update — 'Students at [University] said...' — summarising the themes that emerged
- For panel events, share standout moments or quotes from speakers and audience members
- Thank participants and encourage them to keep sharing their views

Platform tips

- Instagram — Post photos and short video clips from the event. Use Stories for live updates. Always include **#myBBCmysay** in the caption, not just the comments.
- TikTok — Short opinion videos work brilliantly here. Ask students to share their view to camera in 30–60 seconds — whether from a workshop discussion or a panel Q&A. Raw and authentic content performs best.
- X (Twitter) — Live-tweet key points and quotes during the event. At panel discussions, tweet questions to panellists and quote their responses. Reply to others using the hashtag to build conversation.



- YouTube — If you record the full event, upload it with #myBBCmysay in the title and description. Even short clips as YouTube Shorts will be tracked.

Sample posts to share with students

Feel free to adapt these for your event format:

"Just joined the debate on the BBC's future at [xxxx]. Here's what I think... #myBBCmysay"

"Should the BBC be funded by a licence fee, subscription, or public funding? We're discussing it right now. #myBBCmysay"

"Young people use the BBC differently — through clips, social media, on-demand. Our voice matters in this debate. #myBBCmysay"

"The BBC White Paper comes before summer. Student voices need to be heard NOW. #myBBCmysay"

"Just had my say on BBC Charter Renewal at [University]. What do you think the BBC's future should look like? #myBBCmysay"

"I'm at a students' assembly today debating the BBC's future. [X] students from [University] having their say. #myBBCmysay"

"Just heard [Speaker/MP] talk about the BBC's future at [University]. Here's what struck me... #myBBCmysay"