

SERIES LEVEL DESCRIPTION
BLUE PETER (T74)

Scope & Content

The files relate to the children's magazine programme *Blue Peter*. Bidy Baxter presented them to the Written Archives Centre as a special collection in July 2001. The files contain correspondence about the programme from viewers, including children, and about lectures Baxter was invited to give. The files also contain press cuttings and BARB audience research reports.

Archival History

The papers were collected by Bidy Baxter over the course of her involvement with *Blue Peter*, and after her retirement. In July 2001 she gave them to the Written Archives Centre.

There may be more additions to this collection over time.

Arrangement

The first part of the series is correspondence for use in lectures arranged chronologically, covering the period from 1975 to 1987 (T74/1-11). Other lecture correspondence files cover the period from 1972 to 1981 (T74/19), 1976 to 1978 (T74/16) and 1987 to 1988 (T74/20). Files T74/12-22 are arranged in numerical order.

A complete alphabetical listing of the files in this series is available.

Related Areas

TV Children's Programmes: T2

TV Scripts

Administrative History

Owen Reed was the head of Children's Programmes department when *Blue Peter* started in 1958. In 1964 the new Family Programmes department, under Doreen Stephens, was created by amalgamating Children's Programmes and Women's Programmes. When Stephens left in 1967 Family Programmes was disbanded, Children's Programmes department's name was restored, and Monica Sims was its head.

E. C. Barnes took over as Head of Children's Programmes in 1979 and was replaced by Anna Home in 1986.

Blue Peter was created when Owen Reed commissioned John Hunter Blair (Children's Programmes producer) to create a programme for five to eight year-olds. Hunter Blair produced *Blue Peter* until ill-health stopped him. A series of temporary producers filled in until Bidy Baxter was appointed in 1962. She retired in 1988.

Subsequent editors of *Blue Peter* have been Lewis Bronze, Oliver MacFarlane and Steve Hocking.

c.4550 items

59 files

1972 - 2000