

REAL WORLD BRAINSTORMS

Background

The International Broadcasting Trust (IBT) has been lobbying the BBC, on behalf of all the major UK aid and development agencies, to improve its coverage of the developing world. One of the aims is to take this coverage out of the box of news and current affairs, so that the lives of people in the rest of the world, and the issues which affect them, become a regular feature of a much wider range of BBC programmes, for example dramas and features. The BBC has agreed to hold a series of seminars with IBT, which are being organized jointly with the Cambridge Media and Environment Programme, to discuss some of these issues.

So far, 6 seminars have taken place. They have had a significant impact on the BBC's output and have also provided a unique opportunity for dialogue between those working in development and broadcasters.

As a result of the success of these seminars, further brainstorms are now planned for 2008.

For a full list of delegates see attached Appendix.

The seminars so far

2004

The first seminar took place in London, on Thursday May 20, 2004 and the second in Cambridge, on September 16 and 17, 2004. Each event was attended by 20 senior BBC executives, including the Director of Television, the Channel Controllers for BBC1, 2 and 4, the Heads of Drama, Documentaries, Specialist Factual, Learning, Children's, News, Current Affairs and Sport. 20 developing world experts also attended. They included academics, film makers, writers, grassroots activists, representatives from UK based NGOs (including Barbara Stocking, the Chief Executive of Oxfam), Government Ministers and business leaders. The Kew meeting was addressed by Hilary Benn, the Secretary of State at the Department for International Development. Delegates traveled to the two seminars from a number of countries including Pakistan, South Africa, Mexico and Haiti.

2005

The first brainstorm of 2005 took place on July 14-15 at New Hall College, Cambridge. It was our most successful to date. We continued to have high level participation from the BBC - including the Director of Television, Jana Bennett, and three channel controllers - from BBC2, 3 and 4. Interestingly, we also had representatives from drama, comedy, features and factual entertainment. For the first time, several independent producers were also present. On the non broadcasting side, there were grassroots activists from India, Nigeria, Sierra Leone and Antigua. When she opened the seminar, Jana Bennett acknowledged that the Real World Brainstorms had had a significant impact on the BBC's thinking and programming. She said the ambitious season *Africa Lives on the BBC* would not have been the same without this dialogue.

2006

A one day event was held in London on January 26 2006, focusing on climate change and its impact on development. The brainstorm brought together 28 BBC executives and independent producers, this time including several from BBC News, and 28 policy experts. It was chaired by Fergal Keane and looked ahead to the next 10 years, to explore the challenges facing television in covering this issue. Several delegates attended from developing countries, including Ethiopia, China and Bangladesh.

On September 14 and 15 2006, another one and a half day event took place at Sidney Sussex College in Cambridge. The theme was 'interconnectedness' and there was also a particular focus on Latin America. Many of the BBC participants were drama and comedy producers, directors and writers. One of the aims of the seminars has been to persuade non factual programme makers to introduce international themes and stories into their programmes. As a result of the Kew seminar, the BBC commissioned Howard Brenton to write a drama on contemporary China. It is now recognised that drama, comedy and entertainment offer ways of reaching new and wider audiences. One of the most popular programmes in the BBC's Africa season was the Richard Curtis drama *Girl in the Café* which was produced by Hilary Bevan-Jones who attended our New Hall seminar.

2007

A one and a half day event was held on July 12 and 13 at New Hall College, Cambridge entitled 'Telling stories about an interconnected world: the challenge to broadcasting.' There were four 'carousel' sessions with a wide range of experts, who all approached the theme of an interconnected world from different angles. Some of the specific issues explored included innovation, design, migration, generational differences and the role of global business. This was a very successful event. The BBC's upcoming India and Pakistan 07 season was highlighted and broadcasters found the interconnections theme challenged them to rethink the nature of their work. The specialists appreciated the opportunity for a deeper insight into media decision making.

There was recognition of the need to acknowledge some of the complexities and contradictions in communicating global stories. Roly Keating, the Controller of BBC2 took up this theme in his closing remarks 'We've got to keep challenging the frames in which we put these stories because every frame – whether a news item or a classic 60 minute documentary – carries with it all sorts of inbuilt rather unexamined assumptions about the way we tell the story.' Roly urged producers and commissioners 'to generate more variety – shapes, tones, formats – because the liberation of coming at these subjects from a completely different spirit is so breathtaking.'

The aim

The aim of the seminars is to change minds and hearts. We want to talk about the developing world in a way that is interesting, engaging and provocative, so that the BBC participants and independent producers come away convinced that this is an area which their programmes should no longer ignore. We are *not* pitching ideas and have no guarantees that specific programmes will be commissioned on these issues. Our goal, therefore, is to bring to life stories and issues from the developing world. We shall not be talking in detail about tv coverage so we do not need participants to have a detailed knowledge of British television.

Themes

The seminars started with an overall theme: change and its impact on people's lives in the west and in the developing world. We wanted to demonstrate that the lives of people in the developing world are not static- as they are sometimes portrayed on television. We looked at the effects of global environmental, technological and economic changes and exploring issues like urbanisation, deforestation, access to education, running water healthcare, trade rules, HIV/Aids and mental health. More recently, we have focused increasingly on the theme of interconnectedness.

Participants

At each of the seminars there are approximately 40 participants, half from the BBC, and the remainder covering a wider range of voices with an interest in, and knowledge about the developing world.

Plans for 2008

There will be a one a half day brainstorm in Cambridge in July 2008. The specific focus has yet to be agreed but one of the aims will be to invite producers and writers, in addition to BBC executives and independent producers. It will also provide an opportunity to see how well the BBC is doing in fulfilling its new purpose of 'bringing the world to the UK'. How far is it succeeding in reaching new audiences?

We're also keen that the next event should deepen representation from the CIS and Eastern Europe, the Middle East and Latin America.

APPENDIX: Participants 2004-7

May 20th 2004, Royal Botanic Gardens, Kew

John Akomfrah, Independent filmmaker
George Alagiah, (Chair) BBC Presenter
Matthew Barrett, Executive Producer - Specialist Factual
Hilary Benn, Secretary of State for International Development
Jana Bennett, Director of Television, BBC TV
Glenwyn Benson, Controller Factual TV
Charles Bland, BG Group plc
Steve Bradshaw, Reporter, Current Affairs & Business Programmes
Kevin Cahill, Director, Comic Relief
Fernanda Castejon, Oxfam Central America
Martha Clarke, CAFOD
Esteve Corbera, Tyndall Centre, UEA
Peter Crane Director, RBG Kew
Daniel Dodd, Editor, Economics and Business, BBC
Yolette Ettienne, Oxfam Programme Co-ordinator Haiti
Mark Galloway, Director, IBT
Alan Hayling, Head of Documentaries, BBC TV
Roger Harrabin, BBC R4 Today Programme
Lorraine Heggessey, Controller BBC ONE
Peter Horrocks, Head of BBC Current Affairs
Usifu Jalloh, musician, dancer, actor
Roly Keating, Controller BBC TWO
Peter Kosminsky, Independent film producer
Seetha Kumar, Head of Lifeskills, BBC TV
Peter Lovering, Head of Development, Leisure & Factual Entertainment, BBC TV
Juneia Mallas, campaigner and filmmaker
Karen Merkel, Director of Education, BBC World Service Trust
Roy Milani, Head of CBBC News and Factual
Anne Morrison, Controller, Documentaries and general factual, BBC TV
Cameron Murdoch, Head of Business Management, BBC TV
Karen O'Connor, Editor, This World
Alpesh Patel, Entrepreneur and journalist
Jules Peck, Global policy, WWF
Don Redding Third World and Environment Broadcasting Project
Mike Robinson, Editor Panorama
Richard Sambrook, Director of Global News, BBC
Richard Sandbrook, Independent consultant
Joe Smith, Open University
Barbara Stocking, Chief Executive, Oxfam
Celia Taylor, Senior Commissioning Executive BBC TV
Jane Tranter, Controller, Drama Commissioning BBC TV
Nick Vaughan-Barratt, Executive Editor, Events BBC TV
Onyekachi Wambu, African Foundation for Development
Nick Ware, Managing Editor BBC FOUR
Joseph Warungu, Editor, Focus on Africa and Network Africa, BBC World Service
Pat Younge, Head of Programmes BBC Sport
Linda Yueh Pembroke College, Oxford University

**September 16th and 17th 2004,
Sidney Sussex College, Cambridge**

Krishan Arora, Senior Commissioning Executive, Factual, BBC TV
Frank Ash, Creativity consultant, BBC Training
Huma Beg, Serendip Productions
Sindamani Bridglal, independent film maker
Constantino Casasbuenas, Regional Policy Advisor for Latin America, Oxfam
Robert Chambers, Research Associate, Institute for Development Studies, Sussex University
Chukwu-Emeka Chikezie, Executive Director, Africa Foundation For Development
Jo Clinton-Davis, Senior Commissioning Executive, BBC TV
Emma De'Ath, Programme Executive, BBC Education
Simon Ford, Exec Producer, Leisure and Factual Entertainment, BBC
Mark Galloway, Director, International Broadcasting Trust
David Goldblatt, author
Roger Harrabin, BBC R4 Today Programme
Alex Holmes, Creative Director, Leisure and Factual Entertainment, BBC TV
Tony Juniper, Director, Friends of the Earth
Roly Keating, Controller, BBC2
Matthew Kent, International Broadcasting Trust
Paul Komba, Cambridge Refugee Support Group
Seetha Kumar, TV Executive, Africa Season, BBC1
Jo Lapping, Storyville, BBC TV
Javier Lizarzaburu, Senior Producer, Spanish service BBC World Service
Clova McCallum, Development Executive, Independents, BBC Drama
Sheena McDonald, (Chair) freelance broadcaster
Karen Merkel, Director of Education, BBC World Service Trust
Chintha Munasinghe, Project Director, Basic Needs, Sri Lanka
Cameron Murdoch, Head of Business Management, BBC TV
Anita Neville, WWF communications
Alpesh Patel, entrepreneur
Kate Phillips, Director of External Relations, Christian Aid
Ian Prince, Editor, Newsround, BBC1
Ato Quayson, Lecturer in English Literature, University of Cambridge
Rita Ray, DJ
Joe Smith, Lecturer in Environment, The Open University
Theo Sowa, Independent consultant
Celia Taylor, Senior Commissioning Executive BBC TV
Anuradha Vittachi, Director, Oneworld Online
John Willis, Director of Factual and Learning, BBC
Sally-Ann Wilson, Commonwealth Broadcasting Association
Brian Woods, independent filmmaker
Xinran, freelance columnist and broadcaster
Pat Younge, Head of Programmes and Planning, BBC Sport

**July 14th and 15th 2005,
New Hall College, Cambridge**

Xinran, Author and broadcaster
Dora Akunyili, Director General, National Agency for Food and Drug Administration and Control, Nigeria
Hernando Alvarez, Colombian BBC World Service producer
Vicki Barrass, Editor, BBC Factual and Entertainment
Jana Bennett, Director of Television, BBC
Hilary Bevan-Jones, Drama Producer & Co-Founder, Tightrope Pictures
Sarah Brandist, Head of Development, BBC Drama
Nick Catliff, Co-Founder, Lion TV
Will Daws, BBC Executive Producer, This World
Ekow Eshun, journalist and Artistic Director, ICA
Nick Fraser, Editor, BBC Storyville
Mark Galloway, Director, International Broadcasting Trust
Penelope Gibbs, Director, Voluntary Action Media Unit
Tom Giles, Executive Producer, BBC Current Affairs
Sharon Goulds, Head of Communications, Plan International UK
Arvel Grant, Executive Director, Caribbean Council for the Blind
Janice Hadlow, Controller BBC FOUR
Roger Harrabin, (Chair) Senior Environment Correspondent, BBC News
Mark Harrison, Creative Director, BBC Arts
Christopher Hird, Managing Director, Fulcrum TV
Peter Horrocks, Head of Current Affairs, BBC
Saleemul Huq, Director, Climate Change Programme, IIED
Roly Keating, Controller of BBC TWO
Chandrashekar (Chandu) Krishnan, Exec Director, Transparency International (UK)
Seetha Kumar, Executive Editor, Africa Lives on the BBC
Jonathan Lewis, Documentary Director (Granada TV)
Anne Mensah, Executive Producer, BBC Drama
Stuart Murphy, Controller BBC THREE
Kathy Myers, Development Team Leader, BBC Birmingham
Karen O'Connor, Editor, This World, BBC Current Affairs
Tom Palakudiyil, South Asia Regional Manager, Christian Aid
Jon Plowman, Head of Comedy Entertainment, BBC
Kativa Prakash-Mani, Associate Director, SustainAbility
Matthew Prescott, Green College, Oxford University
Sarah Radcliffe, Department of Geography, University of Cambridge
Carlos Reyes-Manzo, Documentary Photographer and Journalist
David Satterthwaite, Senior Fellow, Human Settlements Programme, IIED
Shirazuddin Siddiqi, Director Afghan projects BBC World Service Trust Shirazuddin.
John Silver, Creative Director of Features, Shine
Joe Smith, Lecturer in Social Sciences, The Open University
Abiola Tilley-Gyado, Strategic Framework for Africa Representative PLAN
Albert Tucker, Managing Director, Twin & Twin Trading Ltd
Emma Turner, Series Producer, Holby, BBC ONE
Dominic Vallely, Channel Executive, BBC TWO
Linda Yueh, Fellow in Economics, Pembroke College

**January 26th 2006,
BBC Television Centre, London**

Specialists:

Robert May, Oxford University and Imperial College London
Mike Hulme, Director, Tyndall Centre, UEA
Blake Lee-Harwood, Head of Campaigns, Greenpeace
Dorthe Dahl-Jensen, Niels Bohr Institute, Copenhagen
Michael Bravo, Scott Polar Research Institute, University of Cambridge
Andrew Dlugolecki, Insurance industry consultant
Trevor Evans, US Embassy
Colin Challen MP, Chair, All Party Group on Climate Change
Anuradha Vittachi, Director, Oneworld.net
Andrew Simms, Policy Director, New Economics Foundation
Claire Foster, Church of England
Saleemul Huq, IIED
Poshendra Satyal Pravat, Open University
Li Moxuan, Climate campaigner, Greenpeace China
Tadesse Dadi, Tearfund Ethiopia
Iain Wright, CO2 Project Manager, BP International
Ashok Sinha, Stop Climate Chaos
Andy Atkins, Advocacy Director, Tearfund
Matthew Farrow, CBI
Rafael Hidalgo, TV/multimedia producer
Cheryl Campbell, Executive Director, Television for the Environment
Kevin McCullough, Director, Npower Renewables
Richard D North, Institute of Economic Affairs
Steve Widdicombe, Plymouth Marine Labs
Joe Smith, The Open University
Mark Galloway, Director, IBT
Anita Neville, E3G
Eleni Andreadis, Harvard University
Jos Wheatley, Global Environment Assets Team, DFID
Tessa Tennant, Chair, AsRia

BBC attendees:

Jana Bennett, Director of Television
Sacha Baveystock, Executive Producer, Science
Helen Boaden, Director of News
Andrew Lane, Manager, Weather, TV News
Anne Gilchrist, Executive Editor Indies & Events, CBBC
Dominic Valley, Executive Editor, Entertainment
Eleanor Moran, Development Executive, Drama Commissioning
Elizabeth McKay, Project Executive, Education
Emma Swain, Commissioning Editor, Specialist Factual
Fergal Keane, (Chair), Foreign Affairs Correspondent
Fran Unsworth, Head of Newsgathering
George Entwistle, Head of TV Current Affairs
Glenwyn Benson, Controller, Factual TV
John Lynch, Creative Director, Specialist Factual
Jon Plowman, Head of Comedy
Jon Williams, TV Editor Newsgathering
Karen O'Connor, Editor, This World, Current Affairs
Catriona McKenzie, Tightrope Pictures catriona@tightropepictures.com

(cont)

**January 26th 2006,
BBC Television Centre, London (cont)**

Liz Molyneux, Editorial Executive, Factual Commissioning
Matt Morris, Head of News, Radio Five Live
Neil Nightingale, Head of Natural History Unit
Paul Brannan, Deputy Head of News Interactive
Peter Horrocks, Head of Television News
Peter Rippon, Duty Editor, World at One/PM/The World this Weekend
Phil Harding, Director, English Networks & Nations
Steve Mitchell, Head Of Radio News
Sue English, Head Of Political Programmes
Frances Weil, Editor of News Special Events

September 14th and 15th 2006 Sidney Sussex College, Cambridge

Charles Abugre, Head of Global Advocacy & Policy, Christian Aid
Shahidul Alam, Photographer, writer, activist
Peter Barron, Editor, Newsnight, BBC
Alex Bellos, Journalist
Glenwyn Benson, Controller, Factual Commissioning, BBC
Peter Berry, Writer
Danny Brocklehurst, Writer
Dorothy Byrne, Head of News and Current Affairs, Channel 4
Edward Canfor-Dumas, Writer
Marina Cantacuzino, Journalist
Chris Clark, HSBC
Tim Clissold, Climate Change Capital
Declan Croghan, Writer
Jason DaPonte, Exec Producer, BBC Future Media & Technology
Shekar Dattatri, Independent conservation filmmaker
Justin Davies, Producer, BBC Comedy
Gavin Esler, Presenter, Newsnight, BBC
Julio Etchart, Photojournalist
Nick Fraser, Editor, Storyville BBC
Mark Galloway, Director, International Broadcasting Trust
Priya Gopal, Writer & lecturer, Cambridge University
Maurice Gran, Comedy writer
Mina Guli, Principal, Carbon Markets, Climate Change Capital
Roger Harrabin, BBC News Environment Analyst
Steve Herrmann, Editor, BBC News Interactive
Peter Horrocks, Head of TV News, BBC
Gwyn Hughes, Drama writer
Armando Iannucci, Comedy writer & producer
Martin Jacques, Research fellow, London School of Economics
Raja Jarrah, CARE International UK
Anisa Johnny, Fashion Designer
Martin Kalungu Banda, Oxfam
Jonathan Loh, Biologist, Institute of Zoology, London Zoo
Salim Lone, Journalist
Yiyi Lu, Associate Fellow, Royal Institute of International Affairs
Guillermo Makin, Associate, Latin American Studies, University of Cambridge
Sarfraz Manzoor, Writer, broadcaster & documentary maker
Laurence Marks, Comedy writer
Craig Murray, Writer and former diplomat
Susan Nickson, Comedy writer
Craig Oliver, Editor, Ten O'Clock News, BBC
Nii Ayikwei Parkes, Poet
Benedicte Paviot, Journalist
Danny Peak, Comedy writer
Jon Plowman, Head of BBC Comedy
Matt Prescott, Ecologist, Oxford University and Co-ordinator, Planet Relief for BBC Comedy
Mark Redhead, Head of Drama, Hat Trick Productions
Peter Rippon, Editor of PM & Broadcasting House, BBC Radio 4
Shanida Scotland, BBC Democracy project
Amanda Shakespeare, Conservationist
Rogerio Simoes, Senior News Editor, BBC World Service
Joe Smith, Lecturer in Social Sciences, The Open University
Marie Staunton, Chief Executive, Plan UK
Francis Sullivan, Adviser, Environment, HSBC
Dominic Vallely, Executive Editor, BBC Entertainment
Sally Woodward Gentle, Head of Drama Serials, BBC

July 12th and 13th 2007
New Hall College, Cambridge

Peter Armstrong, Director, Oneworld.net
Judith Austin, Group Sponsorship Manager, HSBC
Chantal Badjie, Senior Project Manager, BBC Knowledge
Maria Balinska, Editor, World Programmes
Sam Barratt, Head of Media, Oxfam
Nicola Beckford, Broadcast Journalist, BBC News
Saxon Brettell, Cambridge Econometrics,
Michael Bravo, Lecturer in Geography, University of Cambridge
Danny Cohen, Controller, BBC Three
Edwin Datchefski, Founder, Biothinking
Simon Desjardins, Business Analyst, Shell Chemicals
Philip Dodd, Chairman, Made in China
George Entwistle, Acting Controller, BBC Four
Tejas Ewing, Forum for the Future
Amanda Farnsworth, Editor, Inside Sport, BBC
Eamon Hardy, Executive Producer, Factual Commissioning, BBC
Roger Harrabin, Environment analyst, BBC News
Mary Hockaday Deputy Head of Radio News
Will Hopper, Chairman of WJ Hopper & Co Limited
Roly Keating, Channel Controller, BBC Two
David Kester, Chief Executive, Design Council
Anne Laking, BBC Executive Producer
Bernice Lee, Leader, China-UK project, Chatham House
Yadvinder Malhi, Prof Ecosystem Science, Oxford University
Roy Milani, BBC Head of Events & Technology Projects
Catriona McKenzie, Head, Development & Director, Tighrope Pictures
Fernando Monteiro, LEAD International
Saul Nassé, Executive Producer, India and Pakistan 07, BBC
Anita Neville, Rainforest Alliance
Farah Nazeer, Head of Public Affairs, Women's Institute
Karen O'Connor, Acting Commissioner & Head of Current Affairs
Craig Oliver, Editor, The 10 O'Clock News, BBC
Jon Plowman, Head Of Comedy, BBC
Lucy Richer, Commissioning Editor, Independent Drama, BBC
Dale Russell, Russell Studio
Lisa Sargood, Multiplatform Commissioning Exec, BBC Knowledge
Subathra Subramaniam, educationalist & choreographer
Joe Smith, Senior Lecturer, Environment, Open University
John Walton, Specials Team, BBC News Interactive
Joseph Warungu, Editor, Africa, BBC World Service
Frances Weil, Project manager - climate change, BBC Vision

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