

C F2013-154 Additional disclosure (7/1/2014)

IBT works in four strategic areas to deliver its mission.

1. Establish and maintain **high-level dialogue** on programme policy with the providers of the five main public service TV channels.
2. Develop and promote to the main public service channels (and appropriate digital channels) innovative, wide ranging **programme ideas** on international issues.
3. Conduct TV monitoring **research** to include news and non-news factual international programming.
4. **Lobby** government, regulators and broadcasters to provide high quality and imaginative international programming.

IBT's achievements in 2004

2004 has been an important year for IBT. We have:

1. Co-produced two major television series, *Consumer Power* and *World of Difference* (both broadcast on Channel 4 in the spring of 2004).
2. Worked with the BBC to improve its coverage of the developing world and organised two seminars attended by more than 40 senior BBC executives and experts from the developing world.
3. Monitored the approach of the new regulator, Ofcom, to public service television including having input to its strategic review at each key stage.
4. Contributed to every consultation process on the renewal of the BBC Charter and launched a successful Early Day Motion, in Parliament, on the BBC's international role.
5. Produced *The World on the Box*, the seventh in a series of tv monitoring reports, looking in detail at international factual programming on British television. For the first time, the study also included news.

2004 has also been a year in which we have built on the success of our earlier campaign in which we lobbied the Government, Parliament, civil servants, regulators and broadcasters and secured a crucial amendment to the Communications Act, which included an obligation on public service broadcasters to provide non news programming on 'matters of international significance or interest.'

The campaign also resulted in a statutory duty on Ofcom to promote the interests of citizens.

Background to the Real World Broadcasting Project

The project arises out of two brainstorms organised jointly by IBT and the Cambridge Media and Environment Programme in 2004. The seminars were held in Kew (in May 2004) and Cambridge (in September 2005).

The one day Kew seminar was attended by around 20 senior BBC executives (including the Director of Television, Controller of BBC1, Head of Drama and Head of Current Affairs) and 20 developing world experts, including academics, writers, film makers, business executives, grassroots activists, NGO staff.

The brainstorm included participants who travelled from Haiti and Mexico to attend. There was significant support from UK based NGOs - [REDACTED] attended. There was also support from DFID - the seminar was addressed by the Secretary of State, Hilary Benn.

The two day Cambridge brainstorm was attended by a similar group, including - from the BBC - the Controller of BBC2 and the Head of Factual and Learning, and - on the non BBC side - film makers who traveled from South Africa and Pakistan, [REDACTED]

The seminars sought to analyse the record of British television and its coverage of the developing world. There was an opportunity to present the findings from a recent research report, *The World on the Box*, commissioned by IBT and published in June 2004. There was a genuine dialogue between both sides, with a number of BBC staff acknowledging criticisms and suggesting possible solutions. As part of the second seminar, there was a half day brainstorm, in which all the participants worked together on specific programme ideas - several of these are now being developed by the BBC.

After the seminars, the organisers received positive feedback from many of the participants and there was a widespread desire to see the exercise repeated and developed further. Roly Keating (Controller of BBC2) said 'we've got to keep the debate going' and Jana Bennett (the Director of Television) said the role of the seminars was to help the BBC to establish 'a more strategic vision of developing world coverage across channels and genres.' John Willis (the Head of Factual and Learning) will host a follow up lunch to discuss the progress on the programme ideas which were put forward.

At a recent meeting with the BBC Director General, Mark Thompson, there was recognition that the seminars had clearly influenced editorial staff and resulted in several new commissions - for example a major drama on China, and a fly on the wall series in a Ugandan hospital for the BBC's forthcoming season on Africa. Mark Thompson said he would like to attend one of the seminars in 2005.

It was also made clear that the BBC welcomed input from developing world experts with opinions on what its programming priorities in this area should be for the future.

At a meeting with Channel 4 executives, there was also recognition of the benefits of dialogue. They welcomed opportunities for further discussions about how their international coverage could be improved.

It is clear from the seminars that there is significant potential benefit from finding opportunities for further dialogue with the BBC, both at executive and producer level, and for engaging in similar dialogue with the other principal UK broadcasters (Channel 4, Five, Sky, ITV, ITN and Discovery) and for including independent producers in these discussions.

As a result of taking part in the seminars, the executives and the BBC in general, have recognized the value of dialogue with outside agencies and experts. The seminars have helped to cement a partnership between IBT and the BBC which is already bearing fruit in the planning of the BBC's Africa season. The BBC has organized an event for stakeholders to find out more about the season and to give their input.

It was also clear from our recent meeting with **Mark Thompson, the BBC Director-General**, that the seminars have had a considerable impact within the BBC. We know of several new programmes which have been developed or commissioned as a result of conversations which took place in Kew or Cambridge. For example, there is a new drama set in contemporary China, and a fly-on-the-wall series set in a Ugandan school.

It was also clear from discussions at the seminars that the BBC participants recognised that television was failing to reflect the many connections between the lives of their British viewers – particularly those from ethnic minorities – and the rest of the world.

What is the evidence that broadcasters are keen to participate in future seminars?

As a result of our meeting with **Mark Thompson**, in December 2004, we have a firm commitment from the BBC to take part in seminars in 2005 and 2006 and to give all the support they can to this project. The seminars have high level sponsorship from **Jana Bennett (Director of Television)**, **Richard Sambrook (Head of Global News)** and **John Willis (Director of Factual and Learning)**. The BBC have appointed **Cameron Murdoch (Head of Business Affairs)** to liaise with us and he is an active member of the steering committee.

We have had informal discussions with Channel 4 executives and producers and have received support for the seminars. We hope to receive a formal commitment from [REDACTED] when we meet him in the spring. In the meantime, we have been able to meet with, and establish good relations with [REDACTED]

In 2004, we were inundated with requests to attend from independent producers and freelancers- and we were only able to accommodate a handful from this sector. The BBC's commitment to the project has created great interest in the seminars in the wider broadcasting community.

Principal aims and objectives of the Real World Broadcasting Project

The seminars

The principal aim of the seminars is to build support and capacity within the UK broadcast media for a significant improvement in coverage of the developing world. The seminars should have a direct impact on the quality, range and ambition of international programmes commissioned by the main public service broadcasters.

The project in more detail

The seminars

It is proposed that there will be two seminars in 2005.

The first will take place in June 2005 and will focus principally on writers of drama, soaps and comedy. This is a key area for growth. Drama and comedy are genres in which the broadcasters are beginning to see that there is significant potential for raising international issues. Channel 4 has led the way with its single drama *Sex Traffic*. The BBC is following with its drama series *Doing Good* in which the principal characters will be aid workers and peacekeepers. *The Vicar of Dibley* has been the first comedy drama to feature a storyline about poverty in the developing world. Some of BBC1's primetime series like *Casualty* and *Eastenders* may feature African storylines for the BBC's forthcoming Africa season.

Participants will include a range of developing world experts, several of whom will travel specially to the UK to take part. From television, there will be scriptwriters and producers from the main soaps on the BBC and also a number of freelancers who work both for the BBC and Channel 4. Senior BBC executives have agreed to attend.

The second seminar will take place in November 2005. It will focus on the BBC and examine its recent track record in terms of its international coverage, including the Africa season. The seminar will also debate the challenges and goals which the BBC should set itself for the next five years. In particular, the BBC is keen to know from a range of experts what they consider to be the issues, stories, themes and geographical regions which could merit a season like the Africa season, aimed at introducing a mainstream audience to the developing world and the Millennium Development Goals.

It is proposed that this should be an event for alumni, principally aimed at developing greater awareness amongst the 120 people who have attended previous seminars.

There will also be some participants who are attending for the first time. **Mark Thompson, the BBC Director-General**, has agreed to take part in this event.

It is proposed that there will be two further seminars in 2006. Precise details will be decided nearer the time by the steering committee, depending on the achievements of the first two seminars. Ideally, one of these seminars should focus principally on Channel 4, with a Channel 4 representative joining the steering committee to help to plan this event. We shall be meeting with [REDACTED] to discuss this in more detail, in spring 2005.

The role of the Broadcasting Officer

The Broadcasting Officers will work across both elements of the project, the seminars and the research study. His/her responsibilities will include:

1. Being the main point of contact for the seminars and the research project. S/he will field all inquiries, liaise with partners and sponsors, organize meetings of the steering committees, take and distribute minutes at the meetings.
2. Drawing up a list of possible participants for the seminars by liaising with broadcasters, NGOs, DFID, educational institutions and talking to individual film makers, experts, writers, business executives etc
3. Booking participants for the seminars and liaising with speakers.
4. Looking at possible venues, liaising with venue managers, booking a venue, agreeing rates, rooms to be used, menus, organizing transport for participants, delegates' expenses, etc
5. Attending the seminars and helping the steering committee on the day with any organizational matters.
6. Drawing up a list of interviewees for the research project, agreeing a list of questions, contacting interviewees, arranging appointments, conducting one to one interviews, transcribing the interviews, doing the first draft of this section of the report in close collaboration with the University of Westminster research team.
7. Organising a range of focus groups, tapes for the groups to watch, recruitment of facilitators, attending and recording group meetings, transcribing these recordings, working with the University of Westminster team to draw up the conclusions of the impact study.

Project evaluation and monitoring

The seminars

The seminars will be managed and monitored by a steering committee comprising:

Roger Harrabin (BBC Environment Correspondent/Cambridge Media and Environment Project), Cameron Murdoch (Head of Business Affairs, BBC Television) and Mark Galloway (Director, International Broadcasting Trust). After each seminar, the steering committee will undertake an evaluation and will seek detailed feedback from a range of participants. At the end of the two year project, a full evaluation will be undertaken by the steering committee and independent evaluators will be appointed and asked for their own findings. The results of these evaluations will be made available to all funders and other interested parties. The evaluation will assess the impact of the seminars on participants and on their work. It will also document specific programmes which have been commissioned as a result of the seminars, and any changes in broadcasters' international strategies which may have resulted from the seminars.