



IBT is able to very effectively influence the top levels of the broadcast industry to understand their responsibilities for telling the British public the story of poverty. While many aid agencies get wrapped up in the next day's headlines, IBT works hard to ensure that broadcasters are challenged to go beyond infotainment and live up to their mandate to inform and educate the public about what's happening on the other side of the planet.

Barbara Stocking, Chief Executive, Oxfam

**Benefits of membership**

- You will:
- have a say in determining our future strategy and priorities.
  - receive detailed information on the findings of all the research we undertake.
  - have the opportunity to attend the many briefings we organise – recent events have focused on children's tv and lessons from the World Vision team who worked on the Channel 4 series, Millionaires' Mission.
  - receive a monthly email newsletter which will inform you about IBT's work and will include relevant news from the broadcasting industry. Sample newsletters

are available to look at on the IBT website [www.ibt.org.uk](http://www.ibt.org.uk)

- be invited to take part in events we organise jointly with broadcasters.
- have the opportunity to be involved in IBT's lobbying and campaigning activities
- be able to contact and use IBT as an 'advice shop' for up to date information on broadcasters, independent producers and relevant developments in the broadcast industry.

**If you wish to join IBT or would like further information, please contact Mark Galloway, IBT Director [mark@ibt.org.uk](mailto:mark@ibt.org.uk)**



**We publish annual research on broadcast coverage of the developing world. Copies of our reports are available online or from the IBT office.**

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IBT IS A REGISTERED CHARITY CHARITY NUMBER 326150



# Join IBT and change the face of broadcasting





Never has the need for IBT's research insight and lobbying work been greater. The ever-growing proliferation of multimedia channels, and the increasing sophistication of audiences, challenges agencies to understand better how to communicate the issues affecting the developing world. That's why IBT is indispensable.

Phil Talbot, director of communications, British Red Cross

Christian Aid is proud to support IBT and its research, campaigning and lobbying work. IBT's objective, which is to increase coverage by UK broadcasters of the developing world including the poorest communities, fits extremely well with Christian Aid's essential purpose - the eradication of poverty.

Daleep Mukarji, Director, Christian Aid

The work being done with UK broadcasters by IBT is crucial to those of us working in international development. If international issues are only covered in the context of war and disaster the support for less obviously dramatic situations in different parts of the world will dwindle. IBT's work in keeping our broadcasters engaged is vital to all of us.

Marie Staunton, CEO, Plan UK

## What is IBT?

The International Broadcasting Trust is a media and education charity which campaigns and lobbies for high quality broadcast coverage of the wider world.

Our lobbying has been highly effective in recent years. We've successfully argued that one of the BBC's core purposes should be 'to bring the world to the UK.' That's now reflected in the new BBC Charter. We've worked with Channel 4 and encouraged it to expand its international content. This ambition is spelt out in its new purposes, one of which is 'to provide different perspectives on the world'. And we've made the case for the communications regulator Ofcom to 'promote

the interests of citizens'. This was adopted by the Government in Ofcom's founding Charter.

Changing the regulations which govern broadcasting makes a huge difference. It ensures that UK public service broadcasters like the BBC and Channel 4 continue to make programmes which engage viewers in the wider world.

But we face challenges ahead. There is a battle waging over the future of public service broadcasting. We believe that IBT can play an important role in speaking out on behalf of our members.

### IBT is a membership organisation.

Our members determine our strategy and priorities.

IBT was established 30 years ago by a coalition of leading NGOs, academics, trades unions, film makers and Churches. Our current membership includes all the major aid and development organisations and many others too, including Oxfam, Christian Aid, ActionAid, CAFOD, Care, Plan, Concern, UNICEF, Save the Children, World Vision, Tearfund, WaterAid, British Red Cross, Merlin, Sightsavers, VSO, Help the Aged, Amnesty and Friends of the Earth.

**Our mission** is to encourage high quality broadcast coverage of the developing world, its people and the issues which affect them.

Our work focuses on four main areas:

- lobbying Government, regulators and broadcasters
- dialogue with the main public service broadcasters
- research on broadcast coverage of the developing world
- working with broadcasters and producers to develop innovative programmes

**Our focus** on broadcasting and development makes us unique as an organisation. We work closely with our members to commission research, share expertise and organise a range of formal and informal events.

**Our published research** is a powerful lobbying tool, and includes the only long term study of tv coverage of the developing world – a unique project which IBT launched more than 15 years ago. The latest instalment of this research Screening the World was published in June 2008.

### Membership fees

Full membership entitles an organisation and all its staff to the benefits mentioned overleaf. The annual fee is £1,000.

We also offer associate membership for smaller NGOs which entitles an organisation and all its staff to receive newsletters and contribute to IBT's campaigning and lobbying work. The annual fee is £100.

Membership fees provide our core funding which ensures our independence.