



WHAT IBT IS

IBT works with the media, government and civil society to increase understanding of people throughout the world and the issues which affect them.

Our vision is of a world in which the media is a force which enables all people to be active global citizens. Our immediate goal is that people in the UK have access to more and better coverage of the world and are able to find it easily through their favourite media.

To achieve our goal we focus on three main areas of activity:

- Lobbying Government, media organisations and regulators
- Research on media coverage of the developing world
- Dialogue with the principal media organisations

INTRODUCTION

2011 was a year in which global events – the Arab Spring, the Japanese tsunami, famine in East Africa and the Euro crisis – dominated the media. News coverage of the famine was a reminder of the power of television, which remains the main source of information about the wider world for most people in the UK. As a story, the famine was challenging for any journalists and broadcasters who wanted to depart from the familiar stereotypical images and present a more nuanced view, to reflect the complex reality and the wider political context. In December we looked at these challenges in our report *The East African famine – did the media get it right?*

Although television remains hugely important, the media landscape continues to change at a rapid pace. We have been reviewing our strategy so that we are able to respond swiftly to these changes but at the same time not lose our principal focus. We'll be publishing a new strategic plan in February 2012.

I'd like to thank all our members for their active support – without them, IBT would not be an effective force. I'd also like to thank DFID for continuing to fund our media research.

Mark Galloway
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LOBBYING

This year we have lobbied broadcasters and regulators on a wide range of issues. We submitted evidence to the BBC Trust's review of *Delivering Quality First*, the BBC management's proposals for implementing cuts following the licence fee settlement. We expressed concern about the direction of travel in television news – towards fewer stories and more emphasis on breaking news – and argued that BBC News should be increasing the range of international stories which it covers. We also asked for safeguards to be put in place to protect the independence and integrity of the BBC World Service when it merges with BBC News.

We were invited to submit evidence to the House of Lords Communications Committee inquiry into BBC governance. The Committee asked to see a research paper *UK broadcasters and their compliance and editorial policies* which we had been working on. The paper had received widespread coverage in the broadcast press when it revealed that producers were reporting that onerous compliance procedures were making it more difficult to produce investigative films.

We submitted evidence to Ofcom's review into the future of ITV and the Department for Culture, Media and Sport's review into a proposed new Communications Bill. In both submissions we argued that commercial public service broadcasters such as ITV and Channel 4 should be required to produce international news and current affairs in peak time on a regular basis. We'll be continuing to make this case when a White Paper is published in early 2012.

The BBC Trust announced the findings of its review into science coverage to which IBT submitted evidence. The Trust called for a revamp of science coverage and in particular a different approach to reporting climate change, to give sceptics a less prominent voice. Many of the Trust's recommendations echoed the points made in our submission to the review team.

RESEARCH

Research is a key aspect of our work as we need strong and convincing evidence to support our lobbying activities. This year we've published three research reports which can be downloaded from the IBT website.

In July 2011, we published *Outside the Box* which looked in detail at international television coverage in 2010 and examined ways in which international content could achieve greater impact with audiences, given the rapidly changing media environment, specifically in relation to marketing, time-shift viewing and social and online media.

In September 2011, we published *Brave New World Service*. Written by the former hostage John McCarthy and published jointly with the CBA, this report looked at the future of the World Service. It identified two key challenges: how can the World Service maintain its distinct identity at a time of cuts and with the impending merger with BBC News and how can it contribute to an improvement in international coverage for UK audiences?

In December 2011, we published *The East African famine – did the media get it right?* Based on interviews with NGO media officers, news editors, journalists and academics, the report concluded that attempts were made by broadcasters and journalists to depart from stereotypical images of famine and that some coverage succeeded in presenting a more nuanced view. The report also examined the role of NGO messaging and the images used by some NGO fundraisers.

DIALOGUE WITH MEDIA ORGANISATIONS

Our series of briefings with commissioners has continued. This year we heard from Alistair Burnett, Editor of Radio 4's *The World Tonight*; Ben De Pear, Foreign Editor of *Channel 4 News*; David Warren, Series Producer of ITV's *Tonight*; Steve Herrmann, Head of BBC News Online and Diarmuid Jeffreys, Series Producer of Al Jazeera's *People and Power*. These briefings for IBT members provide unique access to senior media industry figures and are designed to help NGO media officers pitch stories and build a network of media contacts.

We have continued to work in partnership with Channel 4 and the BBC, holding regular meetings to discuss how they plan to implement the international aspects of their remits. Our recent dialogue has focused on two issues: at Channel 4 we are concerned that the changes to *Dispatches*, *Unreported World* and *True Stories* will mean that there are fewer opportunities to make international content for peak time slots; at the BBC, we are keen to respond to their recently announced ambition to 'build a shared digital public space online.' The opportunities for promoting international content online will be the focus of a new research report which we'll be publishing in the Autumn of 2012.

We have also continued to work with our International Development Media Panel, a small group of influential media players from press, online and television, which works with us to help frame our research, review its impact and advise on future strategies.

FUNDING

This year we received funding from ActionAid, Age UK, British Red Cross, CAFOD, Christian Aid, Comic Relief, Concern Worldwide (UK), HelpAge International, Islamic Relief, Malaria Consortium, ONE, Oxfam, Plan UK, Save the Children, Tearfund, Traidcraft Exchange, TVE, VSO, WaterAid, World Vision and WWF.

A special project grant was received by DFID to fund *Outside the Box*. We are very grateful to all the above organisations and to IBT's members for their support.

A full set of IBT accounts for 2011 is available on the IBT website www.ibt.org.uk

STAFF & TRUSTEES

The International Broadcasting Trust is an educational and media charity working to promote high quality media coverage of the developing world. Our aim is to further awareness and understanding of the lives of the majority of the world's people and the issues which affect them.

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