

7th July 2010



Welcome to IBT's July newsletter with an update on our work and relevant news from the broadcasting industry.

[All change at the BBC](#)

It's hard to keep up with all the recent changes at the BBC, as the BBC Trust fights to secure its future. The Trust has now published its interim findings following its review of BBC 1, 2 and 4 to which IBT submitted evidence. The Trust's verdict is that all BBC content on its mainstream tv channels needs to be distinctive and channel controllers have been told to take more creative risks and not to spend so much time chasing ratings. This is potentially good news for international content but only if the Trust can demonstrate that it has the clout to deliver.

[Al-Jazeera English joins Freeview](#)

Another important development is Al-Jazeera English's announcement that it has now won a slot on Freeview. This has the potential to double its audience. At the moment the channel can only be seen by Sky's 10 million subscribers. Freeview adds another 10 million households.

[Climate change – has the media got it right?](#)

Our debate at The Guardian went ahead as planned last month with a good attendance from a wide range of sectors - media, NGOs, academics, think tanks and pollsters. There was a consensus from the speakers that media coverage was generally negative and gloomy - and that this was fuelling scepticism and leaving the general public feeling that the problems were too large for individual actions to make a difference. The speakers called for a change in the tone of media content with more emphasis on lifestyle and highlighting examples of changes in behaviour which were making a difference.

[BBC Trust review of science coverage](#)

The BBC Trust has announced that it will review the impartiality and accuracy of the BBC's science coverage. We'll be submitting evidence as the review will also be considering the BBC's coverage of climate change. At our Guardian event Ben Page from Ipsos MORI said there was a clear link between public scepticism and the amount of air time given to sceptics. If you have any evidence you'd like us to include in our submission please let me know.

Sky News briefing

Tim Miller, Sky News' Acting Foreign Editor briefed IBT members on the sort of international stories Sky is looking for and the best way of pitching ideas to Sky. There was a strong emphasis on pictures and especially live feeds and interviews. Tim spoke about how new technology such as BGANs (lightweight satellite terminals which can be used in the field) provided a great opportunity for NGOs to work with Sky. Tim offered to host a group of IBT members at Sky for a more detailed briefing on new technology. Notes on the Sky briefing are available to IBT members only.

IBT AGM

Our AGM took place at the end of June and a new Board of Trustees was elected. It now includes representatives from a diverse range of organisations including ActionAid, CAFOD, Concern, Malaria Consortium, Oxfam, Plan, Save the Children, Tearfund, TVE, WaterAid, World Vision and VSO.

Guardian debate

The Guardian is inviting IBT members to participate in its debate about the impact of the Climate Research Unit email controversy. The event will take place on July 14th and will be chaired by George Monbiot. The speakers include Fred Pearce author of the definitive book on climategate. Further information at:

<http://www.guardian.co.uk/environment/2010/jun/30/guardian-debate-climate-science-emails>

Best wishes

Mark