

**Independent Panel on Charter Review**

**Seminar: International Role**

**PAPER: EXTRACTS FROM *BUILDING PUBLIC VALUE*  
(BBC, July 2004)**

## **Programmes and services that build public value**

An effective and focused BBC, inspired by its enduring values and enabled by new technology and deeper understanding of its audiences, has a historic opportunity to increase the public value it delivers against each of its principal public purposes. We will:

### **Active and informed citizenship**

- recapture the full trust of audiences and participants in BBC journalism following the Gilligan/Kelly affair and implement in full the recommendations of the Neil Report; create a new college of journalistic excellence;
- restore the prominence and appeal of serious current affairs and analysis on BBC television – including on BBC One; use schedule-busting events and specials to highlight and explore the major issues of the day;
- use digital technology to launch highly local television news services for up to 60 cities and counties across the UK;
- use new media and some of the BBC's most popular services to attract hard-to-reach groups, young people in particular, to an intelligent news and current affairs agenda;
- create opportunities, especially at local and regional levels, for people to become more active citizens; encourage more open debate and public participation on radio and new media; build on the BBC's successful Open Centres and learning buses to engage people in their local communities;

### **British culture and creativity**

- dedicate all of the BBC's services to originality and excellence; eliminate derivative programmes and ideas from the schedules; find and then trust the best creative talent and teams;
- maintain the creative revival of drama, focused on originality and challenge, across radio and television, with greater opportunities for single and event drama;
- develop comedy as a unique class- and generation-spanning BBC strength; increase investment in it; build more opportunities for cross-platform development and collaboration;
- focus on innovation and the discovery of new talent and ideas in popular entertainment and sport;

- defy standard programme categories to open up challenging subjects to large audiences – from arts and history to science, religion and music; seek out the next generation of exceptional, inspiring presenters in each of these disciplines;
- secure the BBC's commitment to our collective cultural heritage by maintaining investment in music-making, arts and documentary coverage on Radios 1, 2 and 3, increasing investment on BBC Four and guaranteeing a more prominent place for culture on BBC One and BBC Two; showcase the glories of our national culture in mainstream settings;
- stimulate the creativity of our audiences, giving them a chance to tell their stories and make their own programmes; use the BBC's educational, new media and local resources to build skills in the arts and creative industries, particularly among young people;

### **A revolution in learning**

- launch and deliver the BBC Digital Curriculum to every school in the UK, working more collaboratively with the rest of the education sector to bring the learning revolution to every British child;
- launch a new generation of landmark educational campaigns across all media;
- work with outside private and public partners to maximise the impact of educational and educative initiatives;
- use the most popular programmes and services to connect hard-to-reach audiences to educational opportunities;
- use [bbc.co.uk](http://bbc.co.uk) and interactive TV to develop new personalised formal and informal learning opportunities for different audience groups;
- take a lead in media literacy and safety on the internet; launch *BBC KidsSafe*, a series of practical tools and initiatives designed to make the internet a safer place for children;
- launch specific campaigns in partnership with others to encourage grass roots participation in sport and music, including *Music For All*, a multimedia project connecting schools and broadband-enabled homes to the full range of the BBC's performance and learning resources to enhance appreciation and understanding of music

## **Connected communities**

- strengthen core services and create new local services within Scotland, Wales and Northern Ireland; extend the opportunities for national cultural expression especially in mainstream programme forms;
- continue to invest in comprehensive coverage of the devolved institutions;
- reinforce the BBC's commitment to the UK's indigenous languages;
- create a full new BBC region in central England, based in Milton Keynes;
- offer all local radio services on digital platforms and enhance the BBC's existing local websites in ways which maximise distinctiveness and minimise any adverse market impact;
- extend the network of BBC Open Centres and BBC multimedia learning buses across the UK where local partnerships allow, focusing on cities and regions where audience need is highest;
- in network services on TV and radio, seek to foster greater audience understanding of cultural differences across the UK population – in ethnicity, faith, sexuality, ability/disability and age; show particular sensitivity in reporting issues and events which may be socially divisive;
- faithfully reflect modern Britain's diversity in mainstream as well as specialist programmes; set new targets for the on-air portrayal of ethnic minorities, those with disabilities and those from other minorities; monitor usage of, and attitudes to, the BBC by the UK's minorities, listen to their concerns and priorities, and reflect those concerns in the future development of services;
- ensure that as an employer and partner with the UK's creative community, the BBC is open to talent from every group in society;
- continue to invest in the major sporting and public events – from Euro 2004 to D-Day – which bring large sections of UK society together, using the BBC's breadth of media at local, regional, UK and global levels to bring new perspectives;
- develop more new BBC events like *The Big Read* or *Great Britons* which draw disparate groups into a shared experience;

## **The UK's voice in the world**

- in a world of instability and mistrust, build the BBC's reputation as the world's most trusted broadcaster of news and information through BBC World Service, BBC World and the BBC's global online services;

- use a multimedia strategy, especially the internet, to turn global broadcasting into a true global conversation;
- work to establish a firmer financial foundation for BBC World and guarantee its delivery to global audiences in the long term;
- extend the BBC's existing strategic joint ventures, for example with Discovery Communications, to offer better access to international markets for British talent and British culture and to return better value to the licence payer;
- use the BBC's global presence to bring a richer international dimension to domestic programmes and to help connect the people of a multicultural UK to their international roots.

## Supporting the UK's voice in an unstable world

The world is more unstable than at any time in the last fifty years. September 11, conflicts in Afghanistan and Iraq, terror campaigns from Bali to Madrid, and continued instability in the Middle East have contributed to a climate of anxiety and the risk of deepening intolerance. In this environment, objective and reliable news is essential. At the same time, people across the world are more interdependent and connected than ever – through global trade, increased migration, and shared concerns over health, crime and the environment. Communication and dialogue will be needed to find common solutions. Meanwhile, the UK remains a powerful global influence, culturally and politically. The BBC's contribution can be to support the UK in its global role over the coming years.

- **We will aim to build the BBC's reputation as the trusted global voice of British broadcasting.** The BBC World Service is the most trusted news provider in virtually every world market measured. As a consequence, the BBC can play a valuable role as a voice of fairness and impartiality around the world. The challenge over the next decade will be to increase the reach and standing of the BBC's global news services – BBC World as the best international television news channel, BBC World Service as the most respected international radio broadcaster, and both supported by the best multilingual online international news offer anywhere in the world. As media choice expands, the BBC will increasingly focus on key opinion formers in developed markets, while continuing to serve wider audiences in areas deprived of free or reliable information. We will prioritise geopolitically critical areas and the expansion of

relevant distribution platforms such as FM radio and digital, ensure our global newsgathering capabilities and reporting presence on the ground are second to none, and develop the BBC's presence on the ground in key regions, including the Islamic world.

*"Within a couple of hours I heard the world news; I listened to Bob Marley followed by Bach; a programme about global warming which educated me; I was captivated by a debate on the Big Bang Theory; and then there was poetry. I was convinced that these items had been programmed especially for me."*

Benjamin Zephaniah, poet, on listening to the World Service in Ethiopia, 1999.

### BBC World: a voice of impartiality in a world of mistrust

BBC World, the BBC's global 24-hour television news channel, has a unique opportunity to meet the growing need for impartial global news coverage. It is one of the very few worldwide television news channels that aims to present an impartial view of international events. Following the September 11 attack, demand in the United States from Americans wanting to receive BBC World has risen substantially. In the words of one respected US journalist:

*"A funny thing happened during the Iraqi war; more Americans turned to the BBC for their TV news. They're looking for an alternative point of view – something they couldn't find on domestic networks."* Paul Krugman, *The China Syndrome*, New York Times, 2003.

An important goal for the next decade will be to improve the distribution and financial model for BBC World, especially in the United States. By offering a broader, alternative perspective to other news providers, BBC World has a compelling proposition both for distributors and advertisers around the world.

- **As Internet take-up grows, the BBC will provide a trusted global forum for dialogue and debate around the major international issues of our times.** There is an opportunity – and a pressing need – for the BBC to use its combined reach of over 180 million people across radio, television and online to explore ways to strengthen connections between people around the world. The BBC is well placed to bring individuals from different societies together for the free exchange of ideas and to develop an intelligent dialogue which transcends international borders and cultural divides. In doing so, it can help to build openness, tolerance and mutual understanding. A model for the future was the World Service's 2003 Aids season, the most ambitious and comprehensive season of programmes on the subject of Aids by

any broadcaster anywhere in the world. Hundreds of reports were broadcast, from the Arctic Circle to Haiti and from Yemen to Brazil. Interviews with leading figures included Colin Powell, and Luc Montagnier and Robert Gallo, the co-discoverers of the Aids virus. Thousands posted their own personal testimonies and insights on the special Aids website.

*"The BBC's special season was the biggest, boldest and most impactful broadcasting response to the global challenge of Aids."*

Richard Feachem, Head of the Global Fund fighting Aids, 2003

- **Through BBC Worldwide, we will further develop the BBC's role as the global showcase for British culture and talent.** BBC Worldwide's television export success has demonstrated its effectiveness in promoting British creativity around the world. Through its infrastructure of sales offices and television channels on every continent, the company has a global presence that outstrips any other non-US broadcast company. Its cross-format strategy translates television ideas into a range of high-quality magazines, books, videos, audio products, music and merchandise. Over the next decade, BBC Worldwide will continue to roll out this cross-format strategy into more territories, building an appreciation around the world of British writing, performance, humour, music, innovation and craft skills. Growth will be supported by new international partnerships, such as the recently announced magazine publishing joint venture with *The Times of India*, and the joint company with Penguin in global children's books. At the same time, existing commercial partnerships with companies such as Discovery Communications in the US, Alliance Atlantis in Canada and Foxtel in Australia will be expanded.

*"In my experience, BBC Worldwide is one of the great ambassadors for our country, achieving the rare combination of being both appreciated and trusted."*

Michael Palin, writer, actor and presenter, 2004.

- **We will increasingly use the BBC's global presence to bring a richer international dimension to domestic programmes, particularly on BBC Four.** The BBC will seek to satisfy people's need to understand current events in their global context and to experience different cultures. BBC Four in particular will develop its explicit international agenda with factual strands such as *Storyville*, offering the best of

international documentary. This year, in partnership with distributors and cinemas, BBC Four is collaborating on *Discoveries*, a programme of work by first-time directors from around the world.

- **In as increasingly multicultural environment the BBC will help to connect British people to their international roots.** The BBC's local, national and global network gives it a unique capability to link people across borders. During Bristol's St Paul's Carnival in 2003, the BBC provided an online link between people in Bristol and their friends and families in the Caribbean. Current projects include initiatives to link the Cornish diaspora around the UK and abroad, and connecting the UK's Polish community to its roots.

The BBC's position as the world's most trusted international news broadcaster gives it a great responsibility at the current time. In the future it will not be enough for governments to talk to governments. People will have to talk to people. The BBC can help to make that possible.