

WHAT IN THE WORLD IS GOING ON ?

British Television and Global Affairs

by Adrian Cleasby



*Third World & Environment
Broadcasting Project*

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Cover illustration:- 'Earth at Night'. A global image from space shows rich urban regions shining brightly, and pools of darkness in many poor or sparsely inhabited regions. The Gulf glows with gas flares and land-clearing fires are visible in West Africa. The image is composed from many midnight passes of a US weather satellite. Copyright © 1986 Hansen Planetarium, Salt Lake City, Utah, USA. Reproduced with permission.

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*Everyone's life,
wherever lived,
is now lived in a
global context.
Societies which
once felt able to
stand alone now
see themselves
interlocked with others*

*Boutros Boutros-Ghali
Secretary General of the
United Nations, October 1994*

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Introduction



Does British television still provide a window on the world and its peoples?

Are cultures, issues and events around the globe reflected fairly and fully to the UK audience? These should be important questions for anyone concerned with global affairs since just about everyone in Britain watches television at some point during the week. The medium has unparalleled potential for raising public awareness - and popular pressure for serious action on world development, human rights and environment issues can only come from a public well informed about the wider world.

The question should be equally pressing for those concerned with broadcasting. Television has a leading role to play in informing the national debate and the impact of international programmes can be immense in this area. Recent surveys have shown that the vast majority of British people rely on television as their main source of information about the countries of the developing world. Public service broadcasters and their colleagues in the commercial sector shoulder a responsibility to reflect the diversity of the planet and its peoples - their audiences rely on them to find out what is going on in the world.

*82% of British people
rely on tv as their main
source of information
about countries of the
developing world*

World Vision UK/RSGB 1993

This report introduces some key concerns about television and public awareness of the global village. It is based on comprehensive original research and has been compiled on behalf of the UK's leading development and environment agencies. The core trends identified here suggest that British television is becoming increasingly parochial and insular in its outlook.

In his preface to our 1989 report *Losing the Picture*, David Bellamy expressed the fear that rampant commercialism in British broadcasting would quickly lead to an exclusive diet of insularity and trivial distraction. Serious programmes on difficult topics would be sacrificed in the ratings war and images of the real world would no longer reach the mass of the population. There have been outstanding recent examples of compelling, popular and thought-provoking programmes on world affairs - such as those in ITV's 'themed week' on the arms trade *The War Machine* and BBC1's continued commitment to *Comic Relief*, or *Developing Stories* and *The Hamar Trilogy* on BBC2 and Channel Four's acclaimed *Beyond the Clouds*. But these are increasingly isolated high points and our new research provides much disturbing evidence to back the Bellamy case.

*Core trends suggest
British television is
becoming increasingly
insular in its outlook*

News and Current Affairs - covering crises

Huge investments have been made in news gathering resources at both the BBC and ITN and the number of countries covered worldwide has risen in the last two years. But international news reports make up a surprisingly small proportion of total news output and our research suggests most developing countries receive precious little coverage beyond the occasional flying visit.

News and current affairs reports from the Third World are dominated by a narrow agenda of conflicts and catastrophes. Without a counter-weight this can give a skewed perspective of life in developing countries - as Peter Adamson argued in *The Independent* in May 1993 news editors offer viewers "no equivalent sense of the norms in poor countries to set against this constant reporting of the exceptional." Editors and journalists have come in for criticism from several quarters recently for representing the peoples of the developing world as passive, powerless and destitute - fighting unexplained wars and dependent for their survival on help from the industrialised North.

The cumulative effect of the way in which the developing world is portrayed by the media is grossly misleading

Peter Adamson, author of UNICEF's annual State of the World's Children report, writing in The Independent, 18 May 1993

Documentaries - neighbours not statistics

Such criticisms lead Britain's aid, development and environment agencies to stress the need for sustained and imaginative documentary and non-factual programming on the developing world.

Documentaries cover topics and countries which news programmes leave largely unreported. They often provide viewers with a background cultural context which deepens and broadens their understanding of the extraordinary events which are the focus of news reports. Portraying the normality of life in developing countries enables viewers to see the peoples of the world as their global neighbours not just statistics.

Yet our research highlights a dramatic fall in documentary output on international affairs - especially on the countries of the developing world, especially during the accessible hours of peak-time viewing and especially on the nation's mainstream channels. With the demise of factual strands like ITV's *Viewpoint*, *First Tuesday*, *Disappearing World* and BBC2's *Nature* - and the increasingly domestic focus of others like BBC1's *Inside Story* and *Everyman* - outlets for international perspectives are becoming few and far between.

Chasing the audience

The trend towards insularity is clear. It stems in part from a broad assumption that programmes on international issues are inherently unpopular with the British audience. This is coupled with an addiction to ratings success in the commercial sector and a pressing need for public

service broadcasters to be seen to be fully responsive to their audience. Viewers want to see more programmes of relevance to their own lives and experiences and this is interpreted as meaning more programmes about Britain. Their preferences are being acted upon at the expense of international coverage.

Yet the IBA found clear evidence to suggest that the more people see of different countries on television the more they feel events there directly affect life in Britain. Unfortunately the converse also appears to be true. The less people see of the wider world the less they want to see and so we begin a vicious downward spiral of falling international output, falling audience interest and falling public awareness of global affairs.

The more that people have seen of countries on television whether they are Third World or non-Third World members, the more that people think events in those countries affect Britain

*'TV & the Third World - A British View'
IBA Research Paper by JM Wober, 1987*

Broadcasters readily acknowledge that giving audiences only what they want and ask for can be a recipe for stale imitation and that it is dangerous to rely solely on audience size as the barometer of audience worth. As Parliament debates the recent White Paper on the future of the BBC and contemplates changes to the 1990 Broadcasting Act we will doubtless hear much about how responsible commercial and public service broadcasters also look ahead of their audiences. On the evidence of this report we believe there are grounds for them to look afresh at their commitment to international output and to pay particular attention to their portrayal of the developing world. In an age of growing global interdependence the need to inform and enrich the British public with sustained and imaginative global programming is imperative. But as we look through the nation's 'window' on the world community we are being shown less and less of what lies beyond our own backyard.

Adrian Cleasby
3WE Project Co-ordinator
January 1995

Summary



This research identified significant core trends in factual programming between 1989-90 and 1993-94.

Documentary output on international topics has fallen by 40% across the four terrestrial channels over the five years covered by our research (see *Research Findings: Documentaries p1*). Important shifts occurred in coverage of the developing world. Our review of documentaries on developing countries reveals that in 1993-94:

- **BBCtv's peak-time output fell by more than 40%** from 1989-90 - despite laudable commitments made in the BBC's policy document *Extending Choice* to "reflect insights and perspectives on the rest of the world to this country" and "stimulate the communication of cultures and ideas between Britain and abroad" (see *Research Findings: Documentaries p5* and *BBCtv & The Royal Charter p26*).
- **ITV's peak-time output fell to below half its 1989-90 level** showing for the first time the full effect on ITV's output of the Broadcasting Act 1990. 1993-94 was the first full year of programmes commissioned and scheduled by ITV's Network Centre under the 'light-touch' regulatory framework introduced by the 1990 Act (see *Research Findings: Documentaries p5* and *ITV & the Broadcasting Act 1990 p22*).
- **Channel Four's peak-time output was down by nearly 15%** on 1989-90 levels. The Broadcasting Act 1990 means C4 now has to sell its own air-time but despite this increased commercial pressure the channel remains the nation's major broadcaster of documentaries on Third World affairs (see *Research Findings: Documentaries p5*).
- **There was a shift towards rising non-peak programming on the minority channels** with significant implications for the reach of documentaries on global affairs and their impact on public awareness (see *Research Findings: Documentaries pp4-8*).

News and Current Affairs

In 1993-94:

- **More countries were covered worldwide** by ITN and BBC News and Current Affairs - with reports from 71 developing countries on the 'flagship' news programmes compared with 51 in 1991-92 (see *Research Findings: Country Spread pp17-19*).
- **Around two-thirds of all news reports from the developing world focused on just three countries** - South Africa, Israel and Rwanda (see *Research Findings: Country Spread p17-19* and *Case Study 1 - South Africa p30*).

- **Reports from the developing world accounted for just under 10% of all broadcast news** (see *Research Findings: News* pp9-10).
- **Reports from Central & South America accounted for less than four per cent of all international news coverage** (see *Research Findings: Continental Spread* pp20-21).

'Skewed Perspective'

In 1993-94:

- **Conflicts, disasters and politics accounted for 90% of all news and current affairs reports from the developing world** (see *Research Findings: Issue Spread* pp13-16) . Nik Gowing, Diplomatic Editor at Channel Four News wrote of "the skewed, incomplete picture provided by TV coverage" (see *Case Study 2 - Central Africa* p33). Peter Adamson, author of UNICEF's *State of the World's Children* report wrote that "the cumulative effect of the way in which the media portrays the developing world is grossly misleading" (see *Introduction* piii).
- **90% of all documentary output on the developing world focused on a broad range of non-conflict related issues providing a background context to the news stories and balancing the skewed perspective often engendered by news and current affairs reporting** (see *Research Findings: Issue Spread* pp13-16 and *Case Study 2 - Central Africa* p33).

It has been of immense importance that the voices of the real world have been heard and images of the real world have been seen by the whole mass of the population

*David Bellamy in his Preface to *Losing the Picture*, 3WE, 1989*

Scope



This report is based on comprehensive original research. The Project examined all factual output:

- *broadcast on BBC1, BBC2, ITV and C4.*
- *between 1st September 1993 and 31st August 1994.*
- *where a significant proportion of programme time was devoted to footage filmed overseas.*

To identify core trends this analysis has been compared with similar research from 1989-90 and 1991-92. Distinctions were drawn between three factual programme genres - *news, current affairs and documentaries.*

The Project amassed data on more than 3,000 international news reports broadcast in 1993-94 on the 'flagship' news programmes (BBC1's *Nine O'Clock News*, BBC2's *Newsnight*, ITV's *News At Ten*, and C4's *Channel Four News*).

The Project analysed data on more than 850 documentary and current affairs programmes screened in 1993-94. A complete list of all those broadcast in peak-time which devoted a significant proportion of air time to footage filmed in developing countries is included in *Appendix 6.*

Our analysis makes extensive use of two geo-political areas, broadly based on those used by the International Monetary Fund and the World Bank: the *South* comprises developing countries located mainly to the south of the industrialised nations which comprise the *North*. Of course there are many exceptions but the division is useful as a rule of thumb. Further details and a complete list of countries and territories included in each category are included in *Appendix 5.*

Further details on the method and scope of the research are included in *Appendix 2.*

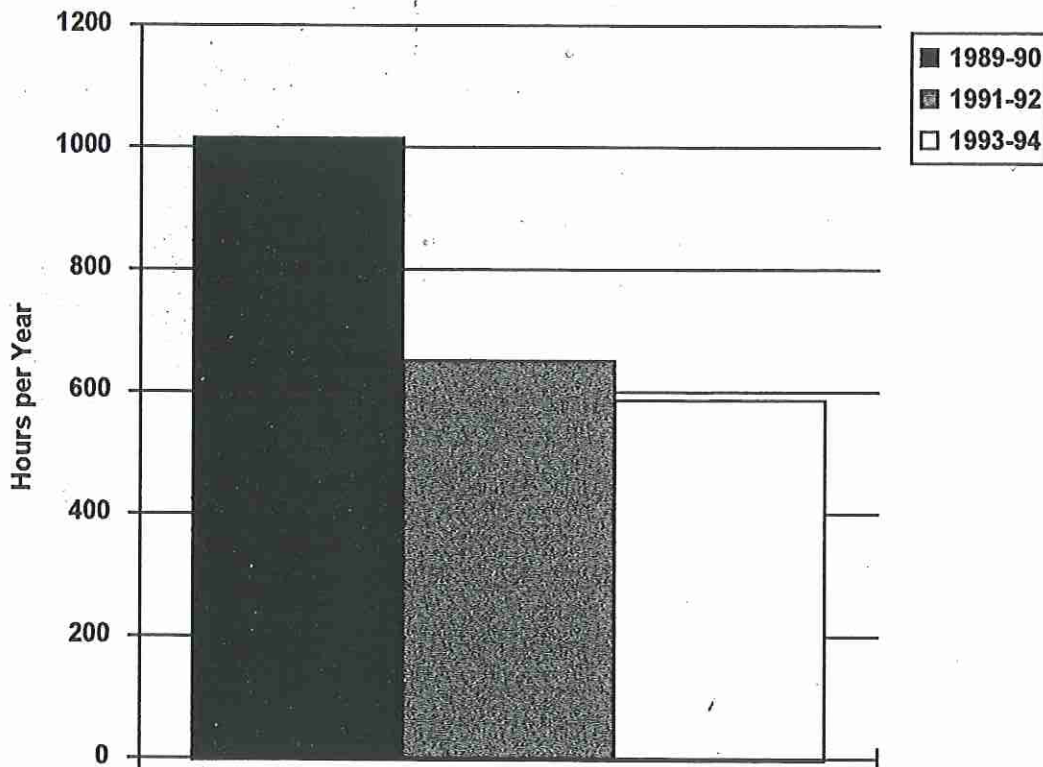
Research Findings

Documentaries



Table 1 shows total hours of documentary output filmed wholly or significantly outside the British Isles and broadcast on the four terrestrial channels for each of the three years studied.

1. International Documentary Output: All Channels



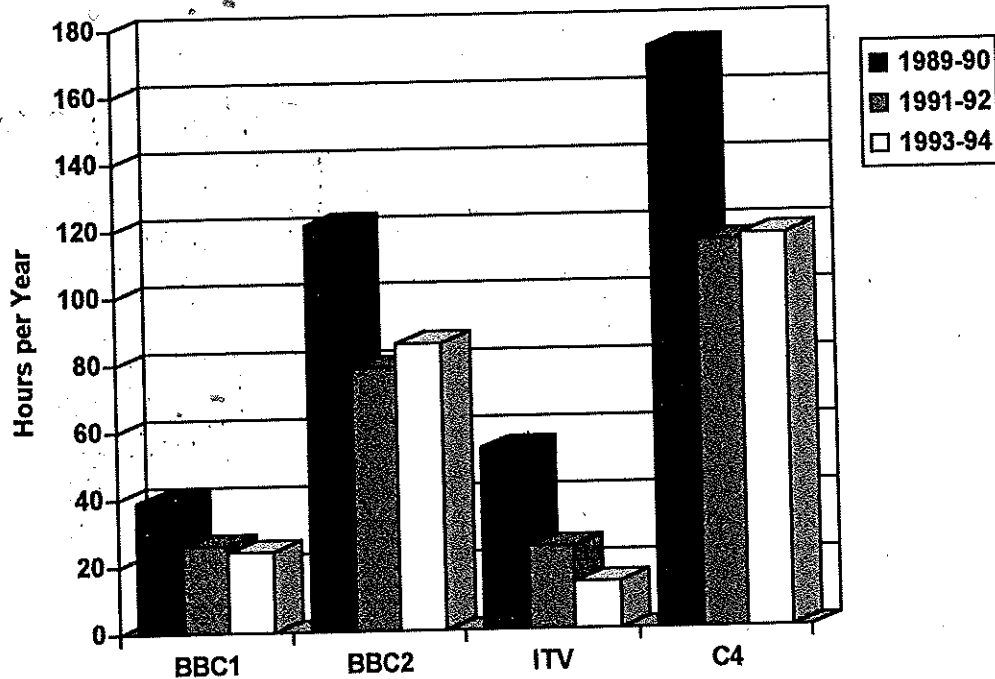
(1015 hours in 1989-90, 650 hours in 1991-92, 586 hours in 1993-94)

Key Points & Analysis

- Total broadcast hours of documentaries filmed outside the British Isles on the four terrestrial channels fell by over 40% between 1989-90 and 1993-94.
- 1993-94 was the first full year of ITV programmes scheduled and commissioned by ITV's Network Centre - and so the first year in which the full impact of the Broadcasting Act 1990 was seen on the commercial network's schedules.
- The fall in international documentary output over this period was due partly to the demise of strands such as ITV's *Disappearing World*, *Viewpoint*, and *First Tuesday*, BBC2's *Nature* and C4's *South* - and partly to the increasingly domestic strategy of other programmes like BBC1's major peak-time documentary series *Inside Story* and new BBC commissions like *Picture This* and *Forbidden Britain*.

Table 2 shows total hours of documentary output on the developing countries of the South for each of the four terrestrial channels.

2. Documentary Output on the South: Channel by Channel



hours per
year

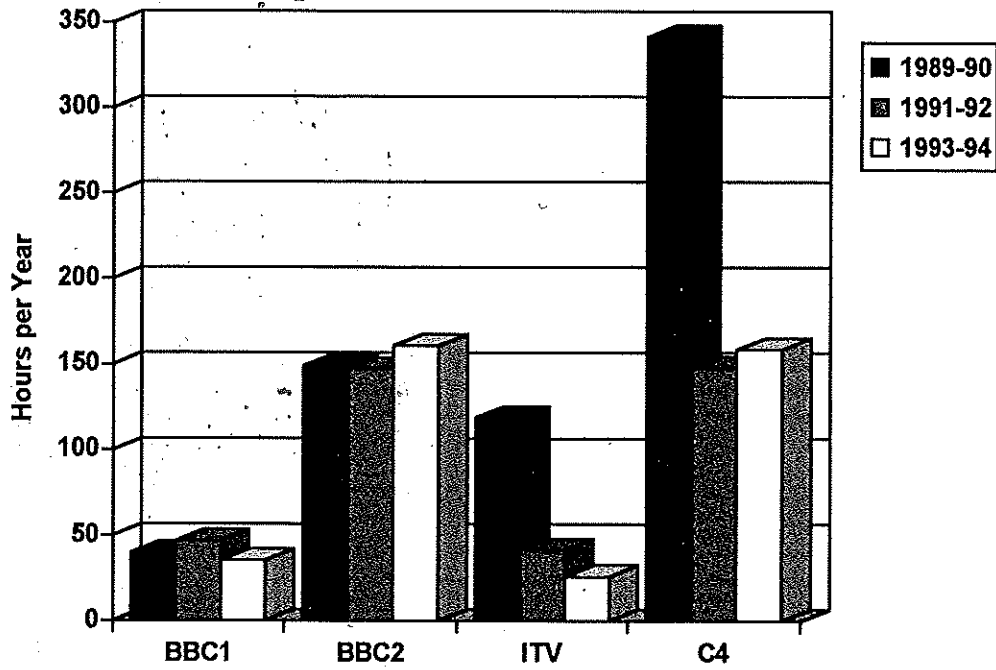
| | BBC1 | BBC2 | ITV | C4 |
|---------|------|------|------|-------|
| 1989-90 | 39 | 121 | 54 | 173 |
| 1991-92 | 26 | 78 | 24.5 | 115 |
| 1993-94 | 23.9 | 85 | 13.8 | 116.8 |

Key Points & Analysis

- ITV's output fell by 75% following the implementation of the Broadcasting Act 1990.
- BBC1's output was down by nearly 40% over the same period.
- Both BBC2 and C4 carried more documentary programming on the South in 1993-94 than they did two years ago.
- BBC1 and ITV are watched by nearly all of the population at some point during an average week and attract far greater audiences than the 'minority' channels. The impact and reach of programmes shown on the 'mainstream' channels are likely to be that much greater.
- C4 out-supplied both BBCtv channels, the nation's main public service broadcasters, despite being obliged to sell its own advertising as a result of the Broadcasting Act 1990.

Table 3 shows total hours of documentary output on the countries of the industrialised North for each of the four terrestrial channels.

**3. Documentary Output on the North:
Channel by Channel**



| hours per year | BBC1 | BBC2 | ITV | C4 |
|----------------|------|------|------|-------|
| 1989-90 | 40 | 149 | 119 | 341.5 |
| 1991-92 | 47 | 147 | 41.5 | 148 |
| 1993-94 | 35.5 | 161 | 26 | 158.5 |

Key Points & Analysis

- There has been a 20% drop in BBC1's output since 1989-90.
- ITV's documentary output on the industrialised countries of the North fell to below one quarter of its 1989-90 level.
- The overall trend here is down for all channels, however output rose slightly on BBC2 in 1993-94.
- This trend is distorted by the exceptional levels of documentary output on the North broadcast by C4 in 1989-90. This featured programmes about the demise of the Soviet Union and the enormous political upheavals in Eastern Europe in 1989.

Peak-time

Programmes screened between 6.30pm and 10.30pm tend to attract far larger audiences than those shown in non-peak hours. In 1993:

- BBC1's most popular peak-time factual programme - *999* - attracted nearly 12 million viewers. When broadcast in non-peak hours, the religious documentary series *Everyman* gained average audiences of around one million.
- Two of BBC2's most popular peak-time factual programmes - *40 Minutes* and *Under the Sun* - gained over 5 million viewers each. *Comic Relief*, with a mix of comedy and documentary footage, gained 6.2 million viewers on BBC2 in March 1993. Non-peak audiences on BBC2 rarely broke 1.5 million.
- ITV screened several peak-time factual programmes which attracted upwards of 9 million viewers. *Network First*, ITV's most popular non-peak factual series in 1994 averaged 4 million viewers per edition.
- C4's most popular peak-time factual series - *Cutting Edge* - gained audiences of around 4 million (which was also the high point for the popular cookery series *A Taste of Africa* in 1994). Non-peak factuals on C4 rarely gain audiences above 1.5 million.

(source: BARB/AGB Television Yearbook, 1994)

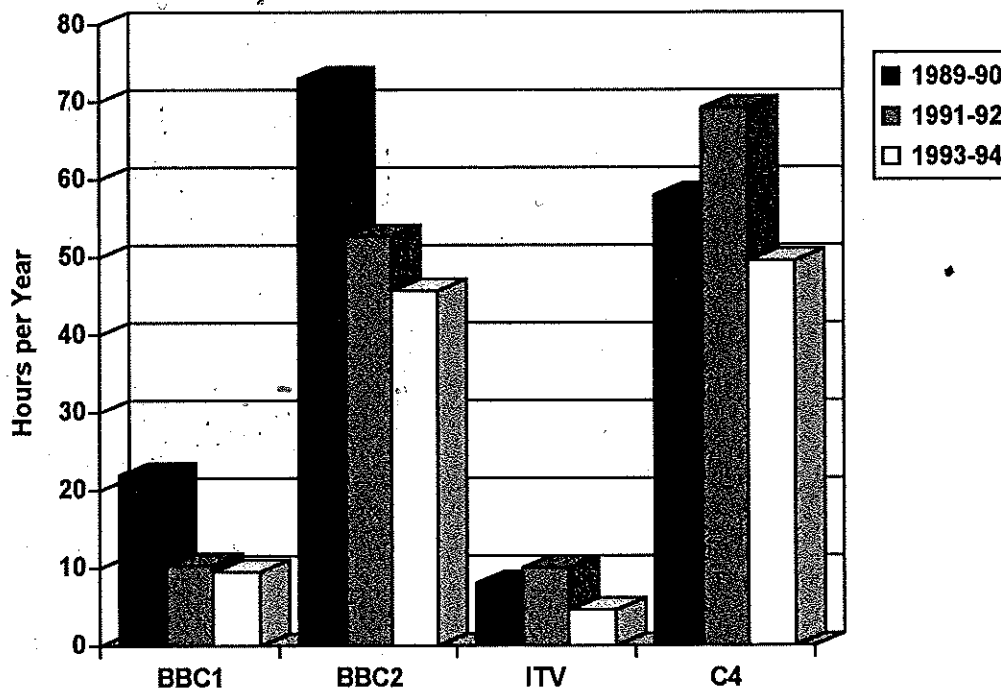
This pattern suggests that:

- **peak-time factual programmes attract many times the audience of the most popular non-peak factuals.**
- **peak-time programmes on the 'mainstream' channels attract more than double the number of viewers gained by similar genres in similar slots on the 'minority' channels.**

These points have a significant bearing on the impact and reach of programmes which help raise audience awareness of global issues. In 3WE's 1989 report *Losing the Picture*, then-Project Director James Firebrace predicted that the Broadcasting Act 1990 would spark "a drive towards highest ratings at all times... and the dropping of costlier, lower rating programmes. At the very least, it will lead to the scheduling of such programmes outside peak hours". To what extent has this prediction been realised?

Tables 4, 5, 6 and 7 analyse peak and non-peak documentary output on international issues for each of the four terrestrial channels. Each channel broadcasts about 1,400 hours of peak-time programming per year.

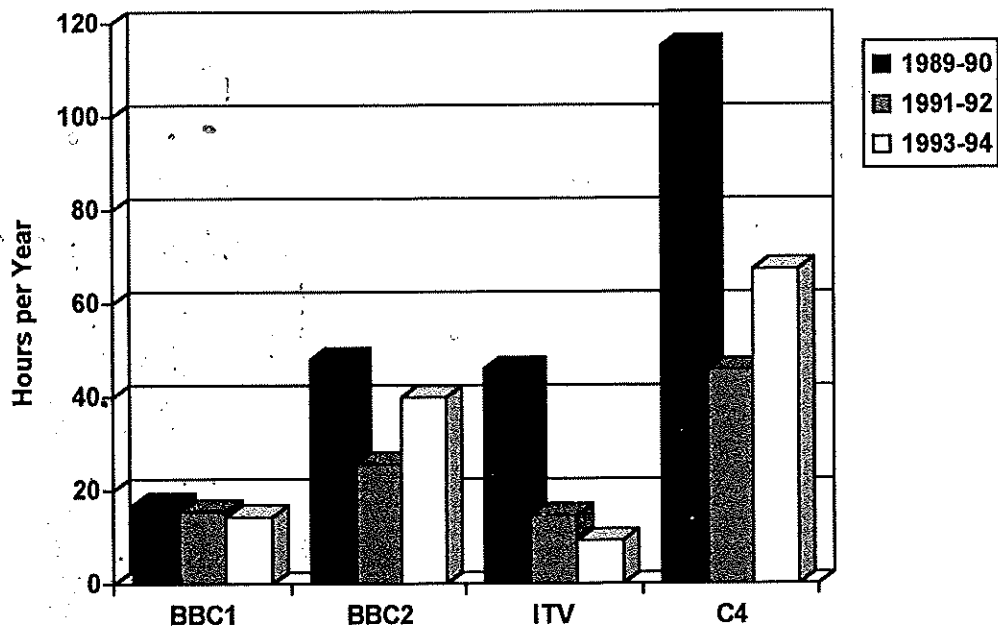
4. Documentary Output on the South: Peak Programming



Key Points & Analysis

- As anticipated in 3WE's 1989 report *Losing the Picture*, there has been a conspicuous decline in peak-time documentary output on the South.
- Research carried out by the IBA in 1987 suggested that the less people see of the world on television the less they feel events in other countries affect life in Britain (see *Appendix 3 p39*). This may lead to still fewer commissions as public service broadcasters come under increasing political pressure to show they are responsive to the demands of their audience - and as commercial broadcasters battle to deliver potential consumers to their advertisers.
- BBC1's peak-time documentary output on the developing countries of the South dropped to below half its 1989-90 level. (22 hours in 1989-90, 10.3 hours in 1991-92, 9.5 hours in 1993-94)
- BBC2's output was down by nearly 40% on its 1989-90 level. (73 hours in 1989-90, 52.6 hours in 1991-92, 45.6 hours in 1993-94)
- ITV's peak-time output dropped to below half its 1991-92 level. (8 hours in 1989-90, 10 hours in 1991-92, 4.6 hours in 1993-94)
- C4's output followed the same downward trend dropping by more than one quarter from its 1991-92 level. (58 hours in 1989-90, 69 hours in 1991-92, 49.5 hours in 1993-94)

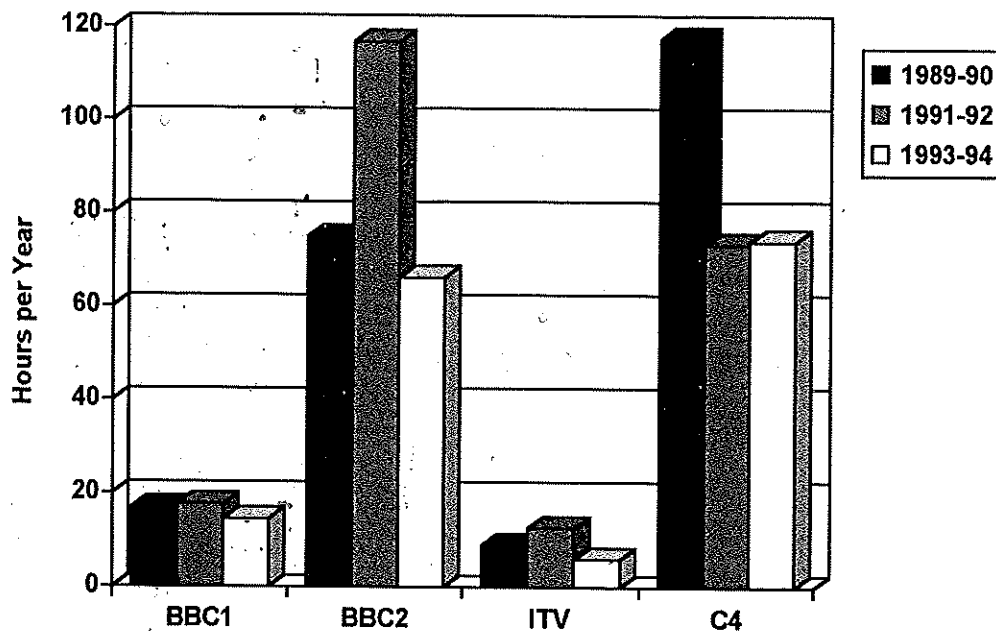
5. Documentary Output on the South: Non-Peak Programming



Key Points & Analysis

- Again, as forecast in 3WE's 1989 report *Losing the Picture*, there has been a noticeable shift towards rising non-peak output on the 'minority' channels BBC2 and C4. The pattern is reflected both on the commercial channels and by public service broadcasters suggesting a possible 'knock-on' effect of the Broadcasting Act 1990 on the BBC's output.
- Consigning documentaries on the developing world to less accessible slots on the less popular channels can substantially reduce their audience reach and impact.
- ITV's non-peak output fell by 80% from its 1989-90 level. ITV commissioned a new strand of non-peak documentaries for 1994 - *Network First*. Forty programmes were scheduled in the strand's first year. Four of those screened in the period of research were filmed in developing countries. (46 hours in 1989-90, 14.6 hours in 1991-92, 9.3 hours in 1993-94)
- BBC1's non-peak documentary output on the developing countries of the South has fallen slightly for each year monitored since 1989-90. (17 hours in 1989-90, 15.5 hours in 1991-92, 14.3 hours in 1993-94)
- BBC2's non-peak output rose markedly from 1991-92 but remained below its 1989-90 level. (48 hours in 1989-90, 25.6 hours in 1991-92, 40 hours in 1993-94)
- Channel 4's non-peak output rose against 1991-92 figures but was down by over 40% from 1989-90. (115 hours in 1989-90, 45.7 hours in 1991-92, 67 hours in 1993-94)
- Each channel broadcasts about 5,000 hours of non-peak programmes a year - ITV's *Nighttime* output means it broadcasts significantly more.

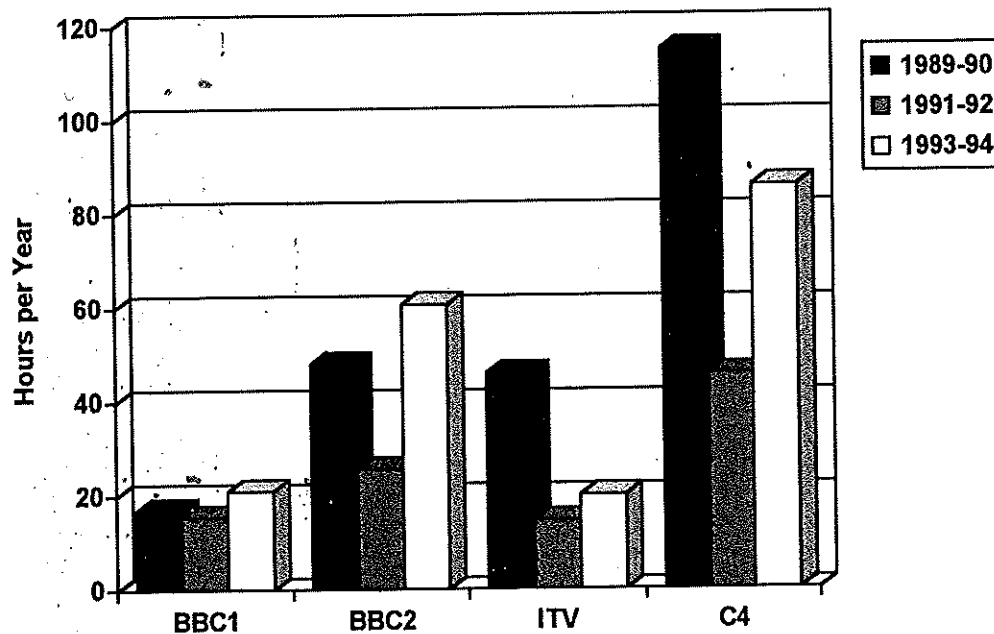
6. Documentary Output on the North: Peak Programming



Key Points & Analysis

- The decline in peak-time output on the North was less marked than that on the developing world but the trend is still downward. Again the mainstream channels carried significantly less programming in this area than the minority channels.
- BBC1's peak-time output on the industrialised countries of the North fell slightly in 1993-94 against previous years. (17 hours in 1989-90, 17.7 hours in 1991-92, 14.5 hours in 1993-94)
- BBC2's output fell markedly against 1991-92. (75 hours in 1989-90, 116.8 hours in 1991-92, 66.3 hours in 1993-94)
- ITV's output fell to less than half its 1991-92 level. (9 hours in 1989-90, 12.7 hours in 1991-92, 6 hours in 1993-94)
- C4's output rose slightly from two years ago but was still markedly down on 1989-90. (117.5 hours in 1989-90, 73.3 hours in 1991-92, 74 hours in 1993-94)

7. Documentary Output on the North: Non-Peak Programming



Key Points & Analysis

- As with output on the developing world there has been a shift towards rising non-peak output on the industrialised North. In the North this shift has occurred on all channels since 1991-92.
- BBC1 and BBC2's non-peak output also rose against 1989-90 figures.
- Both commercial channels broadcast significantly fewer hours of non-peak documentaries on the North in 1993-94 than in 1989-90.
- As documentaries on the countries of the North are shunted from peak-viewing hours into daytime and late night slots, so audience ratings, reach and impact seem likely to decline.

Analysis of the issues, countries and continents covered by international documentaries in 1993-94 appears below and details of documentary output on South Africa and central Africa are featured in two *Case Studies*.

News



International Reports

Our research looked at all international reports broadcast between 1 September 1993 and 31 August 1994 on the four 'flagship' news programmes:

- *Nine O'Clock News* (9N) on BBC1
- *Newsnight* (NN) on BBC2
- *News At Ten* (NAT) on ITV
- *Channel Four News* (C4N) on C4

All except *Newsnight* are broadcast in peak-time. *Newsnight* and *Channel Four News* tend to feature longer individual reports - pieces lasting 8 to 10 minutes are not unusual - whereas *Nine O'Clock News* and *News At Ten* reports average about two to three minutes in duration.

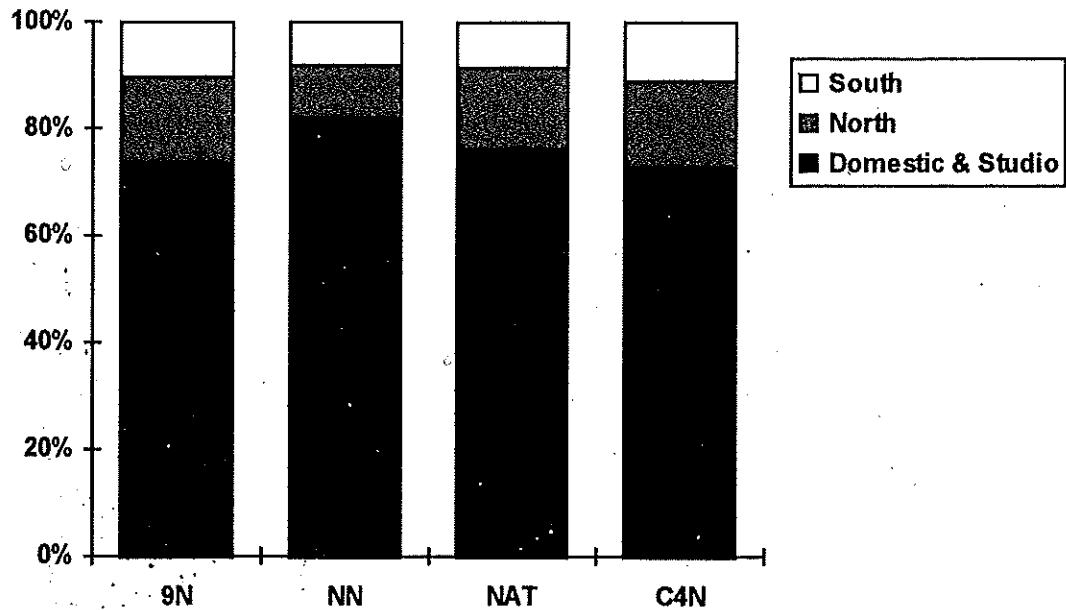
We have estimated the running times for *Nine O'Clock News* and *News At Ten* at 27 minutes each and *Newsnight* and *Channel Four News* at 45 minutes each. Excluding weekends and seven bank holidays our research analysed all 254 days of output. There were more than three thousand individual international reports in 1993-94 on the four 'flagship' news programmes.

Table 8 shows international reports as a proportion of total broadcast hours.

Key Points & Analysis

- International reports account for something like one quarter of total output across the four 'flagship' news programmes.
- On *Newsnight* international reports account for less than one fifth of air-time though this analysis belies the high profile often given to international coverage on the programme. Occasionally editions of *Newsnight* are dedicated to analysis of one topic such as the crisis in Rwanda which centred around Robin Denselow's in-depth field report.
- Following extensive audience research and internal discussion the BBC has set itself the strategic task of addressing what the audience sees as an international bias in its news agenda. For example, BBC1's early evening news at 6 O'Clock (not monitored by this research) is widely judged to be shifting its focus, covering a greater proportion of domestic news stories.

8. News coverage: 1993-94
International Reports as a Proportion of News Broadcasts



- Recently published surveys have shown that upwards of 80% of the British population rely on television for most of their information about the countries of the developing world.
- Reports from developing countries account for less than one tenth of the 'flagship' news programmes' output.

Analysis of the issues, countries and continents covered by the 'flagship' news programmes appears below and details of news reports from South Africa and the crisis in Rwanda are featured in two *Case Studies*.



Current Affairs



International Coverage

The research examined international output on the main current affairs strands of the four terrestrial channels. Programmes covered include:

- BBC1's *Panorama*
- BBC2's *Assignment*
- ITV's *World in Action*
- C4's *Dispatches*

Altogether the research monitored around 32 hours of current affairs programmes on international issues. This compares with 590 hours of documentary output on international issues. A complete list of all peak-time current affairs programmes on the South broadcast in 1993-94 is included in Appendix 6. Details were not available for ITV's *Storyline* or its successor *The Big Story*.

- Six editions of BBC1's *Panorama* covered international stories - three in the developing world on the South African elections, the Middle East Peace process and the conflict in Rwanda. These were the three most heavily reported news stories from the developing world in 1993-94.
- BBC2's *Assignment* is a major contributor to international current affairs output. Between September 1993 and August 1994 there were 30 editions of the programme, 17 focusing on the South.
- ITV's *World in Action* dedicated six programmes to affairs in the developing world including reports from South Africa, Rwanda and one from El Salvador on human rights issues involved in adoption procedures.
- C4's *Dispatches* devoted two editions to issues in the countries of the industrialised North.

Issue Spread

Current affairs programmes tend to focus on conflict issues and politics in both the North and South. One notable exception was *World in Action*'s report on human rights issues involved in adoption procedures in El Salvador.

Geographical Spread

Assignment's seventeen programmes on the South featured ten separate developing countries plus a report on piracy in the South China Sea. As well

as South Africa, Rwanda and El Salvador, *World in Action* covered stories from India, Angola and Kuwait.

Key Points & Analysis

Current affairs programming accounts for far less broadcast output than either documentaries or news coverage but since all the monitored strands are scheduled in peak time, the impact of this *genre* can be substantial. Current affairs programmes cover similar issues to the mainstream news programmes when it comes to the developing countries of the South. However, BBC2's *Assignment* often covers stories aside from the news agenda such as Donald Wood's report on media controls in South Africa and George Alagiah on war crimes trials in Ethiopia.

During the period monitored *Assignment* was broadcast at Tuesday evenings. It has since been moved to Saturdays at 7.10pm - widely thought of as a 'graveyard slot' for factual programmes given the popular light entertainment programming scheduled at that time on BBC1 and ITV. The effect of this change on *Assignment's* impact remains to be seen.

Further analysis of the issues covered by current affairs programmes appears below and details of output on South Africa and the crisis in Rwanda are featured in two *Case Studies*.



Issue Spread

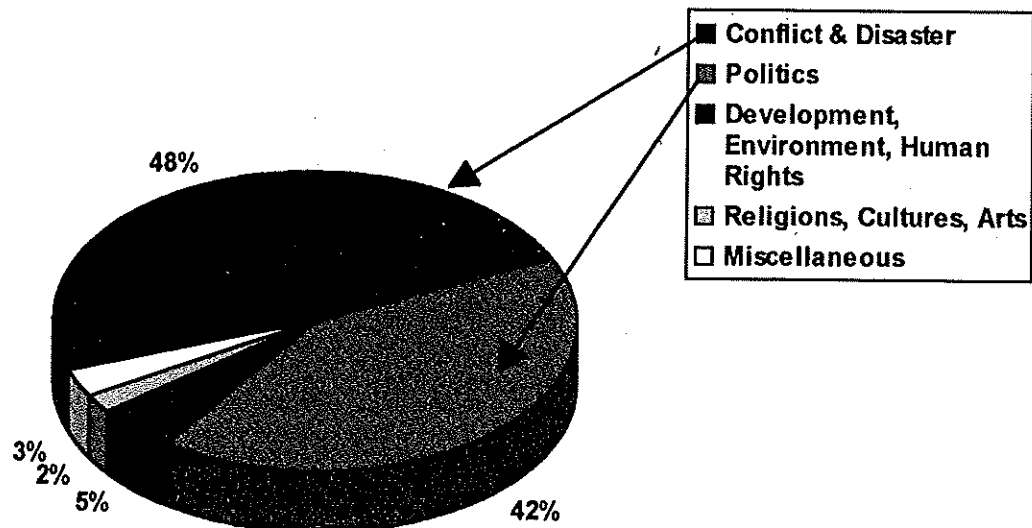


The research categorised news reports, current affairs programmes and documentaries on the South according to the following broad issue bands:

- **Conflict and Disaster**, comprising international and civil war, global security, terrorism, crime and civil unrest, natural and man-made catastrophes.
- **Politics**, comprising elections, political change, political history, diplomatic relations and commerce.
- **Development, Environment and Human Rights**.
- **Religions, Cultures and Arts** including anthropology.
- **Wildlife**.
- **Miscellaneous**, comprising science, medicine and health, technology, sport, adventure, travel and more 'lightweight' human interest topics.

Table 9 shows the proportion of air time given to each issue in news reports from the developing world broadcast on the 'flagship' news programmes in 1993-94.

9. Issue Spread: News Reports from the South All Channels 1993-94



Key Points & Analysis

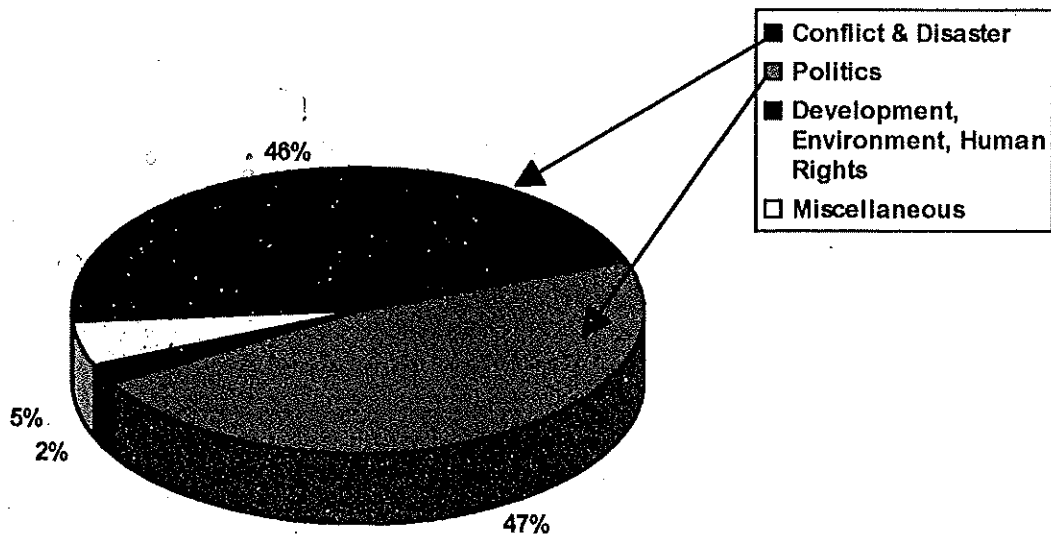
km
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- For three of the news programmes (the exception being *Newsnight*) conflict and disaster stories dominate the agenda, accounting for between 49% and 55% of all coverage of the South.
- *Newsnight* concentrated the majority of its Third World coverage on political topics - mainly the South African elections and Middle East peace talks which accounted for nearly 70% of all *Newsnight's* coverage of politics in the South.
- Development, environment and human rights issues were more heavily featured on *Channel Four News* than elsewhere accounting for 9% of all South news.
- Around 6% of *News At Ten's* reports from developing countries were on issues such as reported human rights abuses in Iraq, China, Cuba and Argentina, environment stories in Malaysia, China and Zimbabwe, and development issues in Sri Lanka and India.
- *Nine O'Clock News* and *Newsnight* featured fewer development, environment and human rights stories but gave prominence to reports from their specialist Developing World Correspondent, for example on the impact in India of the Uruguay Round of the GATT talks and on the events in Burundi in Autumn 1993.

The high level of coverage of the South African elections (see also Case Study 1) and the Middle East peace talks probably accounts for a notable difference between the spread of issues covered in 1993-94 and in previously monitored years. Though the methods of data collection and analysis have changed slightly from previous years (for example 1993-94 is the first year we have monitored *Newsnight* and *Channel Four News*) in both 1989-90 and 1991-92 conflict and catastrophe stories accounted for about two-thirds of all mainstream news reports from the South. It remains to be seen whether the pattern will revert in future coverage given the 'one-off' nature of the major political events in some developing countries in 1993-94.

Table 10 shows the proportion of air time dedicated to each of the issue bands for all monitored current affairs coverage of the South in 1993-94.

**10. Issue Spread: Current Affairs on the South
All Channels 1993-94**

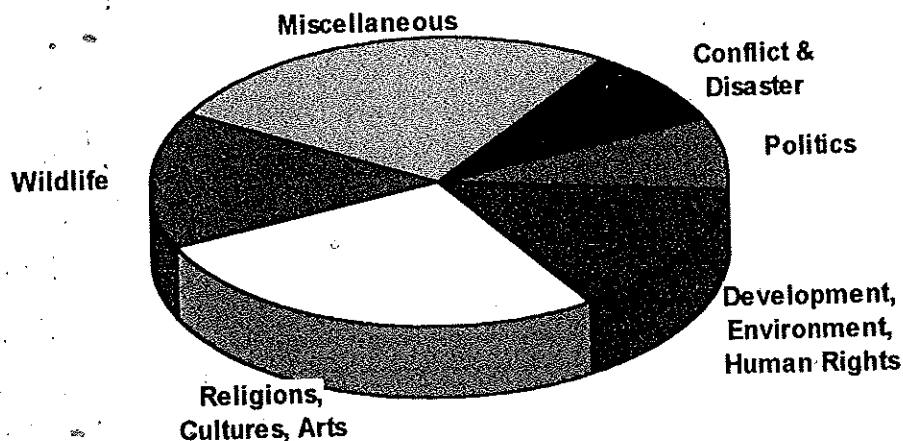


Key Points & Analysis

- The spread of issues closely resembles the pattern of news coverage. Nearly half of all current affairs output on the South addressed conflict-related issues.
- Though there was a similarity in the issues covered by news and current affairs programmes in the South the stories were often very different with BBC2's *Assignment* programme in particular going beyond the headline stories of the week.
- Development, environment and human rights issues accounted for 2% of all current affairs coverage of the South, including BBC2's *Assignment* on war crimes in Ethiopia and ITV's *World in Action* on adoption processes in El Salvador.

Table 11 shows the proportion of air time dedicated to each of the issue bands for all monitored documentaries on the South in 1993-94.

11. Issue Spread: Documentaries on the South All Channels 1993-94



Key Points & Analysis

- Whereas around half of all news and current affairs reports from the South focused on issues of conflict and disaster, 90% of all documentary output in this area covered a broad range of non-conflict topics.
- Development, environment and human rights issues accounted for 15% of all output on the developing world, including an edition of BBC2's *Horizon* called 'After the Flood' in Bangladesh, editions of Channel Four's *Encounters* series, BBC2's *Human Rights*, *Human Wrongs* and some editions of ITV's *Survival* on environmental aspects of wildlife.
- Documentaries on the religions, cultures and arts of the developing world made up more than a quarter of all documentary output in this area, including BBC1's *Everyman*, *Legendary Trails* and *Omnibus*, BBC2's *Arena* and *Under the Sun*, and C4's *Baka: People of the Rain Forest* and *Beyond the Clouds*.
- Wildlife programming comprised around 15% of all documentary output on the South - though some output from wildlife strands has been categorised as environmental where these issues were clearly to the fore - as was the case with some editions of ITV's *Survival*.
- A broad range of miscellaneous issues including health, sports, science and technology, travel and adventure accounted for more than a quarter of all documentary output on the developing world.
- For many areas of the developing world documentaries often equip the viewer with a background cultural context to the flash points of war and upheaval. This can engender a deeper understanding of the effects such extraordinary events have on the people and environments involved.

Country Spread



News

In 1993-94:

- *there were reports from 71 developing countries on the 'flagship' news programmes an increase on 1989-90 when there were reports from 51 developing countries*
- *the three most heavily reported developing countries were South Africa, Rwanda and Israel - news reports focusing on these countries made up around 66% of all news reports from developing countries*
- *a third of all news reports on the developing world were spread across 61 countries.*

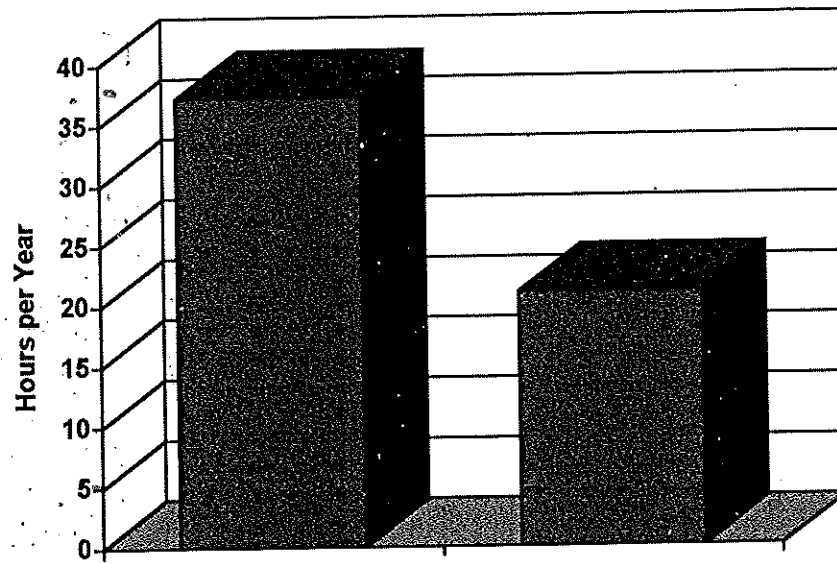
Documentaries

In 1993-94:

- *nearly 80 developing countries were covered by documentaries, fifteen more than in 1989-90 despite the general fall in documentary output on the South*
- *the three most often featured developing countries were South Africa, India and China - documentaries focusing on these countries accounted for around 30% of all documentary output on the South*
- *70% of all documentary output on the developing world was broadly spread over 75 or so countries.*

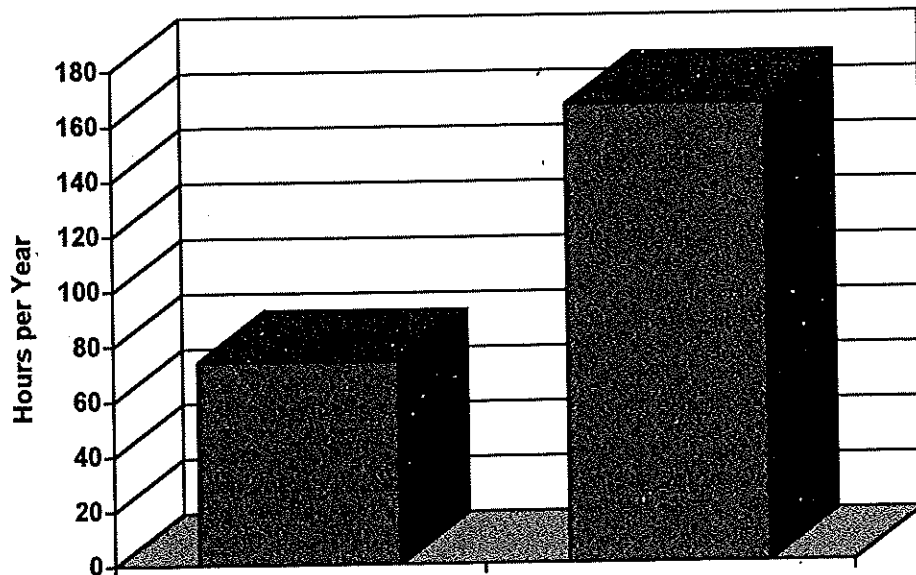
Tables 12 and 13 show how total hours of news reports and documentaries were spread among the countries of the developing world in 1993-94.

**12. Output on Developing Countries:
News Reports 1993-94**



South Africa, Israel & Rwanda 61 Other Developing Countries

**13. Output on Developing Countries:
Documentaries 1993-94**



South Africa, India & China 75 Other Developing Countries

Key Points & Analysis

- Though news programmes carried reports from more developing countries than in previous years the concentration of air-time on a narrow range of territories suggests that most developing countries received relatively little individual attention.
- The vast majority of documentary output (70%) was spread across a broad range of 75 developing countries.

Increased mobility amongst news crews can lead to a lack of specialist knowledge in given geographical areas. Lightweight cameras and satellite technology make it easier for reporters to travel farther afield but many cultures can take years to understand and the 'flying visit' may not be enough to allow a reporter to reflect the full story. There are concerns that additional training and research facilities should be made available to journalists and 'local knowledge' should be exploited as fully as possible. The BBC, for example, has a network of World Service correspondents and 'stringers' - especially on the African continent - who can provide early notice of breaking stories and assist mainstream news reporters.

Competitors to BBC News and Current Affairs and ITN, including Sky and CNN seem to be focusing their African news gathering bases in Johannesburg. The BBC in particular is well placed to stretch its coverage across the continent and continue to provide a fuller coverage of this crucial arena of world affairs.



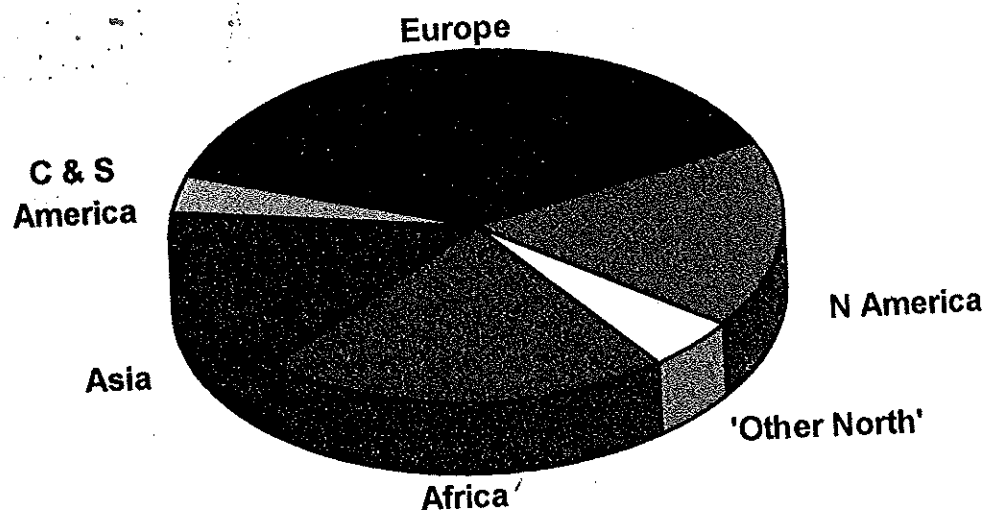
Continental Spread



News

Table 14 shows relative proportions of air time given to news reports from different continental regions of the world. 'Other North' here denotes industrialised countries of the southern hemisphere such as Australia and New Zealand as well as some industrialised areas of Asia like Japan and Hong Kong.

14. Continental Spread: International News 1993-94 All Channels



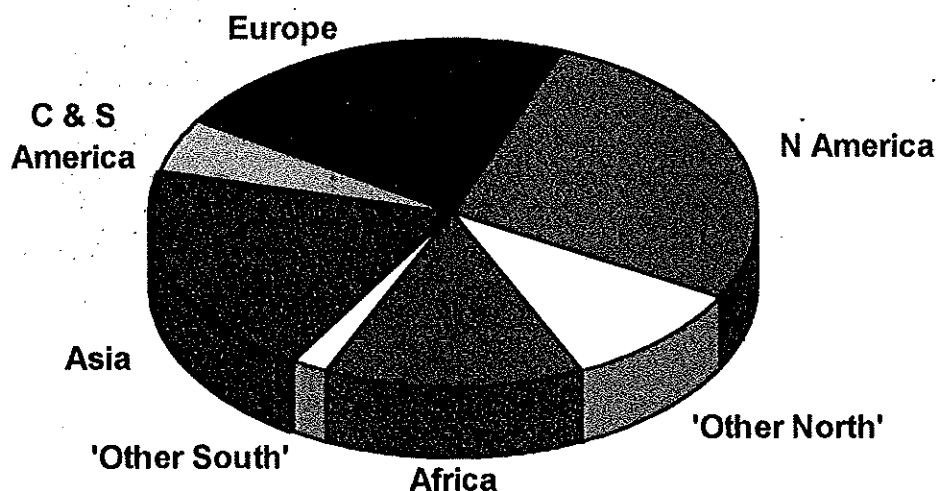
Key Points and Analysis

- Reports from European countries dominated international coverage in 1993-94, with the war in Bosnia being the most prominent issue. Coverage of Europe accounted for 37% of all international news reports.
- North America was the focus for 17% of all international reports while Australia, New Zealand, Japan and Hong Kong accounted for 5%.
- Reports from Africa made up 22% of all international news output. As may be seen in the two *Case Studies* contained in this report coverage of Africa was dominated by the South African elections and the crisis in Rwanda.
- Asia accounted for 16% of all international news stories. The vast majority of this coverage dealt with the Israeli peace process.
- Reports from Central and Southern America accounted for less than 4% of all international news output.

Documentaries

Table 15 shows relative proportions of air time given to documentary output from different continental regions of the world. 'Other South' here denotes developing territories like Polynesia and Micronesia while 'Other North' includes industrialised regions of Asia and the southern hemisphere such as Japan, Hong Kong, Australia and New Zealand.

15. Continental Spread: Documentary Output 1993-94 All Channels



Key Points & Analysis

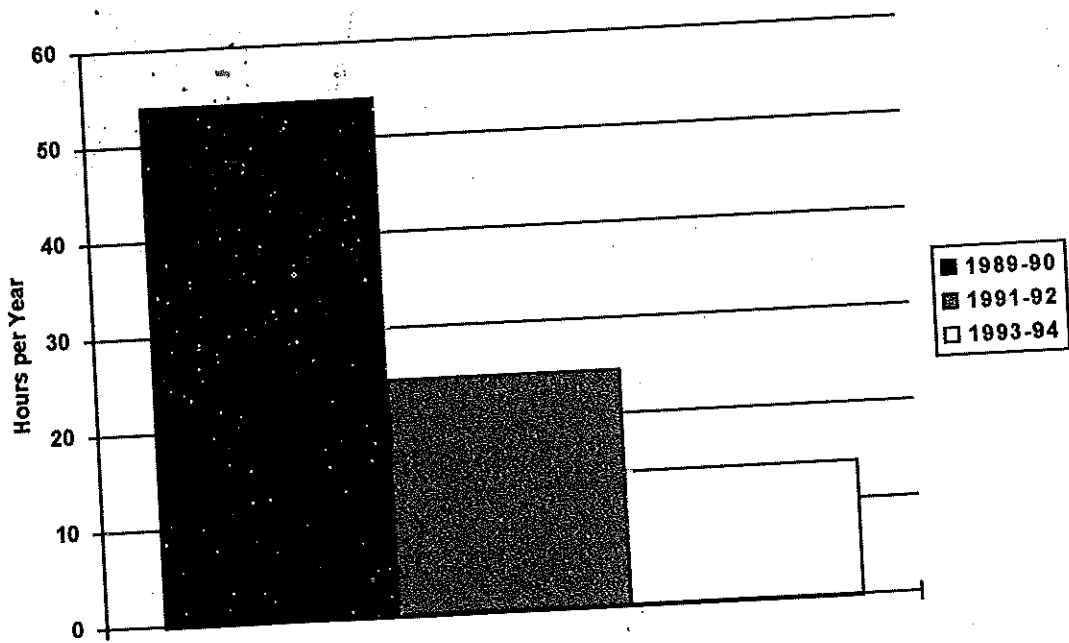
- Nearly two thirds of all international documentary output focused on countries of the industrialised North.
- Documentaries on Europe accounted for 22% of all international output.
- North America received 27% of all international output while Australia, New Zealand, Japan and Hong Kong were the focus for 10%.
- Documentaries on the African continent accounted for 14% of all international documentary output.
- The Pacific Islands were the subject of repeat runs of *Nomads of the Wind* and *Rediscovery of the World* in BBC2's non-peak schedules.
- Asia accounted for 20% of all international output with China, Thailand, Israel and South East Asia receiving substantial coverage.
- Documentaries on Central & Southern America comprised 5% of all international documentary output, suggesting that falling levels of programming on the developing world may be squeezing coverage of the entire sub-continent of Latin America. The impact of such falling coverage on public awareness of the region remains to be seen.

ITV and the Broadcasting Act 1990



The Broadcasting Act 1990 is widely regarded as having introduced increased commercial pressures on the ITV Network and a new 'lighter touch' regulatory framework. How have these changes affected ITV's in depth coverage of global affairs? Table 16 shows total hours of documentary output on countries of the developing world screened on ITV between 1989-'90 and 1993-94 - before and after the implementation of the Act.

16. ITV's Documentary Output on Countries of the Developing World



(54 hours in 1989-90, 24.5 hours in 1991-92, 14 hours in 1993-94)

Key Points and Analysis

- ITV's documentary output on countries of the developing world fell by around 75% between 1989-90 and 1993-94.
- Figures for 1993-94 cover the first full year of programmes scheduled and commissioned by ITV's new Network Centre.
- 1993-94 saw the demise of three factual strands which had made significant contributions to ITV's output on developing countries - *Disappearing World*, *Viewpoint* and *First Tuesday*.

- In 1994 Network Centre scheduled a new series of 40 non-peak documentaries - *Network First*. Four of these focused on countries of the developing world during the period of our research. They included *An Everest to Climb* about HRH The Duchess of York in Nepal, an edition of *Whicker's World in the Far East*, a profile of Nelson Mandela and John Pilger and David Munro's exposé on Indonesia's occupation of East Timor, *Death of a Nation*.
- According to BARB figures *Network First* attracted an average of four million viewers per programme in its first two seasons - more than Channel 4's most popular peak-time factual programme *Cutting Edge* with an average audience of 3.6 million. (source: C4 Research Dept).
- Outside our period of research, in November 1994 ITV scheduled its first 'themed week' of programmes - *The War Machine* - on aspects of the global arms trade. The week included current affairs programmes from *World in Action* and *The Big Story*, a *Network First* documentary, a studio debate and a specially commissioned drama-documentary. *The War Machine* was given a high profile billing by ITV with on-screen 'trails', a press launch and well publicised back-up materials.
- In its schedule for Winter 1995 ITV's Network Centre has plans for editions of arts strand *The South Bank Show* on Miriam Makeba's return to South Africa and the art of the Fante people of Ghana, plus *Network First* programmes on Bhopal, asylum seekers and gang warfare in Jamaica. This represents five hours of non-peak documentary programming on the South. There are no published plans for any peak-time documentaries on the developing world but 1995 will herald another 'themed' week of programmes around the international subject of *Children at Risk*. Granada's *Disappearing World* team may also begin to produce programmes for other outlets.

Broadcasting Act 1990

In the debate surrounding the Broadcasting Act 1990 Britain's major development and environment agencies argued for the inclusion of international documentaries in the 'positive programme requirements'. These are mandatory categories of programmes which the ITV Network must supply. ITV's regulator, the Independent Television Commission sets minimum levels of output for each category.

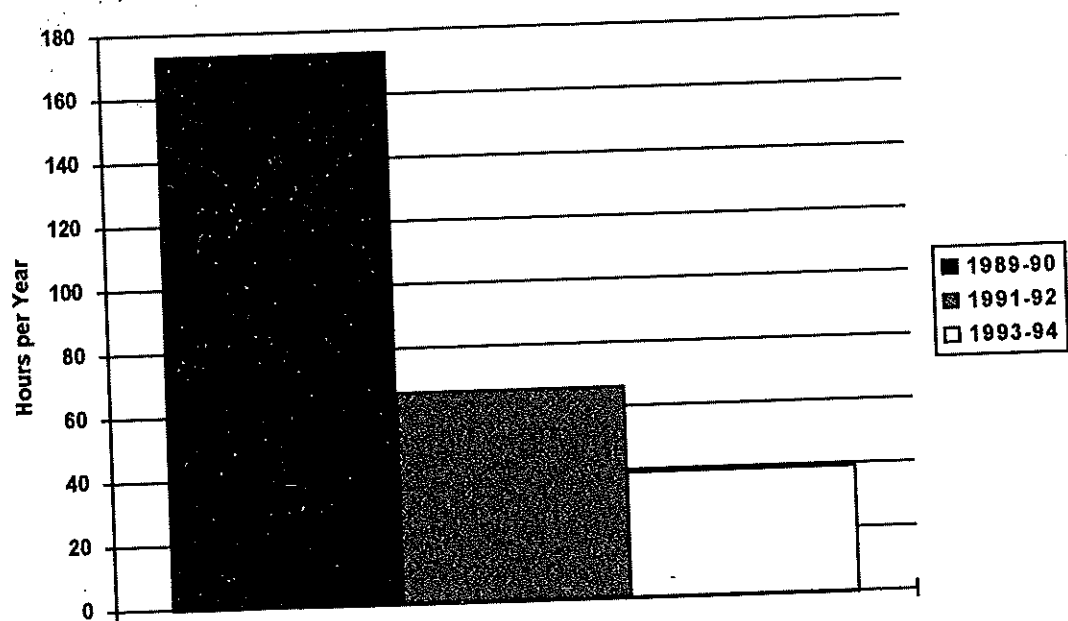
As *The Guardian* reported on 19 July 1990 an amendment proposed by Baroness David was carried in the House of Lords by which ITV's licence applicants "would have to show that they would screen a satisfactory number of prime time documentaries on national and international affairs".

An amendment safeguarding prime time documentaries on ITV was carried in the House of Lords by 91 votes to 64. The Government rejected it.

Baroness David expressed concern that growing awareness about global issues could suffer if quality background information programmes were not shown at peak times. Though the ITV Network is obliged to screen an average of one hour a week of peak-time current affairs and a minimum amount of peak-time news, the Government rejected the House of Lords' amendment and documentaries on international issues were not safeguarded by the Act.

Table 17 shows ITV's documentary output on international issues - from both developing countries and the industrialised nations - before and after implementation of the Broadcasting Act 1990.

17. *ITV's Documentary Output on International Issues*



(173 hours in 1989-90, 66 hours in 1991-92, 39 hours in 1993-94)

Key Points and Analysis

- ITV's documentary output on international issues has fallen by nearly 80% since the implementation of the Broadcasting Act 1990.

- Network Centre has calculated that its overall factual output in the first half of 1994 was significantly up against the first six months of 1993. Our research sheds no light on this claim but it seems reasonable to assume that any increase is largely due to extended coverage of domestic UK issues.
- In a recent *Financial Times* article, Richard Dunn of Thames Television argued for "pragmatic regulatory change" to counter balance some of the unforeseen and unwelcome consequences of the Broadcasting Act 1990. One such measure could be an amendment to the 'positive programme requirements' set by the ITC to reverse the downward trend in levels of international documentary output from Britain's most popular channel.



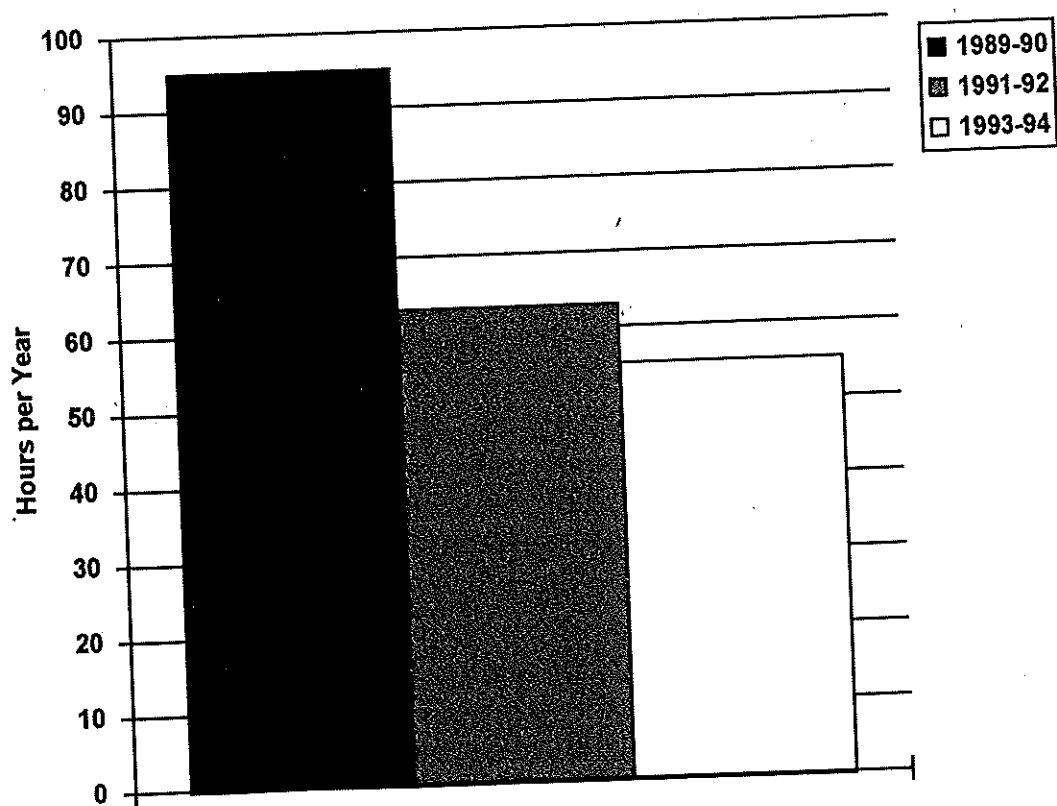
BBCtv and the Royal Charter



There has been widespread debate recently about the renewal of the Royal Charter under which the BBC operates. The current Charter expires at the end of 1996 and at the time of writing the House of Commons is yet to debate the future of the BBC.

As commercial pressures lead the ITV companies away from sustained in depth coverage of global affairs the need for an explicit commitment to international programming from public service broadcasters becomes imperative. Something like 90% of the British population watch BBCtv at some point during the average week - the vast majority tuning in during the accessible peak viewing hours. How much they see and hear of the wider world depends largely upon the output of the nation's two main public service channels. Table 18 shows hours of peak-time documentary output on the developing countries of the South on both BBC1 and BBC2 between 1989-90 and 1993-94.

**18. Documentary Output on the South:
BBCtv Peak Programming**



(95 hours in 1989-90, 63 hours in 1991-92, 55 hours in 1993-94)

Key Points & Analysis

- There has been a steady decline in BBCtv's peak-time documentary programming on the countries of the developing world with output falling by more than 40% from its 1989-90 level.
- At a recent public meeting organised by the campaign group Voice of the Listener and Viewer, the BBC's Deputy Director of Corporate Affairs was asked about falling levels of documentary output on the developing world: He responded that, if proven, the trend would be worrying to the BBC and ought to be addressed through the commissioning process.

As Parliament prepares to debate the renewal of the BBC's Royal Charter it is worth emphasising the enormous contribution which BBCtv has made to raising public awareness of global affairs over recent years.

Track Record

When it comes to compelling, popular and informative global programming BBCtv has an unrivalled track record. *Comic Relief* has reflected images of the African continent to millions of viewers with humour, sensitivity and authority - as well as raising millions of pounds for charity projects at home and abroad. BBC2's outstanding anthropology strand *Under the Sun* has given fascinating insights into the diverse cultures of the world - *The Hamar Trilogy* from acclaimed film-makers Joanna Head and Jean Lydall recently attracted something like 3 million viewers per episode.

Omnibus, *Arena*, and *Rhythms of the World* have opened up a world of music, arts and dance and BBC Bristol's Natural History Unit often tackles pressing global environment issues. BBC2's major science strand *Horizon* recently ran an in-depth look at development issues in Bangladesh in *After the Flood*, and *Great Journeys* brings to BBC2 viewers a fresh travel series, building on the success of Michael Palin's 1992 series *Pole to Pole* on BBC1 which attracted audiences in excess of 10 million for each of the two episodes filmed in sub-Saharan Africa.

Stimulating the communication of cultures and ideas between Britain and abroad...

A 'Core role' for the BBC identified in Extending Choice, (p 19) BBC Publications 1992

In its 1992 programme policy document *Extending Choice* the BBC identified one of its core public service broadcasting roles as "*stimulating the communication of cultures and ideas between Britain and abroad*" and BBCtv's non-factual programmes have played an important part here too. The popular BBC1 drama series *Between the Lines* recently featured issues raised by human rights abuses in Chile and when the light entertainment programme *Challenge Anneka* visited Malawi in November 1992, eight million BBC1 viewers saw something of life in an area of the world most British people rarely encounter.

// Ken said (6?)

Scheduling Priorities

Yet it often seems that such successes are achieved in spite of the BBC's scheduling priorities rather than because of them. Take the example of *Developing Stories*. Pioneered by the BBC's Global Unit and Television Trust for the Environment, *Developing Stories* presented two series of films by directors from the developing world. These have been screened in over a hundred countries to tremendous critical acclaim at home and abroad, winning more than twenty international awards, enhancing the BBC's worldwide reputation and setting standards for overseas broadcasters to follow. In Britain the latest series was originally scheduled for broadcast on Saturday afternoon before being given what many critics still regarded as a 'graveyard slot' - Saturday evening at 7.10pm. The audience for factual programming is notoriously low at this time of the week prompting one *Guardian* reviewer to praise the programme but query the scheduling choice - *Developing Stories* was "Worth a year of news despatches from the famine camps. These are neighbours, not statistics... the BBC must be proud of this series, so why is it tucked away at this day and hour?"

*Worth a year of news
despatches from the
famine camps...
so why is it tucked away
at this day and hour?*

*Preview of BBC2's Developing Stories
in The Guardian, 1 October 1993*

BBC1's *Everyman* may be another case in point. The programme lacks a dedicated time slot and occasionally its transmission is delayed up to twenty minutes by programmes over-running earlier in the Sunday schedule. When this results in the programme going on-air after peak viewing hours its audience ratings are often significantly lowered.

The audience response to the high-profile billings and on-screen trails which Channel Four gave to Phil Agland's acclaimed peak-time documentary series on village life in modern China, *Beyond the Clouds* suggests that the ratings performance of programmes on global affairs can be enhanced with the right scheduling policy.

Programme Strategy

Recent radical shifts in programme strategy have also been highly influential in affecting levels of international output. Perhaps the clearest example comes with BBC1's peak-time documentary strand *Inside Story*. In 1992 *Inside Story* went to Sierra Leone to film *Trade Slaves* - a compelling account of development issues and the effects of poverty on people living in one of the world's poorest countries. The programme attracted 3.5 million viewers and won plaudits from many quarters - not least from the voluntary sector. In a 1992 season containing thirteen editions of *Inside Story*, *Trade Slaves* was one of seven covering international issues.

Of the twenty five editions of *Inside Story* broadcast in 1993 and 1994 only one was filmed outside Britain. If there is a trend towards insularity in British television then it may be most clearly evident in the programme strategy which is driving this radical shift in BBC1's major peak-time documentary series. The nation's main public service broadcast channel should reflect the diverse cultural life of the United Kingdom - but should it *only* reflect the United Kingdom?

In its 1993 policy document *Responding to the Green Paper* the BBC set itself the laudable task of delivering "a higher quality, richer diversity and broader choice of programmes - especially at peak times - than is available elsewhere". With the shift in *Inside Story's* focus, and with new commissions like *Picture This* and *Forbidden Britain* a review of current performance suggests that BBCtv documentaries are concentrating more and more upon domestic UK issues at the expense of global coverage.

...a higher quality, richer diversity and broader choice of programmes - especially at peak times - than is available elsewhere...

*Responding to the Green Paper, p19
BBC Publications 1993*

As the Secretary General of the United Nations has pointed out in the UN 50th Anniversary brochure, "Everyone's life, wherever lived, is now lived in a global context. Societies which once felt able to stand alone now see themselves interlocked with others". The world community is increasingly interdependent. If mainstream broadcasters continue to turn their cameras away from the rest of the world then Britain's viewing public will see and understand less and less of the global context.

Statement of Promises

In their response to the Government's recent White Paper on the future of the BBC Britain's leading development and environment agencies urged the BBC to address falling levels of output on global affairs and to make an explicit commitment to international programming in its *Statement of Promises to the Audience* - the document proposed by the Government to set out performance objectives for the BBC. The White Paper placed heavy emphasis on developing the BBC's commercial activities and with rising commercial pressures predicted by many analysts, it is key to the future of public service broadcasting in Britain that sustained international programming is safeguarded on BBCtv in a way the Broadcasting Act 1990 failed to safeguard it on the new ITV network.

an explicit commitment to international output is key to the future of public service broadcasting

Case Studies

The two big news stories from the African continent in 1993-94 proved to be the South African elections and the crisis in Rwanda. The following case studies look at the patterns of news coverage and factual output on these two areas.

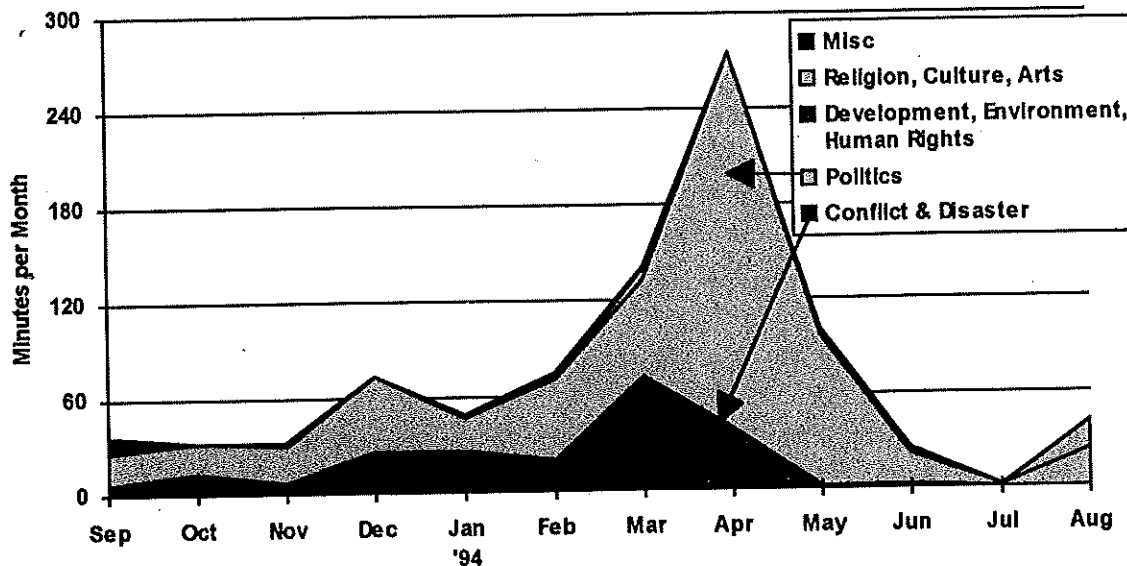
Traditionally Britain has had close cultural links with South Africa which may make the reporting of extraordinary events there easier to contextualise. The same is probably not true of Rwanda and its neighbour states whose colonial history is linked with Belgium and Germany. Did news reports present a full and fair picture of events in these regions? How did falling levels of documentary output on the South affect coverage of the two areas?

Case Study 1 - South Africa



Table 19 shows how news reports from South Africa were spread throughout the twelve months from September 1993 to August 1994. The shading indicates the proportion of air-time given to issues covered.

**19. News Reports from South Africa
Sep 93 - Aug 94 by Issue**



Key Points & Analysis

The first free elections held under universal suffrage in South Africa's history took place in April 1994. Coverage of the voting by the 'flagship' television news programmes was outstanding. It challenged assumptions held in many quarters that elections in Africa are generally rigged, that African politicians are usually corrupt, ineffectual or somehow lacking in integrity and - perhaps most importantly - that African people cannot think, act or speak for themselves or decide their own future.

The crop of stories on conflicts in March 1994, immediately prior to the elections, gives some indication of the widespread expectations that the voting would spark off violence throughout the country. The 'bloodbath' did not materialise as evinced by the proportion of political stories carried in April and May. Aside from politics and conflict related stories other issues accounted for a negligible amount of output.

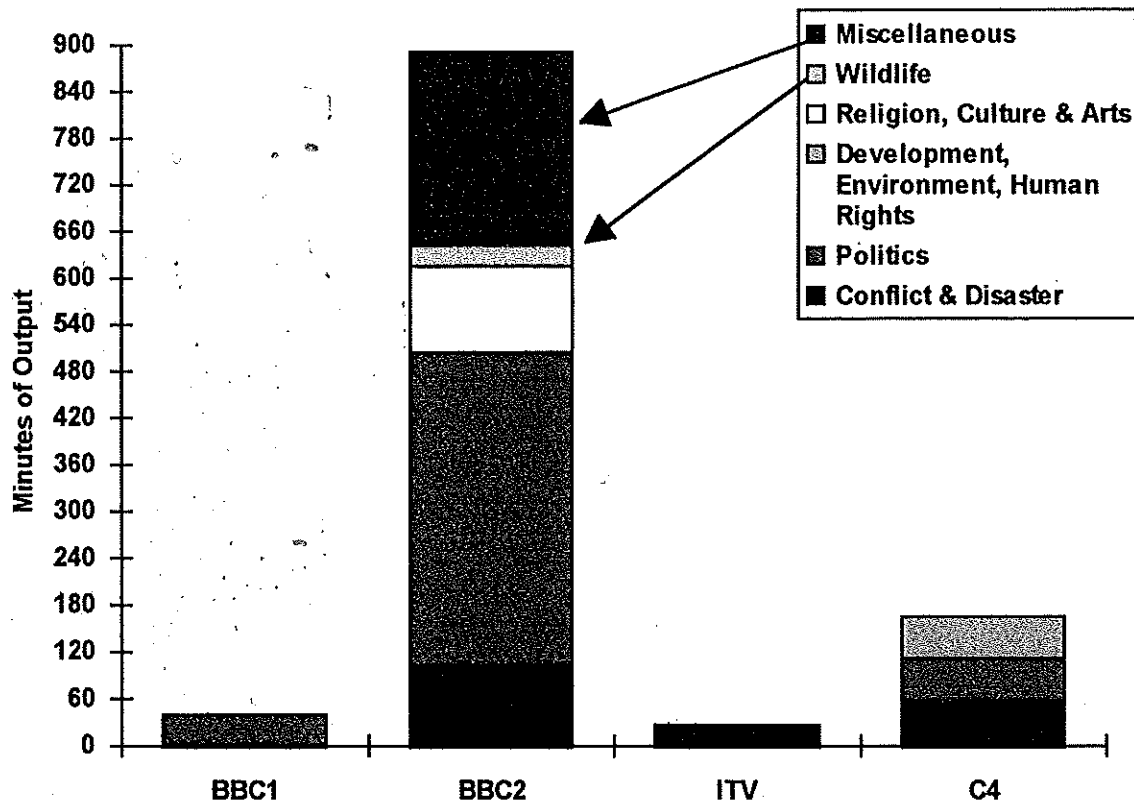
Three months after the elections, in July 1994 there were just two reports from South Africa - both on BBC1's *Nine O'Clock News* - adding up to one and a half minutes. It is difficult to avoid the conclusion that after the excitement had faded away news editors lost interest in what happened next. News coverage of the South African elections and their consequences was substantial but on the evidence of these figures it was not sustained. Whether or not a largely peaceful South Africa would continue to feature strongly on the main news programmes remains to be seen.

Table 20 indicates the amount of output and the spread of issues covered by peak-time documentaries and current affairs programmes on South Africa broadcast by each channel between September 1993 and August 1994.

Key Points & Analysis

- Neither BBC1 nor ITV carried any documentaries on South Africa in their peak time schedules. A 40 minute edition of BBC1's *Panorama* was dedicated to coverage of the elections and there were 27 minutes from ITV's *World in Action* in January '94 on *The Mercury Murder Mystery*.
- BBC2's South Africa season in March and April 1994 included a major series called *Beloved Country* mainly dealing with political issues. There were also South African editions of the magazine strand *East* and the arts programme *Arena*. The current affairs strand *Assignment* visited South Africa three times to report on media ownership issues and the political climate in November '93 and on *Changing the Pretorian Guard* in May '94.

**20. Peak-time Documentaries and Current Affairs
on South Africa Sep 93 - Aug 94
by Issue**



- Throughout the year BBC2 broadcast nearly 15 hours of peak-time documentary and current affairs programmes on a range of issues about South Africa.
- Channel Four's mini-season of programmes surrounding the South African elections included editions of the arts programme *Without Walls* and input from the current affairs strand *Africa Express*. Throughout the year South Africa was the focus of an edition of *Encounters* called *Shark Wars* on environmental issues. Not included in our review of factual output was *In A Time of Violence* a major three-part drama series on South Africa.
- In its schedule for Winter 1995 ITV has plans to screen an hour long edition of the non-peak arts programme *The South Bank Show* on South African singer Miriam Makeba's return from exile.

BBC2 and C4's seasons provided a cultural context to the political events covered by the news programmes though some critics felt they may have counteracted one another in terms of audience interest - both BBC2 and Channel Four reported rather disappointing viewing figures and *Panorama's* South Africa edition suffered similarly. In August there were no peak-time documentaries or current affairs programmes on South Africa on any of the four terrestrial channels - possibly a reaction to the general feeling that factual coverage during the elections had been 'overcooked'.

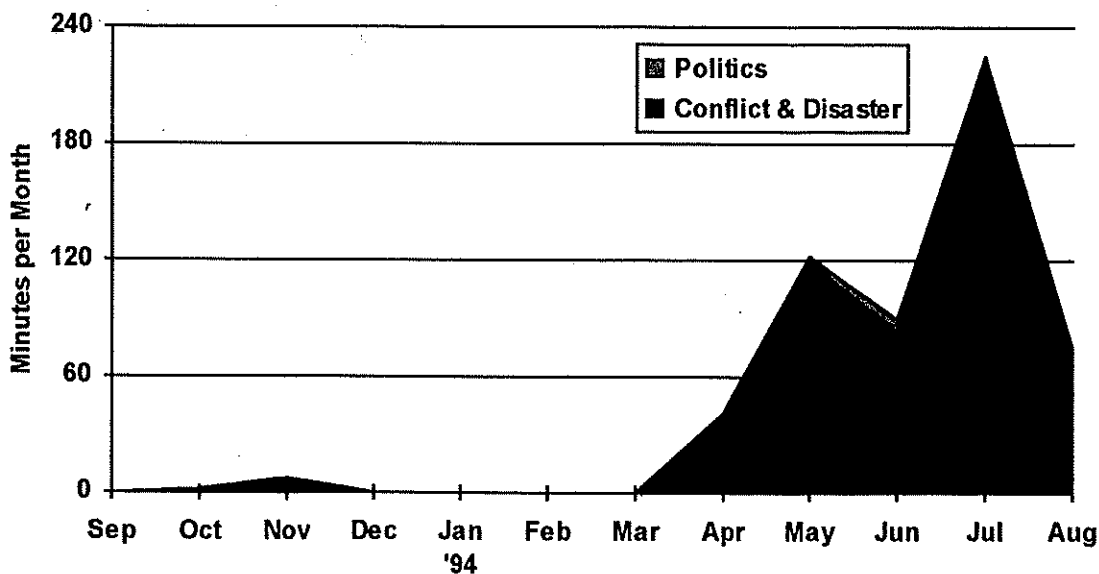
Case Study 2 - Central Africa



Central Africa is a region less familiar to British people since its colonial history is more closely linked with Belgium and Germany. Without a background context would it prove difficult for viewers to contextualise the extraordinary events which took place there in 1994? How did factual programmes on British television reflect the events in Rwanda and the neighbouring countries of Burundi, Tanzania, Uganda and Zaire before and during the crisis?

Table 21 shows how news reports from central Africa were spread throughout the twelve months from September 1993 to August 1994 on the four 'flagship' news programmes. The shading indicates the proportion of air-time given to the issues covered by these reports.

**21. News Reports from Central Africa
Sep 93 - Aug 94 by Issue**



Key Points & Analysis

- What replaced coverage of South Africa on the 'flagship' news programmes in July 1994 were reports on the crisis in central Africa - from Burundi, Tanzania, Uganda, Zaire and Rwanda itself.

- Until April 1994 there was very little attention paid to the area by news reporters with the exception of George Alagiah, then Developing World Correspondent in the BBC's Foreign News team. His reports from Burundi in October / November 1993 were screened on both *Newsnight* and the *Nine O'Clock News*. They amounted to nine and a half minutes of coverage.
- Apart from in-depth coverage of the political connotations of the blood-letting on the *Nine O'Clock News* and *Channel Four News* in June and an edition of *Newsnight* dedicated to the crisis which centred around a report from Robin Denselow, all the reports focused on the atrocities themselves.
- The nature and scale of events in and around Rwanda were such that journalists faced an almost impossible task in trying to put the crisis into context for the UK audience.

Impact

Nik Gowing, Diplomatic Editor at *Channel Four News* has recently drawn attention to the political impact of such reporting in his article *The One-Eyed King of Real-Time News Coverage* published in the Los Angeles based *New Perspectives Quarterly* in Autumn 1994. Gowing argued that "the challenge for TV news crews is to cover crises as rapidly, as comprehensively and as accurately as possible." His four months of research and interviews on the interplay between media coverage and policy shifts led him to the conclusion that "the influence of TV news on foreign policy is not as profound as the conventional wisdom holds". He writes of the "official distrust of the skewed, incomplete picture provided by TV coverage" and describes the effect this has had on the impact of, for example, the BBC's Developing World Correspondent's reports from central Africa in October and November 1993 - "Vivid reporting of the Burundi carnage from the BBC's George Alagiah created virtually no significant diplomatic resonance".

Vivid reporting of the Burundi carnage from the BBC's George Alagiah created virtually no significant diplomatic resonance

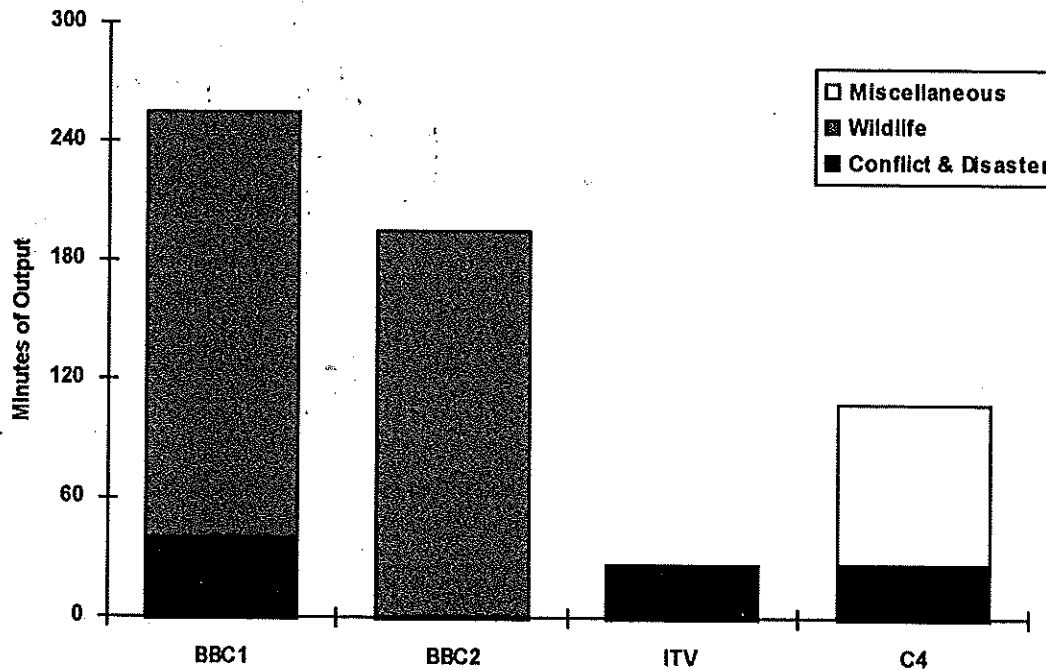
*Nik Gowing, Diplomatic Editor, Channel 4 News
in New Perspectives Quarterly, Fall 1994*

Our research into the factual programmes which complemented such news reports suggests that falling levels of international documentary output - and the narrowing range of issues which that entails - may also affect the way in which the mass of the population respond to television news reports.

But you have no data on audience response.

Table 22 shows minutes of output and the spread of issues covered by peak-time documentaries and current affairs programmes on central Africa broadcast by each channel between September 1993 and August 1994.

**22. Peak-time Documentaries and Current Affairs
on Central Africa Sep 93 - Aug 94**



Key Points & Analysis

- There were three peak time current affairs programmes on the area during this period - 40 minutes of BBC1's *Panorama*, 27 minutes of ITV's *World in Action* and 27 minutes of C4's *Africa Express* all dealing with aspects of the conflict in Rwanda.
- ITV carried no documentaries on central Africa in its peak-time schedule.
- All of BBC1 and BBC2's peak-time documentary output on the area came from wildlife programmes like *Wildlife on One*, *Savage Paradise*, *The Natural World* and *Wildlife Showcase*. (215 mins on BBC1, 195 mins on BBC2)
- C4's 80 minutes of peak-time documentaries on central Africa covered miscellaneous topics such as cookery, culture and travel through editions of *A Taste of Africa* and *Travelog* filmed in Tanzania.

The relative dearth of documentary programmes dealing with people and events in central Africa may go some way to explain the difficulty British viewers have in understanding the context which underlies the conflict in Rwanda. It may also reflect upon the "skewed perspective of TV coverage" which Nik Gowing's respondents described.

C4's *Travelog* and *A Taste of Africa* were not linked to the conflict - they featured ordinary people in near-by Tanzania going about their everyday affairs. These images of normal life in central Africa are important in helping viewers understand the impact of the extraordinary and horrific recent events on the people of the region. They add to the recognition that the victims of aggression are our global neighbours, not just statistics, and this can only enhance the comprehensive, accurate and resonant picture of global affairs which news reporters aim to provide.



Appendix 1



About 3WE - Third World & Environment Broadcasting Project

The Third World & Environment Broadcasting Project (3WE) was established in 1989 by a consortium of Britain's leading voluntary organisations. Working in the areas of world development, human rights and the global environment these agencies share the concern that a narrowing range of TV programmes on global issues may lead to a British public poorly informed about world affairs. Through monitoring work, research and campaign initiatives 3WE puts the case for sustained and imaginative international programming. It is entirely funded by voluntary organisations.

The Project is supported by over fifty voluntary organisations. Chaired by the Director of the United Nations Association of Great Britain and Northern Ireland, its Board of Management includes representatives from:

- **ACTIONAID**
- **The Aga Khan Foundation**
- **CAFOD**
- **Christian Aid**
- **Comic Relief**
- **Co-operation for Development**
- **Friends of the Earth**
- **Intermediate Technology Development Group**
- **International Broadcasting Trust**
- **OXFAM**
- **Royal Anthropological Institute**
- **Save the Children Fund**
- **UNA-UK**
- **UNICEF-UK**
- **World Development Movement**
- **World Wide Fund for Nature (WWF)**

For more information please contact: The Project Co-ordinator, 3WE, c/o International Broadcasting Trust, 2 Ferdinand Place, London NW1 8EE

Appendix 2



Method & Scope of Research

This report is based on comprehensive original research. The Project examined factual output on BBC1, BBC2, ITV and C4 broadcast between 1st September 1993 to 31st August 1994 where a significant proportion of programme time was devoted to footage filmed overseas. To identify core trends this has been contrasted with similar research from 1989-90 and 1991-92. Distinctions have been drawn between three programme *genres* - **news, current affairs and documentaries**.

The Project amassed data on more than 3,000 international news reports broadcast in 1993-94 on the 'flagship' news programmes (BBC1's *Nine O'Clock News*, BBC2's *Newsnight*, ITV's *News At Ten*, and C4's *Channel Four News*). News reports were sourced directly from scripts and databases at the BBC and ITN News Information services.

We analysed data on more than 850 documentary and current affairs programmes broadcast in 1993-94. A list of all peak-time programmes which devoted a significant proportion of air time to footage filmed in developing countries is included in *Appendix 6*. This output was sourced from the various programme departments, from listings magazines at the ITC Library and from other media research sources. Because of ITV's regional nature the Project monitored the output of the two London licence holders, Carlton and LWT. However, as the ITC pointed out in its 1993 *Performance Reviews* "in every region the programmes commissioned and scheduled by the Network Centre provided the main part of the service seen by viewers".

Our analysis makes extensive use of two broad geo-political categories, based on those used by the International Monetary Fund and the World Bank: the **South** comprises developing countries located mainly to the south of the industrialised nations of the **North**. A complete list of countries and territories included in each category is included in *Appendix 5*.

Programmes and reports were also analysed according to main issues or topics covered. The issue bands identified were:

- **Conflicts and Disasters**, comprising international and civil war, global security, terrorism, crime and civil unrest, natural and man-made catastrophes, and famines.
- **Politics**, comprising elections, political change, political history, diplomatic relations and commerce.
- **Development, Environment and Human Rights**.
- **Religions, Cultures and Arts** including anthropology.
- **Wildlife**.
- **Miscellaneous**, comprising science, medicine and health, technology, sport, adventure, travel and more 'lightweight' human interest topics.

Appendix 3



Sources

The original research in this report comes from three main sources:

- News Information Libraries at the BBC and ITN.
- Listings magazines held in the ITC Library.
- Programme Departments, Press and Information Offices at BBCtv, ITV's Network Centre and Channel Four.

Other sources quoted throughout this report include:

- *Losing the Picture* - edited by James Firebrace, preface by David Bellamy, published in 1989 by OXFAM on behalf of 3WE - Third World & Environment Broadcasting Project.
- *Third World Perceptions* - a public opinion survey commissioned by World Vision UK from Research Surveys of Great Britain in 1993.
- *Charity Begins with the Truth* by Peter Adamson in *The Independent* on 18 May 1993.
- *TV and the Third World - A British View* by J M Wober, IBA Research Paper, 1987.
- *BARB/AGB Television Yearbook 1994* held at the ITC Library.
- *Government Defeat over 'Quality' TV* by Patrick Wintour and Martin Linton in *The Guardian* 19 July 1990.
- *Extending Choice*, BBC Publications, 1992.
- *Responding to the Green Paper*, BBC Publications, 1993.
- *Saturday Previews* by Vera Rule in *The Guardian*, 1 October 1994.
- *Message From the Secretary General*, Boutros Boutros-Ghali in *UN50*, from the Fiftieth Anniversary Secretariat, New York, 20 October 1994.
- *The One-Eyed King of Real-Time News* by Nik Gowing, Diplomatic Editor, Channel Four News, in *New Perspectives Quarterly*, Los Angeles, Fall 1994.
- *1993 Performance Reviews of Channel 3* (ITV) licence holders, Independent Television Commission, 26 May 1994.

Appendix 4



Geographical Spread of News Reports

Monitored news programmes carried reports from 71 developing countries between September 1993 and August 1994. They were:

Afghanistan, Algeria, Angola, Antigua, Argentina, Azerbaijan, Bangladesh, Barbados & Barbuda, Belize, Borneo, Botswana, Brazil, Burma, Burundi, Cambodia, China, Colombia, Cuba, East Timor, Egypt, El Salvador, Ethiopia, Galapagos Is, Guyana, Haiti, India, Iran, Iraq, Israel, Jamaica, Jordan, Kenya, Lebanon, Lesotho, Libya, Malawi, Malaysia, Mexico, Morocco, Mozambique, N Korea, Nigeria, Pakistan, Panama, Philippines, Qatar, Rwanda, S Korea, South Africa, Saudi Arabia, Singapore, Somalia, Sri Lanka, St Vincent, Sudan, Syria, Taiwan, Tanzania, Thailand, Tibet, Trinidad, Tunisia, Turkey, United Arab Emirates, Uganda, Venezuela, Vietnam, Yemen, Zaire, and Zimbabwe.

Appendix 5



Countries of the South and North

This report makes extensive use of a broad geo-political distinction between the countries and territories of the developing world, or South, and those of the industrialised North. The status of emerging nations like those of the former USSR and ex-Yugoslavia makes it almost impossible to find general agreement on exactly which areas count as developing countries. We have based our categories around definitions used by the World Bank and the International Monetary Fund, consistent with our previous research.

110 Countries and Territories of the Developing South

| | | |
|----------------------------|-----------------------------|-----------------------------|
| <i>Afghanistan</i> | <i>Guyana</i> | <i>Senegal</i> |
| <i>Algeria</i> | <i>Haiti</i> | <i>Seychelles</i> |
| <i>Angola</i> | <i>Honduras</i> | <i>Sierra Leone</i> |
| <i>Antigua and Barbuda</i> | <i>India</i> | <i>Singapore</i> |
| <i>Arab Republic</i> | <i>Indonesia</i> | <i>Somalia</i> |
| <i>Argentina</i> | <i>Iran</i> | <i>South Africa</i> |
| <i>Azerbaijan</i> | <i>Israel</i> | <i>Sri Lanka</i> |
| <i>Bahamas</i> | <i>Ivory Coast</i> | <i>St Lucia</i> |
| <i>Bahrain</i> | <i>Jamaica</i> | <i>St Vincent</i> |
| <i>Bangladesh</i> | <i>Jordan</i> | <i>Sudan</i> |
| <i>Barbados</i> | <i>Kenya</i> | <i>Suriname</i> |
| <i>Belize</i> | <i>Korea</i> | <i>Swazi-land</i> |
| <i>Benin</i> | <i>Kuwait</i> | <i>Syria</i> |
| <i>Bolivia</i> | <i>Lebanon</i> | <i>Tanzania</i> |
| <i>Botswana</i> | <i>Liberia</i> | <i>Thailand</i> |
| <i>Brazil</i> | <i>Libya</i> | <i>Togo</i> |
| <i>Burkina Faso</i> | <i>Madagascar</i> | <i>Trinidad and Tabago</i> |
| <i>Burma</i> | <i>Malawi</i> | <i>Tunisia</i> |
| <i>Burundi</i> | <i>Malaysia</i> | <i>Turkey</i> |
| <i>Cameroon</i> | <i>Mali</i> | <i>Uganda</i> |
| <i>Central African Rep</i> | <i>Malta</i> | <i>United Arab Emirates</i> |
| <i>Chad</i> | <i>Mauritania</i> | <i>Uruguay</i> |
| <i>Chile</i> | <i>Mauritius</i> | <i>Venezuela</i> |
| <i>China</i> | <i>Mexico</i> | <i>Western Samoa</i> |
| <i>Colombia</i> | <i>Morocco</i> | <i>Yemen Arab Rep</i> |
| <i>Congo</i> | <i>Mozambique</i> | <i>Zaire</i> |
| <i>Costa Rica</i> | <i>Nepal</i> | <i>Zambia</i> |
| <i>Dem. Yemen</i> | <i>Netherlands Antilles</i> | <i>Zimbabwe</i> |
| <i>Dominica</i> | <i>Nicaragua</i> | |
| <i>Dominican Rep</i> | <i>Niger</i> | |
| <i>East Timor</i> | <i>Nigeria</i> | |
| <i>Ecuador</i> | <i>Oman</i> | |
| <i>Egypt</i> | <i>Pakistan</i> | |
| <i>El Salvador</i> | <i>Panama</i> | |
| <i>Ethiopia</i> | <i>Papua New Guinea</i> | |
| <i>Fiji</i> | <i>Paraguay</i> | |
| <i>Gabon</i> | <i>Peru</i> | |
| <i>Gambia</i> | <i>Philippines</i> | |
| <i>Ghana</i> | <i>Qatar</i> | |
| <i>Grenada</i> | <i>Rwanda</i> | |
| <i>Guatemala</i> | <i>Saudi Arabia</i> | |

29 Countries and Territories of the Industrialised North

Most industrialised countries lie in the Northern hemisphere with some notable exceptions. As already mentioned, territories of the former Yugoslavia and USSR are increasingly viewed as developing countries but to maintain consistency with previous research they are here counted among the industrialised countries of the North. The Polar regions are included here since most major territorial claims on Antarctica and the Arctic are made by industrialised nations, though such claims are held in abeyance in the case of the Antarctic Treaty.

Austria
Belgium
Canada
Cyprus
Denmark
ex-Yugoslavia
Finland
France
Germany
Greece
Greenland
Hungary
Iceland
Italy
Japan
Luxembourg
Netherlands
New Zealand
Norway
Portugal
Romania
Russia and ex-USSR
Spain
Sweden
Switzerland
United States
Antarctica
Arctic
Australia

Appendix 6



Peak-time Documentaries & Current Affairs on the South 1993-94

The list of peak-time documentaries and current affairs programmes on countries of the Developing World shows the following details:

- **Channel**
- **Strand or series name**
- **Programme title**
- **Date of transmission**
- **Continental region covered**
- **Country or territory covered**
- **Main issue covered**
- **Duration of programme in minutes**

A sub-total showing hours of output for each channel is also given.

Further research data is available. Please make applications in writing - outlining the specific nature of your project and the use to which you intend put the data - to:

The Project Co-ordinator
3WE
c/o International Broadcasting Trust
2 Ferdinand Place
London
NW1 8EE

Peak-time Documentaries on the South: Sep 93 to Aug 94

| Ch | Strand | Title | Date | Continent | Country | Issue | Mins |
|------|------------------------------|------------------------|-----------|---------------|-----------------|-------|-------------|
| BBC1 | | STATES OF TERROR | 24-Nov-93 | Asia | ISRAEL | CON | 47 |
| BBC1 | | STATES OF TERROR | 08-Dec-93 | Asia | LEBANON | CON | 47 |
| BBC1 | QED | LIFELINE EXPRESS | 20-Apr-94 | Asia | INDIA | MIS | 27 |
| BBC1 | WILDLIFE ON ONE | ORANG-UTANS | 06-Jan-94 | Asia | SUMATRA | WL | 27 |
| BBC1 | WILDLIFE ON ONE | THE HAUNTED HUNTRE! | 03-Feb-94 | Africa | KENYA | WL | 27 |
| BBC1 | WILDLIFE ON ONE | MALICE IN WONDERLAN | 10-Feb-94 | Asia | ISRAEL | WL | 27 |
| BBC1 | WILDLIFE ON ONE | THE STORM TROOP | 24-Feb-94 | C & S America | VENEZUELA | WL | 27 |
| BBC1 | WILDLIFE ON ONE | GREMLINS OF THE NIGH | 10-Mar-94 | Africa | ?E AFRICA | WL | 27 |
| BBC1 | WILDLIFE ON ONE | GRAZE WITH DANGER | 17-Mar-94 | Africa | ?E AFRICA | WL | 27 |
| BBC1 | WILDLIFE ON ONE | SPRINGBOK OF THE KA | 05-Jul-94 | Africa | BOTSWANA | WL | 27 |
| BBC1 | STRANOWOLF | | 28-May-94 | Africa | NAMIBIA | WL | 47 |
| BBC1 | SAVAGE PARADISE | WILD DOGS | 06-Sep-93 | Africa | TANZANIA | WL | 47 |
| BBC1 | SAVAGE PARADISE | CHEETAHS | 13-Sep-93 | Africa | TANZANIA | WL | 47 |
| BBC1 | SAVAGE PARADISE | YEAR OF THE JACKAL | 20-Sep-93 | Africa | TANZANIA | WL | 47 |
| BBC1 | LIVING DANGEROUSLY | HIGH AND DRY | 28-Oct-93 | Africa | KENYA | WL | 27 |
| BBC1 | GORILLAS IN THE MIDST OF MAN | | 28-Apr-94 | Africa | RWANDA | WL | 47 |
| | | | | | | | 9.63 hours |
| BBC2 | BLOOD & BELONGING | | 18-Nov-93 | Asia | KURDISTAN | CON | 47 |
| BBC2 | SHOOTING THE WRITER | | 08-Dec-93 | Europe | ALBANIA | CON | 47 |
| BBC2 | EAST | | 23-Mar-94 | Asia | SRI LANKA | CON | 27 |
| BBC2 | BELOVED COUNTRY | | 31-Mar-94 | Africa | SOUTH AFRICA | CON | 67 |
| BBC2 | SHOOTING THE WRITERS | | 08-Dec-93 | Africa | ALGERIA | CON | 47 |
| BBC2 | HORIZON | AFTER THE FLOOD | 18-Apr-94 | Asia | BANGLADESH | DVT | 47 |
| BBC2 | WILDLIFE SHOWCASE | | 05-Oct-93 | Asia | INDIA | ENV | 27 |
| BBC2 | | A NATURE REPORT | 17-Jul-94 | Other South | GALAPAGOS | ENV | 42 |
| BBC2 | HUMAN RIGHTS, HUMAN WRONGS | | 06-Dec-93 | Asia | IRAQ | HR | 10 |
| BBC2 | HUMAN RIGHTS, HUMAN WRONGS | | 06-Dec-93 | Asia | CHINA | HR | 10 |
| BBC2 | HUMAN RIGHTS, HUMAN WRONGS | | 10-Dec-93 | Asia | PAKISTAN | HR | 10 |
| BBC2 | TIMEWATCH | CHILDREN OF THE 3RD | 10-Nov-93 | Asia | ISRAEL | MIS | 47 |
| BBC2 | | LOCOMOTION | 14-Nov-93 | Asia | INDIA | MIS | 47 |
| BBC2 | GREAT RAILWAY JOURNEYS | | 13-Jan-94 | Asia | CHINA | MIS | 47 |
| BBC2 | GREAT RAILWAY JOURNEYS | | 20-Jan-94 | Africa | SOUTH AFRICA | MIS | 52 |
| BBC2 | QUEST FOR THE ROSE | | 20-Jan-94 | Asia | CHINA | MIS | 27 |
| BBC2 | IN SEARCH OF OUR ANCESTORS | | 03-Mar-94 | Africa | KENYA | MIS | 47 |
| BBC2 | 40 MINUTES | | 08-Mar-94 | Asia | PHILIPPINES | MIS | 37 |
| BBC2 | IN SEARCH OF OUR ANCESTORS | | 10-Mar-94 | Africa | SOUTH AFRICA | MIS | 47 |
| BBC2 | THE GIANT AWAKENS | | 26-Mar-94 | Asia | CHINA | MIS | 47 |
| BBC2 | ROUGH GUIDE TO THE AMERICAS | | 08-Dec-93 | C & S America | CHILE | MIS | 37 |
| BBC2 | TIMEWATCH | CHAIRMAN MAO, THE LA | 20-Dec-93 | Asia | CHINA | MIS | 45 |
| BBC2 | GREAT RAILWAY JOURNEYS | | 10-Feb-93 | C & S America | BOLIVIA | MIS | 47 |
| BBC2 | GREAT RAILWAY JOURNEYS | | 17-Feb-94 | Asia | PAKISTAN | MIS | 47 |
| BBC2 | BELOVED COUNTRY | | 14-Apr-94 | Africa | SOUTH AFRICA | MIS | 47 |
| BBC2 | ONE PAIR OF EYES | TEMPORARY PERSON F | 16-Apr-94 | Asia | INDIA | MIS | 27 |
| BBC2 | THE WIND OF CHANGE | THE DIAMOND EMPIRE | 17-Apr-94 | Africa | SOUTH AFRICA | MIS | 57 |
| BBC2 | THE LAST AFRICAN FLYING BOAT | | 13-Jul-94 | Africa | ?GEN AFRICA | MIS | 72 |
| BBC2 | UNDER THE SUN | WOMEN OF THE YELLOW | 24-Jul-94 | Asia | CHINA | MIS | 47 |
| BBC2 | A WHOLE DIFFERENT BALL GAME | | 26-Jul-94 | Africa | SOUTH AFRICA | MIS | 47 |
| BBC2 | A WHOLE DIFFERENT BALLGAME | | 02-Aug-94 | C & S America | CUBA | MIS | 47 |
| BBC2 | A WHOLE DIFFERENT BALL GAME | | 09-Aug-94 | Asia | INDIA | MIS | 47 |
| BBC2 | EAST | SOUTH AFRICA: AN IND | 01-Oct-93 | Africa | SOUTH AFRICA | POL | 27 |
| BBC2 | THE GIANT AWAKES | | 12-Mar-94 | Asia | CHINA | POL | 47 |
| BBC2 | FINE CUT | | 14-May-94 | Asia | CHINA | POL | 67 |
| BBC2 | EAST | ISLANDS APART | 23-Feb-94 | C & S America | TRINIDAD | POL | 27 |
| BBC2 | BELOVED COUNTRY | | 21-Apr-94 | Africa | SOUTH AFRICA | POL | 47 |
| BBC2 | BELOVED COUNTRY | WILD BOER | 07-Apr-94 | Africa | SOUTH AFRICA | POL | 54 |
| BBC2 | ARENA SPECIAL | VOICES FROM THE ISLA | 23-Apr-94 | Africa | SOUTH AFRICA | POL | 87 |
| BBC2 | | THE DIAMOND EMPIRE | 23-Apr-94 | Africa | SOUTH AFRICA | POL | 47 |
| BBC2 | WILL TO WIN | | 17-Oct-93 | Africa | SOUTH AFRICA | POL | 50 |
| BBC2 | EAST | | 24-Sep-93 | Africa | SOUTH AFRICA | R/C/A | 27 |
| BBC2 | | THE NEW BOLLYWOOD | 03-Aug-94 | Asia | INDIA | R/C/A | 15 |
| BBC2 | THE GIANT AWAKENS | | 19-Mar-94 | Asia | CHINA | R/C/A | 47 |
| BBC2 | BELOVED COUNTRY | | 24-Mar-94 | Africa | SOUTH AFRICA | R/C/A | 57 |
| BBC2 | ARENA | BAHIA: OF ALL THE SAI | 07-May-94 | C & S America | BRAZIL | R/C/A | 47 |
| BBC2 | UNDER THE SUN | BULL MAGIC | 03-Jul-93 | Asia | JAVA | R/C/A | 47 |
| BBC2 | UNDER THE SUN | GUARDIANS OF THE FLI | 17-Jul-94 | Asia | PAPUA NEW GUINE | R/C/A | 47 |
| BBC2 | UNDER THE SUN | CHILD OF THE RIVER | 14-Aug-94 | Asia | INDONESIA | R/C/A | 47 |
| BBC2 | | SADHU INDIA'S HOLY ME | 16-Aug-94 | Asia | INDIA | R/C/A | 47 |
| BBC2 | A WHOLE DIFFERENT BALL GAME | | 19-Jul-94 | C & S America | BRAZIL | R/C/A | 47 |
| BBC2 | | ON THE LINE | 25-Jul-94 | Africa | SOUTH AFRICA | R/C/A | 27 |
| BBC2 | | SADHUS INDIA'S HOLY A | 23-Aug-94 | Asia | INDIA | R/C/A | 47 |
| BBC2 | UNDER THE SUN | THE HAMAR TRILOGY | 25-Aug-94 | Africa | ETHIOPIA | R/C/A | 47 |
| BBC2 | BELOVED COUNTRY | | 17-Mar-94 | Africa | SOUTH AFRICA | WL | 27 |
| BBC2 | THE NATURAL WORLD | | 15-May-94 | Africa | TANZANIA | WL | 47 |
| BBC2 | | CHEETAHS: IN THE LAN | 19-May-94 | Africa | TANZANIA | WL | 47 |
| BBC2 | THE NATURAL WORLD | | 22-May-94 | Africa | ?E AFRICA | WL | 47 |
| BBC2 | WILDLIFE ON 2 | | 17-Dec-93 | Africa | ?SOUTHERN AFRIC | WL | 27 |
| BBC2 | AFRICA WATCH | A DAY IN THE MASAI MAI | 17-Feb-94 | Africa | ?E AFRICA | WL | 27 |
| BBC2 | THE NATURAL WORLD | PANDAS OF THE SLEEP | 04-Apr-94 | Asia | CHINA | WL | 47 |
| BBC2 | WILDLIFE ON 2 | | 01-Aug-94 | Africa | BOTSWANA | WL | 27 |
| BBC2 | THE NATURAL WORLD | | 29-May-94 | Africa | NAMIBIA | WL | 47 |
| BBC2 | WILDLIFE SHOWCASE | | 07-Sep-93 | Africa | TANZANIA | WL | 27 |
| BBC2 | WILDLIFE SHOWCASE | | 12-Oct-93 | Africa | TANNA | WL | 30 |
| | | | | | | | 45.63 hours |

| Ch | Strand | Title | Date | Continent | Country | Issue | Mins |
|-----|-----------------------------------|-----------------------|-----------|---------------|-----------------|-------|-------------|
| ITV | SURVIVAL | DRY COUNTRY FISH | 28-Jun-94 | Africa | NAMIBIA | ENV | 27 |
| ITV | SURVIVAL | THE SEA OF GALILEE | 11-Aug-94 | Asia | ISRAEL | ENV | 27 |
| ITV | SURVIVAL | JOURNEY TO THE FORC | 25-Dec-93 | Africa | BOTSWANA | WL | 54 |
| ITV | SURVIVAL | THE GREEN LEAF COKE | 18-Aug-94 | C & S America | ECUADOR | WL | 27 |
| ITV | SURVIVAL | | 25-Aug-94 | Africa | ?GEN AFRICA | WL | 27 |
| ITV | SURVIVAL | | 26-Aug-94 | C & S America | VENEZUELA | WL | 57 |
| ITV | IN THE WILD | | 06-Dec-93 | Africa | KENYA | WL | 57 |
| | | | | | | | 4.60 hours |
| C4 | CRITICAL EYE | | 14-Oct-93 | Asia | ?M EAST | CON | 57 |
| C4 | KARACHI KOPS | | 11-Jan-94 | Asia | PAKISTAN | CON | 27 |
| C4 | KARACHI KOPS | | 18-Jan-94 | Asia | PAKISTAN | CON | 27 |
| C4 | SECRET HISTORY | | 27-Jan-94 | Africa | SOUTH AFRICA | CON | 57 |
| C4 | KARACHI COPS | | 01-Feb-94 | Asia | PAKISTAN | CON | 27 |
| C4 | | FRONTLINE | 13-Jul-94 | Asia | CAMBODIA | CON | 42 |
| C4 | KARACHI COPS | | 08-Feb-94 | Asia | PAKISTAN | CON | 27 |
| C4 | | EARTHQUAKE INDIA | 13-Nov-93 | Asia | INDIA | DIS | 52 |
| C4 | | VISIONARIES | 03-Oct-93 | Asia | NICARAGUA | DVT | 57 |
| C4 | EQUINOX | | 10-Oct-93 | Asia | PHILIPPINES | DVT | 57 |
| C4 | EQUINOX | | 21-Nov-93 | C & S America | MEXICO | DVT | 57 |
| C4 | ENCOUNTERS | CHILDREN OF ANGOLA | 27-Feb-94 | Africa | ANGOLA | DVT | 54 |
| C4 | STORIES FROM AN AFRICAN HOSPITAL | | 18-Aug-94 | Africa | GHANA | DVT | 27 |
| C4 | ENCOUNTERS | | 20-Mar-94 | Asia | PAPUA NEW GUINE | DVT | 57 |
| C4 | CRITICAL EYE | | 11-Nov-93 | Asia | PAPUA NEW GUINE | ENV | 57 |
| C4 | | FOLLOW THAT TIGER | 04-Jan-94 | Asia | NEPAL | ENV | 27 |
| C4 | THE RISE & FALL OF ELEPHANT MARSH | | 11-Jan-94 | Africa | MALAWI | ENV | 27 |
| C4 | KINGDOMS IN CONFLICT | | 05-Mar-94 | Africa | KENYA | ENV | 57 |
| C4 | ENCOUNTERS | | 13-Mar-94 | Africa | MALI | ENV | 57 |
| C4 | ENCOUNTERS | | 27-Mar-94 | Africa | ZIMBABWE | ENV | 57 |
| C4 | ENCOUNTERS | | 15-May-94 | Asia | JAVA | ENV | 55 |
| C4 | KINGDOMS IN CONFLIC | THE DESERT AND THE I | 09-Apr-94 | Africa | MAURITANIA | ENV | 54 |
| C4 | ENCOUNTERS | SHARK WARS | 12-Jun-94 | Africa | SOUTH AFRICA | ENV | 54 |
| C4 | | WHITE FURY | 03-Jan-94 | Asia | TIBET | MIS | 57 |
| C4 | TRAVELOG | | 05-Jan-94 | Other South | FIJI | MIS | 27 |
| C4 | RETURN TO EVEREST | | 09-Jan-94 | Asia | NEPAL | MIS | 57 |
| C4 | A TASTE OF AFRICA | | 02-Mar-94 | Africa | EGYPT | MIS | 27 |
| C4 | A TASTE OF AFRICA | | 09-Mar-94 | Africa | TANZANIA | MIS | 27 |
| C4 | A TASTE OF AFRICA | | 10-Mar-94 | Africa | TANZANIA | MIS | 27 |
| C4 | A TASTE OF AFRICA | | 23-Mar-94 | Africa | GHANA | MIS | 27 |
| C4 | TRAVELOG | | 09-Feb-94 | Africa | TANZANIA | MIS | 27 |
| C4 | NATURE PERFECTED | GARDENS OF CONQUE | 11-Feb-94 | Asia | INDIA | MIS | 27 |
| C4 | | BALLOONING OVER EVE | 09-Jul-94 | Asia | NEPAL | MIS | 54 |
| C4 | STORIES FROM AN AFRICAN HOSPITAL | | 28-Jul-94 | Africa | GHANA | MIS | 27 |
| C4 | TRAVELS WITH MY CAMERA | | 01-Aug-94 | Africa | ?E AFRICA | MIS | 57 |
| C4 | STORIES FROM AN AFRICAN HOSPITAL | | 04-Aug-94 | Africa | GHANA | MIS | 27 |
| C4 | | HEART OF A NOMAD | 21-Aug-94 | Africa | KENYA | MIS | 57 |
| C4 | WITNESS | ORPHANS OF MANCHUF | 24-Aug-94 | Asia | CHINA | MIS | 57 |
| C4 | STORIES FROM AN AFRICAN HOSPITAL | | 25-Aug-94 | Africa | GHANA | MIS | 27 |
| C4 | OPENING SHOT | OUT OF THE DUMP | 27-Aug-94 | C & S America | GUATEMALA | MIS | 27 |
| C4 | | THE PUNJAB ROAD RUN | 09-Apr-94 | Asia | PAKISTAN | MIS | 54 |
| C4 | | | 13-Feb-94 | Asia | TURKEY | MIS | 54 |
| C4 | FROM BEIRUT TO BOSNIA | | 07-Dec-93 | Asia | LEBANON | POL | 57 |
| C4 | WITHOUT WALLS | THE LOST AFRIKANER | 19-Apr-94 | Africa | SOUTH AFRICA | POL | 54 |
| C4 | | RAPE OF TUTANKHAMUI | 05-Dec-93 | Africa | EGYPT | R/C/A | 100 |
| C4 | WITNESS | | 09-Sep-93 | Asia | ISRAEL | R/C/A | 57 |
| C4 | NATURE PERFECTED | | 21-Jan-94 | Asia | CHINA | R/C/A | 27 |
| C4 | BEYOND THE CLOUDS | | 03-Mar-94 | Asia | CHINA | R/C/A | 57 |
| C4 | BEYOND THE CLOUDS | | 08-Mar-94 | Asia | CHINA | R/C/A | 57 |
| C4 | BEYOND THE CLOUDS | | 10-Mar-94 | Asia | CHINA | R/C/A | 57 |
| C4 | A TASTE OF AFRICA | | 18-Mar-94 | Africa | MALI | R/C/A | 27 |
| C4 | BEYOND THE CLOUDS | | 17-Mar-94 | Asia | CHINA | R/C/A | 57 |
| C4 | BEYOND THE CLOUDS | | 21-Mar-94 | Asia | CHINA | R/C/A | 57 |
| C4 | | A MAYBE DAY IN KAZAKI | 01-May-94 | Asia | KAZAKHSTAN | R/C/A | 27 |
| C4 | | FROM BEIRUT TO BOSN | 14-Dec-93 | Asia | ISRAEL | R/C/A | 54 |
| C4 | A TASTE OF AFRICA | | 16-Feb-94 | Africa | ZIMBABWE | R/C/A | 27 |
| C4 | BAKA: PEOPLE OF THE RAINFOREST | | 19-Feb-94 | Africa | CAMEROON | R/C/A | 55 |
| C4 | DISTANT ECHOES | YO YO MA & THE KALAH | 20-Feb-94 | Africa | ?SOUTHERN AFRIC | R/C/A | 54 |
| C4 | A TASTE OF AFRICA | | 23-Feb-94 | Africa | MOROCCO | R/C/A | 27 |
| C4 | BAKA: PEOPLE OF THE RAINFOREST | | 28-Feb-94 | Africa | CAMEROON | R/C/A | 55 |
| C4 | BEYOND THE CLOUDS | | 28-Feb-94 | Asia | CHINA | R/C/A | 57 |
| C4 | KINGDOMS IN CONFLIC | THE FORBIDDEN DESEF | 02-Apr-94 | Africa | ETHIOPIA | R/C/A | 54 |
| C4 | | FIRST SEX | 05-Jul-94 | Asia | BANGLADESH | R/C/A | 27 |
| C4 | | | 14-Jun-94 | Asia | TURKEY | R/C/A | 27 |
| C4 | | THE TOOL USERS | 12-May-94 | Africa | EGYPT | WL | 27 |
| C4 | KINGDOMS IN CONFLICT | | 22-Jan-94 | Africa | KENYA | WL | 57 |
| | | | | | | | 49.48 hours |

Current Affairs on the South - Sep 93 to Aug 94

| Ch | Strand | Title | Date | Continent | Country | Issue | Mins |
|------|-----------------|-----------------------------------|-----------|---------------|--------------|-------|----------------|
| BBC1 | PANORAMA | MANDELA'S PROMISED LAND | 11-Apr-94 | Africa | SOUTH AFRICA | POL | 40 |
| BBC1 | PANORAMA | THE HOMECOMING | 03-Jul-94 | Asia | ISRAEL/MEAST | POL | 40 |
| BBC1 | PANORAMA | A CULTURE OF KILLING | 22-Aug-94 | Africa | RWANDA | CON | 40 2 hours |
| BBC2 | ASSIGNMENT | LET HER DIE | 28-Sep-93 | Asia | INDIA | CON | 45 |
| BBC2 | ASSIGNMENT | THE NEW PIRATES | 12-Oct-93 | Asia | S CHINA SEA | CON | 45 |
| BBC2 | ASSIGNMENT | THE PRICE OF GOLD | 19-Oct-93 | C & S America | BRAZIL | POL | 45 |
| BBC2 | ASSIGNMENT | MY HOMELAND, YOUR HOMELAND | 26-Oct-93 | Asia | ISRAEL | POL | 45 |
| BBC2 | ASSIGNMENT | A SHORT BREAK IN THE INTERFERENCE | 09-Nov-93 | Africa | SOUTH AFRICA | POL | 45 |
| BBC2 | ASSIGNMENT | NO EASY ROAD TO FREEDOM | 30-Nov-93 | Africa | SOUTH AFRICA | POL | 45 |
| BBC2 | ASSIGNMENT | RED CAPITALISM | 07-Dec-93 | Asia | CHINA | POL | 45 |
| BBC2 | ASSIGNMENT | ENTER THE DRAGON | 18-Jan-94 | Asia | CHINA | POL | 45 |
| BBC2 | ASSIGNMENT | THE YARDIES | 25-Jan-94 | C & S America | JAMAICA | CON | 45 |
| BBC2 | ASSIGNMENT | THE DISPOSABLES | 01-Feb-94 | C & S America | COLOMBIA | CON | 45 |
| BBC2 | ASSIGNMENT | DYNASTY | 08-Feb-94 | Asia | PAKISTAN | POL | 45 |
| BBC2 | ASSIGNMENT | THE COLLABORATORS | 01-Mar-94 | Asia | ISRAEL | POL | 45 |
| BBC2 | ASSIGNMENT | MISSION IMPOSSIBLE | 15-Mar-94 | Africa | SOMALIA | CON | 45 |
| BBC2 | ASSIGNMENT | ALLAH'S ARMY | 10-May-94 | Asia | ISRAEL | CON | 45 |
| BBC2 | ASSIGNMENT | TERROR ON TRIAL | 24-May-94 | Africa | ETHIOPIA | CON | 45 |
| BBC2 | ASSIGNMENT | CHANGING THE PRETORIAN GUARD | 31-May-94 | Africa | SOUTH AFRICA | CON | 45 |
| BBC2 | ASSIGNMENT | THE PEOPLE'S DICTATOR | 23-Aug-94 | Asia | CHINA | POL | 49 12.82 hours |
| ITV | WORLD IN ACTION | SHOOT OUT AT SUNSET | 11-Oct-93 | Asia | INDIA | CON | 27 |
| ITV | WORLD IN ACTION | BABY BROKER | 29-Nov-93 | C & S America | EL SALVADOR | HR | 27 |
| ITV | WORLD IN ACTION | FIELDS OF FIRE | 17-Jan-94 | Africa | ANGOLA | CON | 27 |
| ITV | WORLD IN ACTION | THE MERCURY MURDER MYSTERY | 31-Jan-94 | Africa | SOUTH AFRICA | CON | 27 |
| ITV | WORLD IN ACTION | ONE WOMAN'S WAR | 08-Aug-94 | Asia | KUWAIT | CON | 27 |
| ITV | WORLD IN ACTION | PEOPLE OF THE APOCALYPSE | 15-Aug-94 | Africa | RWANDA | CON | 27 2.7 hours |
| C4 | AFRICA EXPRESS | | 22-Apr-94 | Africa | RWANDA | MIS | 27 |
| C4 | AFRICA EXPRESS | | 29-Apr-94 | Africa | ERITREA | MIS | 27 |
| C4 | AFRICA EXPRESS | | 05-May-94 | Africa | NIGERIA | POL | 27 |
| C4 | AFRICA EXPRESS | | 08-Apr-94 | Africa | NIGERIA | POL | 27 1.8 hours |

Most British people derive their knowledge of global affairs from television. Broadcasters have an enormous responsibility to reflect the diversity of the wider world to their audience. International news, current affairs and documentary programmes have contributed to the unrivalled reputation for quality which British television has earned. But Government legislation and rising commercialism are having far-reaching effects.

This comprehensive study looks at core trends in British broadcasting and raises serious questions about its portrayal of global affairs. Are television companies keeping their viewers well informed about international developments? Do they provide a balanced picture of what in the world is going on?