

## **BBC World Service Pitch Points**

### **Live the Story**

BBC World Service correspondents don't report stories, they live and breathe them, placing you at the heart of every event.

With journalists in more places than any other international news broadcaster, the BBC doesn't go to where stories happen, they are already there, ready to transport you from your home to the backstage, the sideline and the front line.

The BBC lives the story, so you can live the story too.

### **Making Sense of the World**

Listening to the BBC World Service isn't just about educating yourself about isolated incidents around the globe. Whether it's the latest from The Ukraine or Kenya, the news and interviews you hear on the BBC World Service are fundamental to making sense of the entire world around you. You tune in because the information you get here matters to you.

### **News Focus**

As a listener to the BBC World Service, you understand that public radio is very different from any other media.

Our values go beyond a focus on gathering news and stories. We dare to examine the issues, provide comprehensive analysis and examine topics in a way that can only be found on public radio.

Your commitment to this public radio station provides us the means to adhere to the highest journalism and production standards and to push ourselves to do even better.

### **Sources to Choose From**

Today you have more news sources to choose from than ever before. But few news outlets inspire the degree of trust that listeners like you place in the BBC World Service. We never rest in our efforts to report what's going on, from places all over the globe to right in your community.

### **Stories Speak to You**

As a regular listener to the BBC World Service, you know the stories told on [PROGRAM] not only speak to your intelligence, they speak to your creativity. You live the story right along with us. Whether the story is about a scientific breakthrough or an update about global business, you learn something every day listening to this public radio station.

## **24/7 Endeavor**

Covering world news is a 24/7 effort. The BBC World Service cuts through the background noise and provides definitive reports on the big stories of the day, whenever they break. 365 days a year, the BBC delivers headlines, commentary and reporting from around the world. This service is possible on [STATION] because of your support.

## **Global Perspective 1**

It's a truly global perspective you gain as a listener to the BBC World Service on this station. Each time you tune in, you're kept up-to-date on happenings in the places you care about, and those you're still discovering.

## **Global Perspective 2**

You count on the BBC World Service for a global perspective on the day's news and events. With 250 correspondents working from 50 bureaus around the world, the BBC World Service brings you unparalleled coverage with a truly global perspective. Help [STATION] keep the BBC World Service a vital part of your day by making a gift now.

## **International News**

For nearly a century, the BBC has reported from practically every country on the planet. It's the world's largest broadcast news operation, with bureaus all over the globe.

So when major events happen, chances are the BBC's reporters are already there. For you that means reliable, knowledgeable reporting on breaking news, no matter where in the world it's happening.

## **Un-biased Reporting**

No matter the reporter, BBC presenters remain aggressively neutral – getting to the heart of the story without sensationalizing.

## **Quick Pitch Points:**

Chances are much of what you know today about world events comes from programs you hear on [STATION]. And one of the best and most consistent sources of world news comes from the BBC's Newshour.

Newshour brings perspective on the day's events with experts on terrorism, global business, military and diplomatic affairs.

You hear a range of viewpoints from well beyond our borders.

Despite being called a 'global emergency,' climate change doesn't often get the headlines. Every Wednesday, Newshour brings you stories from people on the front lines of climate change and what they are doing to combat this challenge.

We know it is important to you to understand what people around the globe are thinking about our country.

You want to know what's happening around the world, and how it will affect your daily life. That's why [STATION] brings you Newshour from the BBC.

By bringing you voices from around the globe, we provide you with a context for understanding our nation's role in world affairs.

No one can predict tomorrow's headlines. But as someone who listens to [STATION], you are better prepared than most to put the complexity of world events into context.

Newshour helps you understand what's happening around the globe.

It's one thing to know what's happening in national and world news each day. But it's another to understand how our country's role is understood by others. U.S. foreign policy is perceived differently overseas than it is here at home.

Newshour keeps you informed about America's changing role in world affairs and how the world sees us.