



Sorie K and the MDGs © Fee Romein

Dear friends and supporters,

It's always exciting to see how widely tve films are viewed - and 2010 was no exception. We now have final figures for last year's outreach, and they're as impressive as ever. tve films, both current and from our extensive archive, were broadcast 833 times around the world, and we doubled the number of channels carrying them to 158. Our films were versioned into, or broadcast in, 25 languages, and viewed in 177 countries - also up on 2009. We reached 298 million homes through global broadcasts on BBC World News and Al Jazeera English and 433 million individuals had a chance to see our films on other channels. My thanks, as always, go to all our partners who worked with us to produce films and reach millions of people around the globe.

You can find out more about tve's 2010 from our [latest annual report](#). And read on in this month's newsletter to find out about the awards we're winning, our new environmental strand, and a fabulous fundraiser.

With best wishes,

Cheryl Campbell
executive director



Blue fin tuna shoals in the Mediterranean © WWF

Double awards for 'Looting the Seas'

We're delighted that one of our Life on the Edge films on illegal tuna fishing has won two major US awards as part of a multimedia investigation 'Looting the Seas' with the ICIJ (International Consortium of Investigative Journalists). 'Looting the Seas' was given the Overseas Press Club of America's Whitman Bassow award in April for 'best reporting in any medium on international environmental issues'. In June, the world's largest association of investigative journalists, Investigative Reporters and Editors, awarded the project the Tom Renner prize, saying that it 'attracted attention worldwide, initiating reforms in both the international body that regulates Atlantic tuna fishing and in individual countries that fish for tuna.'

Watch our award-winning 'Looting the Seas' [here](#).

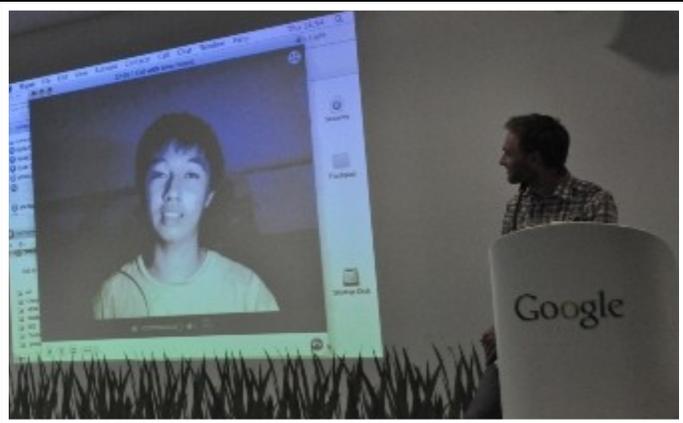


Mayor Huancari in Iquitos, Peru © Steve Bradshaw

Life on the Edge returns on BBC World News

Life on the Edge is back on air on BBC World News from 6 August with a two-parter, 'In the Mayor's Footsteps', following up on our 2009 Early Life series. Two years ago, when we first met Amilcar Huancari, he was mayor of Jesus Nazareño, a poor suburb in the Peruvian province of Ayacucho. Today he's mayor of the entire province of Huamanga, giving him a platform to persuade the country that helping kids get the right start in life is the best path to peace and prosperity. We follow Amilcar as he tours his native Peru and neighbouring Brazil, discovering why so many children still get a raw deal.

Watch our Early Life films [here](#).



Kenu Huang, our Indonesian winner, accepts his award © Billie Jones

And the winners are...!

In May we celebrated the three winners from our film competition, **tv/e biomovies 2010**. Creative, funny and inspirational, the short films ran on YouTube and the winners were those who received the most 'likes' as voted by YouTube viewers. At Google's office in London, we awarded £1,000 prizes to Kenu Huang from Indonesia, Mehmet Ali Baltali from Australia - who both spoke via Skype - and to Dieudonne Gahizi, who flew in from Rwanda to collect his trophy. Watch this space for details of **tv/e biomovies 2011**, launching soon!

View the fabulous 12 shortlisted films from the [tv/e biomovies compilation film](#).



Our Earth Reporter, Mayor Dieye © Miguel Massy

Earth Reporters: new environment series launched in May

An African mayor fighting rising seas; an oceanographer unlocking the secrets of the oceans; a scientist collecting data in the harsh Arctic spring - these are three of the Earth Reporters fronting tve's new environment strand, launched in May on BBC World News. The five-part series gives a new perspective on global concerns, with a combination of powerful journalism and personal insight. Co-produced with the Open University and produced by Headlight Pictures, the series tells compelling stories including the impact of hydroelectric dams on the Mekong River, how scientists have wiped out a killer cattle disease, and what the Arctic reveals about climate change.



Bidding at our fundraising auction © Katherine Waters

Another fabulous fundraiser!

Thanks to all of you who bought tickets to our fabulous summer fundraiser at Kensington Palace we raised a fantastic £13,500. Hosted by Friends of tve president The Lord St John of Bletso, the evening included an auction of stunning items and a thought-provoking talk by Ruby McGregor-Smith, chief executive of Mitie Group plc. We thank our generous sponsors: Newhome Property Services, British Asian Women's Association, The Delta Group, James Attwood Photography, Perton Solutions and Suraid. To find out how you can get Suraid home insurance and support tve at the same time, contact Paul Bartley on 020 7816 5969 or [click here for an online quotation](#).



Didier Drogba in the Ivory Coast © lokaalmondiaal

tve partner kicks off with Africa United

The last year has been busy for our Dutch partner, lokaalmondiaal. As part of its World Cup 2010 initiative Twenty Ten: African Media on the Road to 2010, it produced Africa United, a stunning collection of features and photos by African journalists on the impact of football in Africa. And as one of tve's three partners in the Five Years to Go project, lokaalmondiaal produced two of last year's most memorable Life on the Edge films, 'How to Become President', set in Liberia, and 'The Elephants' Dream of Peace', in the Ivory Coast. lokaalmondiaal is currently working with us to develop a new film on the conflict in the Ivory Coast. Watch this space!

Watch lokaalmondiaal's ['How to Become President'](#) and ['The Elephants' Dream of Peace'](#).

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