

*"Working for quality
and diversity in
British broadcasting"*



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IMMEDIATE RELEASE:

VLV Conference 'Strictly Public Service Broadcasting' on 28 April will focus on Creativity and Ambition in the light of the BBC Strategic Review

Alan Yentob, the BBC's Creative Director with responsibility for developing talent across all the BBC's services, and

Melvyn Bragg, creator and presenter of ITV's South Bank Show until its demise in January 2010 will be the keynote speakers at Voice of the Listener & Viewer's 27th annual spring conference in London on **Wednesday, 28th April 2010**.

Mark Lawson, presenter of Radio 4's Today will be in the chair for Melvyn Bragg

The opening session of the conference will focus on the implications for programme production and creativity of the proposals announced recently in **the BBC's Strategic Review**. The proposals are currently the subject of a twelve week public consultation by the BBC Trust. The BBC leads original British programming and VLV's aim is to provide an opportunity for listeners, viewers and licence fee payers to hear and question some of those most involved with creative content.

The **presentation of VLV's 2009 Awards for Excellence in Broadcasting by James Naughtie of Radio 4's Today and Book Club Programmes**, will take place at 1.45pm immediately after lunch. The Awards are supported by The Voice of the Listener Trust and this year Roberts Radio will be adding a special Roberts Award for Radio.

Commenting Jocelyn Hay, VLV President, said: We are delighted to have two speakers with such outstanding records of creativity to give their views on the future for this vital element in programme content. The conference provides an ideal opportunity to consider the proposals in the BBC's Strategic Review whilst relating them to commercial broadcasters' creative ambitions. We welcome the Review and its stated objective of putting more resources into programming: the BBC cannot be exempt from the effects of the current economic climate, but we are concerned that cutting new services may not be the best way to do this. All possibilities for finding economies in non programme services must be examined first. VLV welcomes the public consultation announced by the BBC Trust and will be responding after giving careful consideration to them.

Editors' note:

Conference venue: The Geological Society, Burlington House, Piccadilly, London W1

10.15am: Registration & coffee.

10.30am: BBC Strategic Review

11.30am: Alan Yentob

12.45pm; Lunch

13.45pm: Presentation of VLV Awards for Excellence in Broadcasting by James Naughtie.

15.00pm: Melvyn Bragg

16.00pm: VLV Members' Forum.

For further information please contact: Linda Forbes on 01474 352835 or Jocelyn Hay on 01474 - 362892

Voice of the Listener & Viewer (VLV) is an independent, non-profit-making association, free from political, commercial and sectarian affiliations, working for quality and diversity in British broadcasting and new media. VLV represents the interests of listeners and viewers as citizens and consumers across the full range of broadcasting issues. VLV is concerned with the structures, regulation, funding and institutions that underpin the British broadcasting system.

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