

"Working for quality
and diversity in
British broadcasting"



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VLV Spring Conference 2009 Update Press Release
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The End of Broadcasting As We Know It?

Voice of the Listener & Viewer holds its **Spring Conference** in London on **Thursday, 30 April**.

As the system that has stood for fifty years breaks down VLV invites two of the biggest players in broadcasting to explain how they expect to survive the hurricane that's sweeping through the industry.

Michael Grade, **Executive Chairman of ITV**, heads a once great television network that rivalled the BBC. But now, in desperate straits, ITV is sacking staff, cutting back the UK programme production on which it prided itself, and abandoning its historic public service broadcasting obligations. Is there still a future for broadcast television? If so what does it look like? Former Panorama editor and now Radio 4's Feedback presenter **Roger Bolton** puts questions from the Conference audience to Michael Grade.

Colette Bowe is the new **Chair of Ofcom** – the first woman to get the job. Once her word would have been law, but with commercial broadcasters facing ruin as their advertising income disappears what chance does the Regulator have of maintaining high standards in broadcasting? **Tim Suter**, former BBC television boss who later worked for Ofcom, asks Colette Bowe what the point of Ofcom now is. What's it for?

Also in VLV's Spring Conference, **Local Television – Is it Really A Runner?** With **Steve Hewlett**, television journalist and presenter of Radio 4's weekly *Media Show*, and **Peter Williams**, independent television producer and former ITV *This Week* reporter. With regional television being stretched so thin, is the real future local?

During the Conference **Sarah Montague**, former *Newsnight* and BBC 1 Presenter, and now Presenter of Radio 4's *Today* programme, will present the **VLV Awards for Excellence in Broadcasting 2008**, including the **Roberts Radio Award** supported by *The Voice of the Listener Trust*

Said **Richard Lindley**, VLV's Chairman: 'TV companies today look a bit like happy holiday-makers who have been basking in the sun but are now suddenly faced with a tidal wave. Running backwards up the beach, they shout out to the deck chair owners that they've got no choice, they've got to abandon everything, leave it all behind, throw away all the rules about how to behave on the beach, simply in order to survive. So what's television going to be like, after the storm?'

Editors' note: Conference title '**The End of Broadcasting as we know it?**' Programme attached.
Presentation of VLV Awards for Excellence in Broadcasting 2008 by Sarah Montague : 1.45-2.30pm.

Venue: The Geological Society, Burlington House, Piccadilly, London W1 10am-4.30pm, registration 9.30am

Reporters and photographers welcome. For press passes contact: Linda.Forbes 01474 352835. Or linda.forbes@VLV.org.uk

Tickets: Corporate £184: Voluntary/Academics £92; Students £15 (excluding lunch) £30 (including lunch)