

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



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£500 in Prizes and Work Experience offered to the Winners of VLV's 4th Student Essay Competition in 2009

Voice of the Listener & Viewer (VLV) is pleased to announce the launch of its fourth Student Essay Competition in association with Channel 4 and with support from The Voice of the Listener Trust. Winning entrants in two categories will each receive £250. The winners and the runners-up will each also be offered two weeks' work experience with a leading television or radio production company.

Jon Snow, presenter of **Channel 4 News**, will lead the judging panel.

Broadcasting is changing more rapidly than ever before. Digital television and broadband have already brought an explosion of new services which threaten the survival of the commercially funded public service broadcasters ITV, Channel 4 and Five, with implications for the BBC. At the same time, new technology enables more and more people to generate their own content through podcasts, webcasts blogs and vlogs. So does the concept of public service broadcasting any longer have meaning?

VLV invites entries for its 2009 Student Essay Competition from students studying for a UK registered undergraduate or postgraduate degree, or similar professional qualification, on the following subject:

"What is important about public service broadcasting and how should it be funded in the 21st century?"

Entries should be submitted as a written essay of a maximum of 2,000 words. The closing date for entries is **Monday, 1st June 2009**

VLV Chairman Richard Lindley said, "This is VLV's fourth annual essay competition. Previous competitions have attracted entries from students across the UK and we were very pleased with the standard they set. This year we are again grateful to Channel 4 for providing the cash prizes and delighted that Jon Snow has again kindly agreed to lead the judging panel. The competition offers students the chance not only to win a useful cash prize but also a valuable opportunity for work experience, and we look forward to a large entry.

VLV offers many benefits to students and academics. These include the chance to attend VLV events at special rates where they can hear, meet and interview leading speakers from the industry at first hand.

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. VLV represents the interests of listeners, viewers and new media users 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. VLV does not handle complaints. The Voice of the Listener Trust (registered charity 296207) supports the educational activities of VLV that fall within the scope of its own objects.

Full details and entry form, which must be completed, are available at www.vlv.org.uk or in writing, enclosing an SAE from: Linda Forbes, Conference Administrator, VLV, PO Box 401, Gravesend, Kent, DA12 9FY.

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