

"Working for quality
and diversity in
British broadcasting"



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£800 in Prizes and Work Experience offered to the Winners of VLV's 6th Student Essay Competition in 2011

Voice of the Listener & Viewer (VLV) is pleased to announce the launch of its sixth Student Essay Competition in. Winning entrants in two categories (undergraduate and postgraduate) will each receive £400. The winners and the runners-up will each also be offered two weeks' work experience with a leading television or radio production company. The competition is supported by The Voice of the Listener Trust

Jon Snow, presenter of **Channel 4 News**, will award the prizes at the VLV Autumn Conference in London on 30th November 2011.

Essay topic

The new Conservative/Liberal Democrat Coalition Government has made a number of far-reaching decisions affecting the media generally, and broadcasting specifically, since it came into office in May 2010. These include the freezing of the BBC Licence Fee, changes in the funding and status of the BBC World Service and S4C the Welsh language TV service, and, along with many other public bodies, cuts to the telecommunications and broadcasting regulator, Ofcom. Controversies about telephone hacking of public figures' messages by journalists have raised new concerns about communications technology, privacy, individuals' rights and journalistic ethics. Considerable concern has also been raised at the possible threat to media pluralism by the proposed 100% takeover of BSkyB by News International, making it the most dominant commercial force in UK media. A new Communications Bill is planned by the Government in 2012 and a Green Paper is shortly to be published. In the light of these developments, Voice of the Listener & Viewer (VLV) has chosen the following subject for its 2011 Student Essay Competition. VLV invites entries for its 2010 Student Essay Competition from students studying for a UK registered undergraduate or postgraduate degree, or similar professional qualification, on the following subject:

'What safeguards, if any, do you think should be in place to protect media pluralism, journalistic integrity, and opportunities for citizens and consumers to make their views known, in the Government's forthcoming Communications Green Paper? Should anything else be safeguarded in your opinion? Refer to existing legislation and current regulatory, e.g. Ofcom's, guidelines'.

Entries should be submitted as a written essay of a maximum of 2,000 words. The closing date for entries is **Wednesday, 1st June, 2011**

Said VLV President Jocelyn Hay: "This is VLV's sixth 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 kindly agreed to present the prizes. The competition offers students the chance not only to win a cash prize but also a valuable opportunity for work experience, and we look forward to a large entry."

VLV membership is open to all students and costs just £15 annually. VLV membership offers many benefits to students including 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 many of 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.