

"Working for quality  
and diversity in  
British broadcasting"



PO Box 401, Gravesend, Kent DA12 9FY  
Telephone: 01474 352835 Fax: 01474 351112

Founded in 1983 by Jocelyn Hay CBE

E-mail: [info@vlv.org.uk](mailto:info@vlv.org.uk)

Web: [www.vlv.org.uk](http://www.vlv.org.uk)

19 February 2010

03/10

IMMEDIATE RELEASE:

## Alan Yentob and Melvyn Bragg to be Keynote Speakers at London Conference on 28 April 'Strictly Public Service Broadcasting'

**Creative Freedom and Ambition** will be the twin themes at Voice of the Listener & Viewer's 27<sup>th</sup> annual spring conference in London on Wednesday, 28<sup>th</sup> April 2010. Addressing them will be 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 *The South Bank Show* on ITV until its demise last month.

Yentob has faced criticism, including from VLV in its response to the review recently conducted by the BBC Trust into BBC 1, BBC 2, BBC 4 and its Red Button Service, that, despite providing value for licence payers' money, the BBC has recently placed too much emphasis on reality programming in its search for higher ratings, putting at risk its reputation for setting quality standards. Bragg, who currently presents *In Our Time* on Radio 4, is disappointed that ITV has dropped its flagship arts programme after so many years. Each speaker will allow at least 30 minutes for questions from the floor, providing a rare opportunity for participants to learn at firsthand about the outlook for creative and arts programming across the board.

The conference will also host the presentation of **VLV's 2009 Awards for Excellence in Broadcasting** by **James Naughtie** of Radio 4's *Today Programme*, himself a previous winner.

-----  
Editors' note:

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

10.15am: Registration & coffee.

10.45am: Update on current policy issues.

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 and tickets please contact: Linda Forbes on 01474 352835 or Jocelyn Hay on 01474 – 362895

Corporates £199.75; Voluntary Organisations £99.75

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.

Voice of the Listener & Viewer Ltd. A not for profit private company limited by guarantee registered in England No. 4407712.

Registered office: Aercon House, Alfred Road, Gravesend, Kent DA11 7QF.

Honorary Officers: John Clark Deputy Chairman

Hugh Peltor CBE Treasurer

Robert Clark Secretary

Company Secretary: Messrs. Waterlow Registrars Ltd