

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



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News Release Immediate 03/09

29th January 2009

Making the Most of the New Media - Media Literacy for the Over -50s

with

Patricia Routledge, Evan Davis, BBC's Dragon's Den & Martyn Lewis, former ITN Newscaster

A one-day VLV conference on Wednesday, 1st April 2009, 10.30 - 4.15pm
at the BT Centre, St Paul's, London EC1

Digital Britain is already here! And the Government wants Broadband Britain to be here within three years, according to a report by Communications Minister, Lord Carter, published on 29 January. Every home in the UK should be wired up for high speed Broad Band and Internet access in time for the Olympics, he says. Meantime, television, broadband and the Internet are converging at an ever-increasing pace, bringing many new benefits within reach of viewers, especially those over aged 50. Yet these are the very ones least likely to take advantage of the new opportunities - research by Age Concern shows that nearly half of them do not even have access to a computer.

So Voice of the Listener & Viewer (VLV) is holding a ground-breaking conference on 1st April to help dispel the fears that so many older viewers have about the new technology and encourage them to find out about the wonderful new opportunities and services it will bring. Ofcom, the media regulator is giving support, together with BT, at whose state-of-the art HQ, 81 Newgate Street, London EC1, the event will be held.

The BBC, ITV, Channel 4, BT, BSkyB, Vodafone and Google are taking part, plus a range of voluntary and consumer organisations experienced in this area, who have no financial axe to grind. Speakers will explain what the broadcasters are doing to develop media literacy and some of the social and educational advantages to be gained from using new technology. Among them are **Gillian Reynolds**, Radio Critic, the Daily Telegraph; **Roger Bolton**, Radio 4's Feedback; **Sandy Chalmers**, Broadcaster & Media Consultant; **Evan Davis**, BBC Dragons' Den; and **Martyn Lewis**, former ITN news-caster. **Patricia Routledge** will join Martyn in the final session to demonstrate some of the new opportunities, including how to link up with friends and families at home and overseas. Don't miss it!

Alongside the conference a hands-on exhibition of the latest technology will enable delegates to see what's available, how to use the new services, and get advice from non-partisan consumer groups.

VLV President Jocelyn Hay commented: 'This ground-breaking event could not be better timed as the Government wants every home to be wired up for Broad Band in time for the Olympics, and a third of UK homes will lose their analogue TV signals this year. Yet many older people are afraid of the new technology which can bring many new ways to enhance their lives, from keeping in closer touch with friends and families, saving money on utility and shopping bills, to making appointments with the doctor. VLV's aim is to dispel their fear and encourage them to plunge in and make the most of new opportunities that could transform their lives.'

Tickets cost just £10 each, including lunch.

For full details of the day, please see attached programme.

For further information and tickets please contact: Linda Forbes, Conference Administrator, on 01474 352835, Email her at Linda.Forbes@VLV.org.uk or visit VLV's website: www.VLV.org.uk or post a cheque made payable to VLV Ltd, to V?LV at PO Box 401, Gravesend DA12 9FY

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