

"Working for quality
and diversity in
British broadcasting"



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Channel 4 provides £1,000 in Prizes for VLV's 3rd Student Essay Competition

Voice of the Listener & Viewer (VLV) is pleased to announce the launch of its third Student Essay Competition in association with Channel 4. The Competition is supported by The Voice of the Listener Trust. Winning entrants in two categories will each receive £500. The two winners and the two runners-up will each also be given the opportunity to enjoy 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. The switch to digital television has already begun and an explosion of new digital services is threatening not only the commercially funded public service broadcasters ITV, Channel 4 and Five, but also the BBC. At the same time, new forms of delivery enable more and more people to generate their own content, podcasts, webcasts blogs and vlogs. How is this affecting listeners, viewers and new media users in their roles as citizens and consumers? Is there any longer any difference between these roles?

VLV invites entries for its 2008 Student Essay Competition from students studying for a UK registered undergraduate or postgraduate degree, or similar professional qualifications, on the following subject:

"Do citizens and consumers need different things from their communications environment, or is this a meaningless distinction?"

Entries may be submitted either as a written essay of a maximum of 2,000 words or as a short video or radio feature of no more than 10 minutes duration. The closing date for entries is Friday, 30 May 2008

Commenting, VLV Chair, Jocelyn Hay CBE said: "VLV's first essay competitions attracted entries from students across the UK and we were very pleased with the standard they set. This year we are considering the impact of changing technology and media use on the lives of citizens and consumers. We are grateful to Channel 4 for providing the prizes and delighted that Jon Snow has again kindly agreed to be one of the judges. VLV offers special membership and many benefits to students and academics. These include the chance to hear, meet and interview leading speakers from the industry at VLV events, which many find particularly valuable.

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.

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, Events Administrator, VLV, 101 Kings Drive, Gravesend, Kent, DA12 5BQ.

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