

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



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**New Release
Immediate**

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An Evening with the Controller of Radio 4 and Radio 4 Extra

18th May at No 2, Carlton House Terrace, London SW1Y, 6pm for 6.30pm

Voice of the Listener & Viewer presents a unique opportunity to hear and question **Gwyneth Williams, the new Controller of Radio 4 and Radio 4 Extra** (formerly Radio 7) on her plans for the two channels in the Fleming Room at No. 2, Carlton House Terrace, London SW1 on 18th May, 6 – 8.30pm.

The session takes place against the background of cuts and economies now being forced on the BBC by last autumn's punishing licence fee settlement. BBC services are faced with cuts of up to 25% in their operating budgets in order to meet the shortfall. At the same time, the BBC Trust, in its recent service review of Radio 4, challenged BBC management to broaden the reach of the station in order to lower the average age of its audience and to attract more Northern, non-Metropolitan and ethnically diverse listeners. How does Ms Williams propose to meet this challenge without alienating Radio 4's notoriously conservative middle aged, middle class followers? What are her plans for 4 Extra? Will she have any extra money to invest in new programmes or will she have to be satisfied with repeats? What about the use of Radio 4's rich archive? Should the BBC be developing extra channels at a time of budgetary restraint or should it concentrate on making existing services better?

Gillian Reynolds, Radio Critic, The Daily Telegraph, a passionate radio listener who knows and understands the radio audience better than anyone else, will be in the chair.

Commenting, VLV President Jocelyn Hay said: 'Radio 4 is one of the BBC's most distinct and best loved services. No other country can equal it in the range and quality of speech programmes it offers – but the Radio 4 audience does not like change, and speech costs money. That's why no other service here or abroad can match it. Yet if Radio 4 is to continue, something else will have to give - what should it be? This is your chance to find out and to influence decisions with far reaching implications. Come and hear the new Controller; give her your views yourself. You won't get another chance like it.'

For details and tickets contact Linda.Forbes@VLV.org.uk or phone her on 01474 338 711/716

Tickets: Corporate: £25, Voluntary Organisations: £20, VLV Members: £15, Students: £5 including tea/coffee/biscuits.