

"Working for quality  
and diversity in  
British broadcasting"



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News Release  
Immediate

19<sup>th</sup> September 2011  
13/11

## VLV Autumn Schedule

This autumn the BBC announces how it will cope with a projected 20% cut in its budget. ITV, Channel 4, and Channel 5 – the broadcasters with public service commitments – are all dependent on advertising, which is certain to be hit at a time of recession. Up to now the satellite broadcasters have relied primarily on international – mainly American – programming, although they have recently announced increases in their UK commissions. But how far will UK programme production, which in the past has won both international reputation and revenue, be sustainable in the future?

### UK PROGRAMME PRODUCTION - SECURING ITS FUTURE

**Monday, 17<sup>th</sup> October 2011**, 6.00pm – 8.00pm

A VLV Seminar, to be held at the National Liberal Club on Monday 17<sup>th</sup> October from 6.30pm to 8.00pm, will discuss these issues. The speakers will be **David Liddiment**, BBC Trustee and Creative Director All3Media; **Dan Brooke**, Director of Marketing and Communications, Channel 4; **Adam Minns**, Director, COBA (The Commercial Broadcasters Association); and **Steven Barnett**, Professor of Communications, University of Westminster. The chair will be **Steve Hewlett**, TV journalist and consultant, and presenter of BBC Radio 4's *Media Show*.

*Tickets:* Corporate 25; Organisations/Academics 20;

### CHILDREN'S PROGRAMMES – OUT OF DATE IN THE DIGITAL AGE?

**Wednesday, 2<sup>nd</sup> November 2011**, 6.00pm – 8.30pm

Children's programmes have long been a key factor in the definition of public service broadcasting, and Voice of the Listener and Viewer has been among the leading campaigners to support high quality British programmes. A seminar, to be held at the National Liberal Club from 6pm to 8.30pm on Wednesday 2<sup>nd</sup> November, will examine the ongoing role of children's programmes in today's multi-media age. Have they changed to meet the new conditions, and are they still as important? What is the relationship between broadcasters and parents, and with society as a whole?

Speakers will include BBC Director of Children's **Joe Godwin**; long time campaigner and Liberal democrat peeress **Floella Benjamin**; Mother's Union Chief Executive **Reg Bailey**; and Director of children's programme production company, Kindle, **Anne Brogan**. The chair will be **Máire Messenger Davies**, Professor Emerita, University of Ulster, and VLV Board Director.

More events are being planned in other places please watch our website for further news at [www.vlv.org.uk](http://www.vlv.org.uk)

Further details and tickets contact: Linda Forbes on 01474 338 711 or 01474 338 716

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