

*“Working for quality
and diversity in
British broadcasting”*



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Press Release
Immediate

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CHILDREN'S PROGRAMMES – OUT OF DATE IN THE DIGITAL AGE?

Wednesday, 2nd November 2011, 6.30pm – 8.30pm (Registration 6pm)
Venue: 1 Whitehall Place, London SW1

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. But with some 30 dedicated commercial children's channels, increasing use of the internet by the target audience, and dwindling funding available, what is the value of these programmes to UK children today? And to what extent are the broadcasters addressing the problems of modern society?

A seminar, to be held at the National Liberal Club from 6.30pm to 8.30pm on Wednesday 2nd 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:

Joe Godwin, BBC Director of Children's

Floella Benjamin, long time campaigner and Liberal democrat peeress

Reg Bailey, Chief Executive, Mother's Union and

Anne Brogan, Director of children's programme production company, Kindle Entertainment

Sonia Livingstone, Professor of Social Psychology and Head of the Department of Media and Communications at the London School of Economics and Political Science

Chair:

Máire Messenger Davies, Professor Emerita, University of Ulster, and VLV Board Director.

Tickets: Corporate £25; Organisations/Academics £20; Students £5 (including tea/coffee/biscuits)

More events are being planned in other places please watch our website for further news at www.vlv.org.uk

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