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**New Voices, New Faces as Voice of the Listener & Viewer
names its new team of spokespeople**

“It is not so much me stepping down as a new generation stepping up.” So says **Jocelyn Hay CBE**, founder and Chair for more than a quarter of a century of Voice of the Listener & Viewer, the organisation which uniquely speaks for listeners and viewers on the full range of broadcasting issues. “Public service values in broadcasting – independence, quality and diversity with genuine choice - are under increasing pressure from intensified commercial competition, cuts in budgets and decisions by government which too often seem arbitrary or secretive.” Jocelyn continues as VLV’s Honorary Life President.

VLV Board Members **Sophie Chalk**, **Bob Usherwood** and **Eddie Tulasiewicz** will act as VLV’s spokespeople for media wanting comment and opinion from VLV on the fast changing broadcasting landscape, including the implications of the cuts soon to be announced to BBC services.

“Between them,” says Jocelyn Hay, “Sophie, Bob and Eddie cover a wide range of media, academic, socio-educational and cultural experience. Editors and producers seeking a VLV view will know where to look for a speedy, concise and, if need be, combative spokesperson on the audience’s behalf. The three of them will define, defend and articulate the citizens’ cause in a battle that will stretch many years into the future.”

To ensure VLV can champion citizen and consumer interests in broadcasting over the coming months most effectively, VLV has also appointed **Dinah Garrett** as Managing Consultant, with a brief that includes member services, fundraising and events. Jocelyn Hay said: “We are absolutely delighted that Dinah will be contributing to VLV’s work. Her experience and reputation in the media industry, as well as her organisational and PR skills, will be of immense value.” Dinah, who takes up her new role with immediate effect, says “the greatest tribute any of us can pay to Jocelyn is to continue her pioneering campaigning, ensuring that the voice of viewers and listeners are heard at the highest level.”

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VLV Board member **Sophie Chalk** says “I’ve always thought of VLV as the most important organisation representing the interests of all British citizens in broadcasting so this is a huge honour. This is a crucial time for broadcasting with a new Communications Act coming up, the licences of ITV and Five up for renewal and also the BBC Charter. We have a system of public service broadcasting which is envied around the world. It is an essential tool in a democracy, to inform, educate and entertain. We should protect this system against the inevitable erosion which seems to be the trend.”

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Eddie Tulasiewicz says “new technologies and the globalization of news and media are pushing through rapid changes to the ecology of broadcasting in the UK. That’s why it’s vital that VLV continues to represent the views of listeners and viewers to politicians, regulators and broadcasters. For 28 years VLV has been on the side of viewers and listeners. Above all, VLV will strive to ensure that broadcasting in the UK remains true to the principles of public service broadcasting - the best way to guarantee high quality programmes on radio, television and the internet with impartial and unbiased news coverage.”

Professor Bob Usherwood says “growing up as part of a working class community in London’s East End I was educated through the local public library and by regular access to the BBC, which, at that time, radiated public service principles. They provided gateways to a richer and more rewarding world. I believe that it would be a tragedy if the kinds of opportunities I enjoyed were not available to present and future generations, but that is the very real threat that we face. The activities of the Voice of the Listener & Viewer are crucial if we are to maintain high quality public service broadcasting that educates, informs and entertains. I am honoured to speak on its behalf and look forward to communicating its value and values to the public, politicians and policy makers.”

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NOTES TO EDITORS

1. **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 and viewers 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 but is in touch with Members of Parliament, Government, media regulators and broadcasters; publishes briefings, responses to public consultations and a quarterly newsletter; holds conferences and other events in different parts of the UK, open to the public at affordable prices; organises visits for its members to broadcasting centres and holds annual Student Essay Competitions and Awards for Excellence in Broadcasting.
2. **Sophie Chalk** has worked as a producer/director in television and radio since 1989. Credits as a producer/director include TVam, GTMV, Sky News, Yorkshire Television, Jazz FM, BBC World Service and Radio 4. She set up the independent production company, Rooftop Productions in 1998 and made a number of series for UK broadcasters including the BAFTA nominated children’s series *Rooted* (Five TV). She joined the International Broadcasting Trust as Director of Campaigns in 2006 working on broadcasting and media policy, especially that related to international affairs. She also works as a visiting lecturer touring the country lecturing on representation of the developing world in UK media.

3. **Eddie Tulasiewicz** worked for the BBC from 1988 - 2002. This included working as the Press Officer for BBC Radio 3 and in Radio and Television production for Radio 5, and BBC TV's History, Documentaries and Feature Departments. Eddie was the Deputy Editor of UK Horizons, one of the BBC's first forays into digital television where he was part of the launch team, executive produced extended editions of *Top Gear* and *Tomorrow's World* and brought long lost BBC series including Jacob Bronowski's *The Ascent of Man* and Jonathan Miller's *The Body in Question* out of the archive and to a new generation of viewers. Eddie also worked as a Development Executive for BBC Imagineering, a blue sky thinking new content research and development hub set up by John Birt. After leaving the BBC he took an MA in Information Studies at University College London and then worked for VLV as Education and Development Officer. For the past 7 years he has worked in corporate public relations and is also a Trustee of *Sing London*, which devises and promotes participatory art and sport events.

4. **Professor Bob Usherwood**, following a career in public libraries, joined Sheffield University's Department of Information Studies in 1976. The public library service was a major focus of his research and teaching but his interests also included; intellectual freedom; the political and policy dimension of libraries and information services; books and reading, the mass media and the social and political aspects of information technology. He is passionate advocate of the public library service and has argued their case at home and abroad via the professional and public media. He is the author of numerous publications including books that have been translated into Korean, Russian, and Portuguese. He was President of The Library Association in 1998 and responsible for developing the Association's first Code of Conduct. He is a Fellow of the Royal Society of Arts. He has a long standing interest in public service broadcasting and, early in his career, took part in a public debate with Mary Whitehouse. A member of the VLV Board he has recently helped organize local events in Sheffield, Leeds and Manchester.

5. **Dinah Garrett** has run her own PR, communications and event management company, Experience Really Counts, since 2001, organising specialised, high profile events for a range of public sector and private companies. Projects include international conferences and workshops, media and PR campaigns, sponsorship management, internal communications, charitable fundraising, memorial events and services. Clients have included the CBA, Open Society Foundation, BBC Corporate Social Responsibility, Charity Commission, Government of Gibraltar, BBC History, Sandford St Martin Trust, Switchover Help Scheme and BETR. Dinah worked for almost 20 years in corporate affairs at the BBC, latterly responsible for corporate events and publications, public consultations and the BBC's accountability programme. She devised and produced seminars for specific stakeholders and interest groups around the UK and in Europe and has lectured and broadcast on media and accountability issues. She is a Trustee of The Laura Sadler Memorial Fund and The Elizabeth R Broadcasting Fund and was a Trustee of The Voice of The Listener Trust from 2009 – 2011. She is the Festival Administrator of the Chiswick Book Festival.