

## **CHILDREN'S PROGRAMMES – OUT OF DATE IN THE DIGITAL AGE?**

**Wednesday, 2 November 2011**

6.30pm – 8.30pm (Registration from 6pm)

1 Whitehall Place (National Liberal Club), 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 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? The VLV Seminar on Children's Programmes is supported by the British Board of Film Classification (BBFC).

Speakers will include:

**Joe Godwin**, BBC Director of Children's

**Baroness (Floella) Benjamin**, independent producer, writer and long time campaigner

**Reg Bailey**, Chief Executive, Mother's Union

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

**Sonia Livingstone**, Professor of Social Psychology and Head, Department of Media and Communications, LSE

Chair:

**Máire Messenger Davies**, Professor of Media Studies, School of Media, Film and Journalism, University of Ulster and VLV Board Director.

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

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

[Linda.Forbes@vlv.org.uk](mailto:Linda.Forbes@vlv.org.uk)

**For all press and media enquiries please call:**

Linda Forbes or Sue Washbrook (Monday to Thursday during office hours)

VLV Office 01474 338711/338716; email: [info@vlv.org.uk](mailto:info@vlv.org.uk) or

Dinah Garrett (Friday to Sunday and out of office hours)

0208 994 7252 or email: [ddinahg@supanet.com](mailto:ddinahg@supanet.com)

Notes to editors:

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**The VLV Seminar on Children's Programmes is supported by the British Board of Film Classification (BBFC)**

David Cooke, Director BBFC says: "The BBFC is pleased to be supporting the VLV Seminar on Children's Programmes. Issues of media literacy and child protection are key to the work of the BBFC and this is reflected in the tools we have developed for parents in the shape of the Parents' BBFC website [PBBFC.co.uk](http://PBBFC.co.uk) and the BBFC app, designed to help parents navigate the wealth of content available to children at the cinema, in the home and online. The regulation of content in the digital age is challenging and the BBFC is focused on adapting to this new era by developing tools and partnerships to educate and support adults, children and the film industry."

**About the British Board of Film Classification (BBFC)**

The BBFC is an independent, private, not for profit company which classifies films, videos, DVDs and certain video games, advertisements and trailers. The BBFC operates transparent, well-understood and trusted co-regulatory and self regulatory classification regimes based on years of expertise and published Guidelines which reflect public opinion and the risk of harm; and is accountable to Parliament.

[www.bbfc.co.uk](http://www.bbfc.co.uk)

**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.