

Voice of the Listener & Viewer has championed the cause of public service broadcasting since 1983. Now as we go digital and into new media our priorities are to:

- Defend the BBC's independence and its ability to provide impartial news and current affairs and high quality programmes of all kinds.
- Maintain competition—plurality—so that the commercially funded public service broadcasters, in particularly Channel 4, are also able to make programmes of high quality.
- Ensure that British children continue to have access to a full range of high quality British-made programmes as well as from the rest of the world.
- Protect the needs of citizens and consumers during the switchover to digital television and radio.
- Extend the values of public service broadcasting to the new media platforms, online and digital.



## Yes, I want to join VLV

- (1) To pay by credit card please phone **01474 338711** or return form below
- (2) To join online please go to: **www.vlv.org.uk**
- (3) To pay by cheque please return this form to **VLV Ltd, PO Box 401, Gravesend, Kent DA12 9FY**

### I would like to join VLV as:

Individual Member £25  Family Member £40  Overseas Member £35

Concession £19  Family Concession £30  Student £15

Name: _____
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Additional member name: _____

I enclose cheque payable to VLV Ltd

For my first subscription of £  Plus a donation of £  Total £

or: I wish to pay by credit card: Card Type:  Mastercard  Visa  Maestro

Name of cardholder: \_\_\_\_\_ Card No: \_\_\_\_\_

Expiry Date: \_\_/\_\_/\_\_ Start Date/Issue No: (Maestro only) \_\_\_\_\_

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# Voice of the Listener & Viewer

## If you care about the future of British broadcasting join Voice of the Listener & Viewer (VLV)

“British Broadcasting is the best in the world, but now its future is threatened. If you want to help ensure its quality, please join me in supporting VLV which is doing so much to protect the principle of public service in broadcasting.”

Sir David Attenborough



VLV campaigns for quality and diversity in television and radio

Represents the interests of citizens and consumers in broadcasting

Is free from political, commercial and religious affiliations

Voice of the Listener & Viewer is an independent association fighting to preserve the quality, diversity and independence of British radio and television.



***Founded by Jocelyn Hay CBE in 1983***

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## What is VLV?

VLV is the most important independent voice fighting for public service broadcasting which informs, educates and entertains. VLV supports the principles of excellence and diversity in radio, television and new media.

VLV is independent of political, sectarian and commercial ties and represents the citizen and consumer interests in broadcasting.

It is to VLV that politicians, regulators and journalists turn for a citizen view on broadcasting and programming matters. VLV's record is unique in attracting to its conferences and seminars top players from government, academia and the media world.

VLV uses its independent expertise to respond to public consultations, publish policy briefings, and conduct research.

VLV campaigns for the commitment of independent public funding which we believe is crucial to ensure editorial independence and impartial and investigative journalism.

## Why is VLV so important now?

Public service broadcasting is threatened as never before by long-term trends in the structure of the media currently exacerbated by the financial crisis.

- Channel 4, the jewel of public service broadcasting outside the BBC, has seen years of profit give way to a financial shortfall.
- ITV is retreating from its public service obligations, especially for children and at the regional level, two of its former strengths.
- The future of Ofcom, the independent media regulator, is threatened at a time when regulation in the public interest is needed more than ever.
- Quality programme initiatives from other organisations, such as Sky Television, are very welcome but always liable to be overridden by commercial interest.

- The BBC, envied for the security of its funding via the licence fee, faces more and more demands for its licence fee income to be shared with other projects. These range from the subsidising of regional news on ITV to the roll-out of broadband infrastructure across the UK. Yet we believe that the secure provision of a wide range of BBC services, especially original programmes made in the UK to serve British audiences, is more important than ever.
- Audiences need access to a range of high quality public service programming from a variety of content-providers but VLV is opposed to these being funded from the licence fee. An independent BBC with adequate funding to do its job properly is a crucial element in British culture and democracy.

## You will benefit from VLV Membership by

- Belonging to an organization to which broadcasters and policy makers listen and through which your voice can be heard when we respond to public consultations, organize policy seminars and develop on-line debates
- Supporting the BBC's unique patronage of drama, music and the arts, and the provision of global and local news across the BBC and commercial networks.
- Participating in conferences which attract top media, political and academic speakers. These have included the Chair of the BBC Trust and its Director General, the Culture Secretary and the Chairs of ITV and Channel 4, and many individual broadcasters.
- Receiving VLV's quarterly *Bulletin* and regular online briefings with latest news and views.
- Voting in VLV's annual Awards for Excellence in Broadcasting and attending events at which they are presented to the winners.
- Joining other VLV members on behind-the-scenes visits to radio and television centres across the UK.

**Help to ensure the future of quality of  
British radio and television by joining  
Voice of the Listener & Viewer (VLV)**

*And do it now! The pace of change is so rapid tomorrow may be too late!*