

*"Working for quality
and diversity in
British broadcasting"*



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Making the Most of the New Media - Media Literacy for the Over -50s

with

Patricia Routledge, Evan Davis, BBC's Dragon's Den & Martyn Lewis, former ITN Newscaster

A one-day VLV conference on Wednesday, 1st April 2009, 10.30 - 4.15pm
at the BT Centre, London EC1

All the West coast counties, from Cornwall to the Scottish Borders, will have switched to digital TV within the next three months; the whole of the UK within the next three years. Meantime, television, broadband and the Internet are converging at an ever-increasing pace, bringing many new benefits within reach of viewers, especially those over 50. Yet these are the very ones least likely to take advantage of the new opportunities as research by Age Concern shows that nearly half of them do not even have access to a computer.

So Voice of the Listener & Viewer (VLV) is holding a conference on 1st April to help dispel the fears that so many older viewers have about the new technology and encourage them to find out about the wonderful new opportunities and services it will bring. Ofcom, the media regulator is giving support, together with BT, at whose state-of-the art HQ, 81 Newgate Street, London EC1, the event will be held.

Among those taking part are the BBC, ITV, Channel 4, BT, Vodafone and Google, plus a range of voluntary and consumer organisations experienced in this area and with no financial axe to grind. Sessions explaining the process, what equipment to choose and the social and educational advantages to be gained by using the internet will be led by **Roger Bolton** from Radio 4's Feedback, **Evan Davis**, BBC Dragons' Den and **Martyn Lewis**, the former ITN newscaster. **Patricia Routledge** will join Martyn in the final session to act as a guinea pig and demonstrate some of the exciting new simplified systems now available, and use them, for instance, to link up with friends and families overseas.

Alongside the conference a hands-on exhibition of the latest technology will enable delegates to send an email, experience logging on to the Web and see voice-activated software which removes the hassle of using a mouse or keyboard.

VLV President Jocelyn Hay commented: 'This ground-breaking event is extremely timely as a third of UK households will lose their analogue TV signals by the end of this year. Many older people are afraid of the new technology yet it can bring many new ways to enhance their lives, from keeping in touch with friends and families overseas, saving money on utility and shopping bills, to making appointments with the doctor. VLV's aim is to dispel their fear and encourage them to make the most of new opportunities. We are grateful to Ofcom, BT and others taking part for helping to make the event possible'.

Tickets cost just £10 each, including lunch.

For full details of the day, please see attached programme.

For further information and tickets please contact: Linda Forbes, Conference Administrator, on 01474 352835, Email her at Linda.Forbes@VLV.org.uk or visit vlv's website: www.VLV.org.uk or post a cheque made payable to VLV Ltd, to her at PO Box 401, Gravesend DA12 9FY

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