

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

Founded in 1983 by Jocelyn Hay CBE



PO Box 401, Gravesend, Kent DA12 9FY
Telephone: 01474 352835 Fax: 01474 351112
E-mail: info@vlv.org.uk Web: [www](http://www.vlv.org.uk)

Programme

Making the Most of New Media

How the over 50s can get to grips with digital broadcasting and new media

Wednesday, 1st April 2009

*at the New Connaught Rooms, 61-65 Great Queen Street, London WC2
A conference organised by Voice of the Listener & Viewer with support from Ofcom and BT*

10.30 Welcome & introduction: **Richard Lindley**, Chair, VLV, and **Philip Graf**, Deputy Chair, Ofcom Board & Chair of Content Board

10.40 **The Broadcasters & Media Literacy for Adults**

Speakers: **Carmel Giblin**, Corporate Responsibility & Accessibility Unit, BSkyB; **Jane McCloskey**, Regional Director, ITV West & Westcountry; **Adam Gee**, Commissioning Editor, Factual, Channel 4; **Tony Ageh**, Controller, Archive Development, BBC.
Chair: **Roger Bolton**, Broadcaster & Independent Producer

11.40 **Coffee Break**

12.00 **Preparing for the Digital Age**

Lindsey Etchell Principal Researcher (RICABILITY) on choosing equipment for Digital Switch-over and DAB. Chair: **Gillian Reynolds**, Media Commentator & Radio Critic

1210 **The Social Advantages of the Internet**

Rachel Thomson, Senior Development Officer, NIACE; **Emma Solomon**, Managing Director, Digital Unite; **Anne Faulkner**, Head of Policy & Business Development, UK online; **Mike Cushman**, Information Systems & Innovation Group, Department of Management, LSE. Chair: **Gillian Reynolds**

1pm: Lunch and time to meet the exhibitors from RICABILITY, NIACE, NUANCE (voice-activated software), UK online & others.

2pm **What Research tells us**

Speaker: **James Thickett**, Director of Market Research, Ofcom, presents his latest findings as they apply to older people. Chair: **Sandy Chalmers**, Broadcaster & Media Consultant

2.30pm **The Internet: Into the Future**

Speakers: **Nick Lansman**, Director General, Internet Service Providers' Association; **Peter Barron**, Head of Public Relations, Google UK; **Jim Sanders**, Head of Production, Vodafone UK; **David Barrett**, Inclusion & Accessibility Manager, BT.
Followed by questions from the audience. Chair: **Evan Davis**, BBC Dragons' Den & Radio 4's Today

3.15pm **A Giant Leap**

Television presenter **Martyn Lewis** guides the audience through a live demonstration of systems which may appeal to the over 50s. **Patricia Routledge**, tries out voice activated software and makes overseas video calls using the computer. Plus **Simon Lewis** co-founder of WAYVE the new touch screen communications device and BT Futurologist **Robin Mannings**.

4.15pm: Conference ends with tea and further visit to exhibitors

4.45pm: End