



# Voice of the Listener & Viewer

Working for Quality and Diversity in Broadcasting

Summer 2011

Bulletin Issue 105

## ***VLV's Autumn Programme Gives You the Chance to Help Shape the Future of Our Media***

The extraordinary events of recent weeks have brought changes in our media landscape which no one could have foreseen. The warnings VLV gave about the dangers of cross media, foreign and over-concentrated ownership of the British media were consistently ignored by successive Governments. Now, the danger is that overhasty action may bring regulation that could inhibit investigative reporting and the ability of the press to challenge Government and other groups in the public interest. The Prime Minister has set up two inquiries to look into malpractice, one under Lord Leveson. VLV will follow and contribute to them where appropriate.

VLV's aim is always to provide an independent forum in which VLV members and the public can debate and help formulate policy on media regulation, ownership and the role of a free press and public service broadcasters in maintaining standards. VLV is organising several events with leading speakers from the industry, politics and civil society to consider these issues, vital to our democracy and culture. Some are listed below; more are in the pipeline. Please watch the VLV website for news, give us your support and help make them known as widely as possible.

### **Serving the Citizen: Broadcasting Accountability in an Online Europe** Friday 7 October 2011



**VLV's 19<sup>th</sup> Annual Scottish Conference in association with EURALVA**  
The Scottish Storytelling Centre, The Royal Mile, **Edinburgh**  
10 am - 6.00 pm (see page 5)  
*(left, Dr Ignasi Guardans, EBU)*

### **UK Programme Production – Securing its Future** Monday 17 October 2011

1 Whitehall Place, **London SW1**, 6.00 to 8.30 pm  
Viewers consistently show a preference for UK produced programmes, but how can these be guaranteed in an era of BBC cuts and with the commercial public service broadcasters also under financial pressure? Speakers will include: **David Liddiment**, BBC Trustee; **Dan Brooke**, Director of Marketing and Communications, Channel 4; **Steven Barnett**, Professor of Communications, University of Westminster and a representative of the Commercial Broadcasters Association. Chaired by **Steve Hewlett**, *(right)* TV journalist and presenter, BBC Radio 4's *Media Show*.



### **British Broadcasting in the Public Service - what do we really, really want?** Saturday 22 October 2011

Friends' Meeting House, Mount Street, **Manchester**, 2.00 - 4.00 pm

At a time when all the main terrestrial public service broadcasters are having to examine how they can best serve the listening and viewing public with dwindling resources and in an uncertain economic climate, VLV's open forum will include **Sophie Jones**, Head of Public Affairs, Channel 4 and **Mark Covell**, Head of External Affairs, BBC North.

### **Children's Programmes - Out of Date in the Digital Age?**

#### **Wednesday 2 November 2011** **VLV's 17<sup>th</sup> Annual Seminar on Children's Broadcasting.**

1 Whitehall Place, **London SW1** 6.00 – 8.00 pm

VLV and other organisations have campaigned in recent years - with some success - to support children's programmes on the BBC and other public service broadcasters. But what is their real value today?



Speakers will include **Baroness (Floella) Benjamin**; **Joe Godwin**, Director of BBC Children's; **Anne Brogan**, Director, Kindle Entertainment; **Reg Bailey**, CEO, Mothers' Union. Chaired by **Professor Máire Messenger-Davies**, VLV Board Member.

#### **Inside**

Editorial	page 2	Appointments	page 6
VLV Awards	page 4	News in brief	page 7
EURALVA	page 5	Diary Dates	page 8



Voice of the Listener & Viewer  
Working for Quality and Diversity in British Broadcasting

**VLV President**

Mrs Jocelyn Hay CBE

**VLV Patrons**

Archbishop Lord Eames of Armagh  
Sir Francis Graham-Smith FRS  
Lord Inglewood MEP  
Lord Phillips of Sudbury OBE  
Lord Puttnam of Queensgate CBE  
Lady Solti  
Sir John Tusa

**VLV Directors**

Mr Hugh Peltor, CBE (Hon. Treasurer)  
Mr Robert Clark (Hon. Secretary)  
Ms Sophie Chalk  
Mr David Eggington  
Mr Norman W Green  
Dr Matthew Hibberd  
Prof Máire Messenger Davies  
Mr Chris Mottershead  
Mr Lewis Rudd, MBE  
Prof. Jeannette Steemers  
Mr Eddie Tulasiewicz  
Prof. Bob Usherwood

**Company Secretary**

Waterlow Registrars Ltd.

**The Voice of the Listener Trust**

(registered, charity 296207)  
which supports some of VLV's educational work.

Chairman: Mrs Jocelyn Hay CBE

Trustees:

Mr Michael Barton  
Mr John Clark  
Mr Paul Findlay  
Ms Dinah Garrett  
Professor Sylvia Harvey  
Lady Solti  
Dr Andrew Taussig

**VLV Office:**

PO Box 401, Gravesend DA12 9FY

Tel: 01474 338711 / 01474 338716

Fax: 01474 325440

e-mail: [info@vlv.org.uk](mailto:info@vlv.org.uk)

Office Hours: 9.30-5pm Monday-Thursday  
Linda Forbes: Conference & Events Secretary.  
Sue Washbrook: Membership/ Board & Trust Administrator.

Website: [www.vlv.org.uk](http://www.vlv.org.uk)

VLV is now on Twitter! [@vlvuk](https://twitter.com/vlvuk)

Voice of the Listener & Viewer (VLV) represents the citizen and consumer interests in broadcasting and works for quality and diversity in British broadcasting. VLV is free from political, sectarian and commercial affiliations. VLV is concerned with the issues, structures, institutions and regulation that underpin the British broadcasting system and in particular to maintain the principles of public service broadcasting.

VLV does not handle complaints.

Registered Address: Unit 9, The Old Rectory  
Business Centre, Springhead Road, Northfleet,  
Kent DA11 8HN.

Bulletin edited by Dinah Garrett and published by  
Voice of the Listener & Viewer Ltd, a not-for-profit  
private company limited by guarantee (registered in  
England no 4407712).

ISSN 1475-2948

**FROM THE PRESIDENT**



VLV members, like viewers and listeners - and newspaper readers - around the country, may have been following stories about the number of meetings between the Chancellor of the Exchequer and News International top brass. Were they more numerous than those held by Ed Milliband or Gordon Brown or Tony Blair? Has News International benefitted from greater access than other parts of the press (including for example, *The Guardian* and *The Observer* which have distinguished themselves in their reportage of wrongdoing)? What was actually said when the NI takeover of BSkyB was discussed between Culture Secretary Jeremy Hunt and Rupert Murdoch?

By now, perhaps, our members' curiosity around specifics has given way to general unease about the unboundaried relationship between newspapers and politicians, potentially undermining the independence and freedom which are the purported and presumed benefits of press pluralism in the UK.

Moreover the threats posed by politician/proprietor relationships are paralleled by unprofessional and improper conduct within the newsroom and on the journalistic beat in the street. A world driven by sales and profits seems to imply the ends being increasingly deployed to justify the means, threatening integrity at the professional as well as the proprietor level. It may be, though, that an ironic outcome of the revelations about some parts of our press will be to highlight the values and indispensability of public service content provision whose prime provider is the BBC; and to trigger a revived emphasis on the interests of citizens and consumers for which VLV has battled over so many years.

It seems that this awakening has been reinforced by the arrival of a new BBC Chairman whose intuitive focus has been on the re-evaluation of senior management motivation and remuneration, alongside an upgrading of the claims of the World Service in the overall context of BBC resources. VLV endorses Lord Patten's instincts and comments and looks forward to the actions which will follow from them.

*Jocelyn Hay*

**BBC TELEVISION CENTRE GOES ON SALE**



The BBC has announced the first phase in the sale of Television Centre, White City, London, Working with commercial property consultants Lambert Smith Hampton (LSH). The key objective for any sale or partnership is to maximise the value of the site to the BBC and licence fee payers. Apart from a conventional sale, the Corporation is keen to investigate

opportunities for redeveloping Television Centre that preserve the key listed elements of the iconic building and also afford the opportunity to establish a hub for creative businesses and a visitor destination. Graham Dawbarn CBE famously came up with the curious design whilst sitting in a pub where he pulled out an old envelope and drew the triangular shape of the site with a question mark in the middle. How could he design a centre with eight studios, production galleries, dressing rooms, camera workshops, recording areas and offices to support them? The centre also needed an area to bring in trucks with sets and a separate area to bring in audiences and guests. He looked at the question mark and in a flash of inspiration realised that it would make the perfect design. The centre has 12 studios, ranging in size from 110 square metres to the vast Studio TC1 at 995 square metres – the third largest TV studio in Britain. Television Centre opened on 29 June 1960, as the BBC's first purpose-built centre for television production. It is currently the home of BBC Vision and BBC News.

## VLV MEETING WITH BBC CHAIRMAN

Six VLV members, led by President Jocelyn Hay, met Lord Patten of Barnes, Chairman of the BBC Trust on 30 June. He was accompanied by the head of the Trust Secretariat, Sir Nicholas Kroll. Lord Patten impressed the VLV members by his quick grasp of the complexity of the BBC's position and the many difficulties it faces following the 16% cut in its licence fee funding, imposed as part of the Government's 2010 comprehensive spending review.

He is a strong admirer of the BBC. "It is one of the greatest broadcasting organisations in the world" he said, "and radio is 'one of its jewels.'" However, the extra responsibilities laid on the BBC, such as funding the World Service, S4C and the Monitoring Unit, mean some tough decisions will have to be made. The Trust are currently considering the BBC Executive's plans for *Delivering Quality First* and they will put out a series of options to public consultation in September, on which VLV will comment.

Meanwhile, he will set out his vision for the future BBC at a series of events in coming months. He has since announced curbs on BBC executives' pay and pensions. Other priorities he felt needed addressing include:

- Streamlining the system for handling complaints;
- The relationship between the Trust and the BBC Executive and with Ofcom;
- The World Service and future relations with the Foreign Office – a new Trustee will focus on the World Service for which the BBC will take funding responsibility from 2014; another Trustee will focus on S4C.

Having just returned from Wales, he was impressed by the high quality drama and documentaries being produced there. He was visiting Scotland the next week and felt it right to move more content production out of London. The BBC's role in providing 'national glue' was important, since there is little other coverage of the nations and regions. In this he recognised the vital role played by local radio.

Although unavailable to speak at the Autumn Conference, Lord Patten has accepted an invitation to speak to VLV members early in 2012.

---

### Letters to the Editor

Letters do not necessarily represent the views of the Association and may be shortened for publication.

**Deadline for next issue: 15 September 2011**

Write, fax or e-mail your letters to the Editor at: [info@vlv.org.uk](mailto:info@vlv.org.uk) and confirm you are happy for your letter to be published.

## VLV's 28<sup>th</sup> ANNUAL AUTUMN CONFERENCE AND AGM

**Wednesday 30 November 2011**

The Royal Geological Society, London W1  
10.30 to 3.30pm. AGM at 4.00 pm



Speakers will address sessions on the coming Green Paper and Communications Bill and on the BBC's plans for *Delivering Quality First*. The Keynote Speaker will be **Caroline Thomson** (left), BBC Chief Operating Officer.

## BBC ANNUAL REPORT AND ACCOUNTS PUBLISHED ON JULY 12

Media coverage concentrated on the key areas of the pay and structure of BBC senior management along with the parallel issue of the pay of top talent. However the report also covers the wide range of BBC activities and is accompanied by a set of supplementary material. On 6 July Lord Patten gave the Fleming Memorial Lecture to the Royal Television Society, *The BBC – Old Values, New Technologies*, which set the scene for the Annual Report by outlining his ideals for the BBC and dealt with pay, governance, its commercial services and the future. A copy of his speech and the text is available on the BBC Trust website.

## THE NEW COMMUNICATIONS BILL

The Government's plans for a Communication Bill in the second half of this Parliament started with a consultation in the form of a letter from the Secretary of State. VLV, as one of 130 responders, noted that the focus in his letter was on the '**growth aspect**' of the review. VLV urged the Government to ensure that any approach in new legislation will be to the benefit of citizens and consumers as well as the industry and economy. VLV welcomed his commitment that the '**wider public interest will always underpin our approach to how any issues are addressed**'. The consultation will lead to a Green Paper by the end of 2011. The full VLV response can be found on the VLV website.

The BBC also responded to the consultation and published its response on 18 July. In a speech on July 6<sup>th</sup>, John Tate, BBC Director of Policy and Strategy said: "The BBC supports the Government's ambition to enhance the contribution of the communications sector to economic growth while delivering greater benefits to UK consumers and citizens. In our view, economic objectives need to be balanced with wider social and democratic goals." The full speech, which includes five long term aims, can be found on the BBC website.



The **VLV Awards for Excellence in Broadcasting 2010** were presented by Justin Webb during the VLV's 28<sup>th</sup> Spring Conference in April. Now in their 19<sup>th</sup> year, the VLV Awards are supported by The Voice of the Listener Trust with a special award presented by Roberts Radio.

Best Radio Programme: *In Our Time*, BBC Radio 4  
Best New Radio Programme: *A History of the World in 100 Objects*, BBC Radio 4  
Best Individual Contributor to Radio: Kirsty Young  
Best Television Programme: *Newsnight*, BBC News  
Best New Television Programme: *Michael Wood's Story of England*, Maya Vision  
Best Children's Television Programme: *In the Night Garden*, Ragdoll Productions  
Best Individual Contributor to Television: Sir David Attenborough  
VLV's Naomi Sargent Educational Award: Professor Brian Cox

---

### **Risking Quality in Times of Change – What Future for Public Service Broadcasting?**

Opening VLV's 28th Spring Conference in April, BBC Trustee **David Liddiment** was questioned by **Gillian Reynolds** on the Trust's service reports on Radios 3, 4 and 7. It was difficult to reconcile the Trust's request that Radio 4 should attract a younger and wider representative audience, without changing the service's high quality or alienating the existing listeners.

**Helen Boaden**, Director BBC News, put a brave face on the current cuts exercise. She said that, although there had been staff reductions, she had not been denied the resources required to ensure coverage of the many major events earlier this year. On the World Service, she welcomed the opportunities that would come from merging the domestic news teams with the outstanding experts at the World Service.

**Roger Bolton** chaired a discussion on the next Communications Bill between **Roger Graef**, Director, Films of Record; **Stephen Whittle**, former Chairman, BETR and **David Elstein**, Chairman, Broadcast Policy Group and former CEO of Channel 5. David Elstein controversially proposed that the BBC should become a subscription service and that any public monies should constitute a contestable fund, open to bidding from various broadcasters. However there was some general agreement that a method of ensuring quality of output from the PSBs should be attempted, that Channel 4's public remit should be maintained and that ITV should continue to be classified as a public service broadcaster.



Roberts Radio Special Award was presented to actor Graham Seed for his role as Nigel Pargetter in *The Archers* by Leslie Burrage, Chief Executive, Roberts Radio.

**Gwyneth Williams**, Controller of Radio 4 and Radio 4 Extra, was a guest speaker at VLV's evening seminar in London on Wednesday 18 May. Gillian Reynolds,

Radio Critic of the *Daily Telegraph*, was in the chair for a lively and enjoyable



evening. Despite some sharp questions Ms Williams was confident of the future of her two channels even with the funding cuts faced by all BBC services.

**Changes to BBC Radio Schedules** At the beginning of May BBC Radio 3 reorganised the evening schedule so that the service could revert to nightly live broadcasts of concerts. This careful rearrangement achieved its objective without loss of any of the evening programmes that had been introduced when live concerts ceased. The 12 July issue of the BBC staff newspaper, *Ariel*, reports that on Radio 4, *The World at One* will revert to 45 minutes from the current half an hour. We shall be monitoring with care how the rescheduling impacts on the wide variety of 30 minute programmes currently in the 1:30 slot especially *The Media Show* and *Feedback*.

## BBC WORLD SERVICE UPDATE

The BBC Trust has welcomed the Foreign Secretary's announcement that an additional £2.2m per year will be provided to the BBC World Service over the next three years.

Separately, the BBC Trust has approved the reallocation of £9 million of existing World Service funding to editorial investment over three years, to mitigate the impact of recent funding cuts, following lower-than-expected restructuring costs and pension contributions. Together, this additional funding will help provide support to some priority frontline services, including sustaining the Hindi short wave service, the Somali service and services for the Arab world. It will also allow a small amount of investment in new activities, in particular on new platforms and in emerging markets. The BBC is currently working on the detail of how this funding will be allocated.

VLV President Jocelyn Hay wrote to the Foreign Secretary in June regarding the cuts. A response this week from Stephen Townsend from the FCO thanked her for her kind words about the Service saying it had "a viable and promising future". However, "like any other tax-payer funded body ...it must ensure it is working on the right priorities and as effectively as possible ... it has the right budget settlement to achieve this balance of objectives", he believed.

### BBC TRUST REVIEWS

The BBC Trust launched a service review of Radio 5 Live and 5 Live Sports Extra. A public consultation sought views on the quality, distinctiveness and value for money of the services. Alison Hastings, lead Trustee, said: "Radio 5 Live and 5 Live Sports Extra reach nearly eight million people every week. We want to know how well those listeners – and others with an interest in the two stations – think they're doing." It also launched its review of BBC Parliament and BBC News Channel. Patricia Hodgson\*, lead Trustee on the review, said "News is at the very core of the BBC's public service mission, and the BBC plays an integral role in fostering informed democratic debate in the UK. Over nine million viewers watch the News Channel's up-to-the minute coverage of local, UK and international events, every week; a further million tune into BBC Parliament. That means there are a lot of people out there with views on these channels."

\* Patricia Hodgson is no longer a BBC Trustee - see page 6

## SERVING THE CITIZEN:

### Broadcasting Accountability in an Online Europe

The 2011 Annual Conference of **The European Listeners' and Viewers' Association (EURALVA)** will be held in Edinburgh in association with **VLV's 19<sup>th</sup> Annual Conference in Scotland**, at the Storytelling Centre, The Royal Mile, Edinburgh on Friday 7 October 2011. The conference will explore how and where the voice of the listener and viewer can be heard in a fast changing media world.

**Europe: Its Nations and Regions: The Future of Public Service Broadcasting:** speakers will include: **Dr. Ignasi Guardans** European Broadcasting Union; **Professor Rosario Cecaro** University of Sassari, Sardinia; **Professor Neil Blain**, University of Stirling; **Ian Small**, Head of Public Policy, BBC Scotland; **Bobby Hain**, Managing Director, Scottish Television and **Donald Campbell**, CEO, Gaelic Media Service.

**Media Literacy:** invited speakers include: **Inigo Millán-Astray**, President, IcMedia, Spain; **Paolo Celot**, Secretary General, European Association for Viewers Interests (EAVI); **Ingen Housz**, Dutch Ministry for Education, Culture and Science; **Professor Manfred Kops**, Institute for Broadcasting Economics Cologne; **Maria Rita Munizzi**, President, Movimento Italiani Genitori and **Jarle Haugland**, Familie & Medier, Norway.

**People's Verdict: Meeting Citizen Expectations:** invited speakers include **Professor Sonia Livingstone**, London School of Economics; **Lars Melchiorson**, Chairman, Listeners' and Viewers' Forum Denmark; **Christer Hederström**, Community Media Forum Europe (CMFE); and **José Miranda**, President, ACMedia, Portugal.

Preben Sørensen, President, EURALVA and Jocelyn Hay, President, VLV will open the conference. For further details contact the VLV office.



VLV is now on Twitter!

**@vlvuk**

but we'll only tweet on important issues.

## SONGS OF PRAISE 50 YEARS ON

*Songs Of Praise*, BBC One's flagship Christian music programme, will mark its 50th anniversary this autumn with three special programmes ending in a spectacular celebration from London's Alexandra Palace, where regular television broadcasting began. *Songs Of Praise* was first broadcast on BBC Television on Sunday 1 October, 1961 and is the longest running religious TV programme in the world, continues to showcase the very best in congregational hymn singing and inspirational music, featuring the very best choirs and soloists from across the UK and beyond.

In *Fifty Years Ago*, *Songs Of Praise* turns the clock back as Pam Rhodes returns to the Tabernacle Welsh Baptist Church to join the congregation as they sing the hymns chosen for the first broadcast. Aled Jones introduces a special edition *Fifty Amazing Years*, looking back at the most inspiring music places, people and stories of personal faith. *Celebrating Fifty Years* with former presenters, faith leaders and representatives from many of the locations the programme has visited worldwide, will join 7,000 *Songs Of Praise* viewers for a celebration to reflect the best hymns and worship songs, past, present and future – in the glorious setting of London's Alexandra Palace.

---

## Radio 4 opens The Reith Lecture archive to the public.

BBC Radio 4 has released hundreds of hours of *The Reith Lectures* from its archives to coincide with the broadcast of this year's lectures. The archive includes 240 recordings and provides a fascinating insight into the work of some of the world's great thinkers of the last 60 years. The *Reith Lectures* are available to download and keep as podcasts or to listen to on demand on the Radio 4 website. The site will also carry every *Reith Lecture* transcript from 1948 to the present day. The *Reith Lectures* were created as a "stimulus to thought and contribution to knowledge" and named in honour of the first Director-General of the BBC, Lord Reith. Lord Reith was not impressed by the first lectures, given by philosopher Bertrand Russell, and wrote in his diary that Russell "went far too quickly and has a bad voice... however I wrote him a civil note." While compiling hundreds of hours of archive, the BBC discovered that some audio from lectures given in the first 30 years is missing and is appealing to the public to contact the *Reith Lectures* team if they own any missing recordings.

## NEW APPOINTMENTS

Ofcom has announced the appointment of **Dame Patricia Hodgson** and **Dame Lynne Brindley** as non-executive members of its Board.



Patricia Hodgson joined in July and she will become Deputy Chairman for three years in January 2012. **Dame Patricia** is Principal of Newnham College, Cambridge and a non-executive director of the Competition Commission. She was Chief

Executive of the ITC before it merged to form Ofcom in 2003. She gave up her membership of the BBC Trust to take up her role at Ofcom.

**Dame Lynne Brindley** begins her three year term on 1 September. **Dame Lynne** has been Chief Executive Officer of The British Library since 2000. She is a Member of the Arts & Humanities Research Council and the Creative Industries Knowledge Transfer Network. She was formerly Pro-Vice-Chancellor of the University of Leeds and Director of Information Services at LSE. DCMS has also announced that the Secretary of State has approved a second term for **Lord Blackwell** on the Ofcom Board from 1 September 2012.



**Huw Jones** was appointed Chairman of the S4C



Authority in June. He was S4C's Chief Executive from 1994-2005. He has been a prominent figure in Welsh language, music and media since the

late 1960s. He studied Modern Languages at Jesus College, Oxford. He first came to prominence as a pop singer and TV presenter. Huw is currently Chair of Portmeirion Ltd, Deputy Chair of Wales Employment and Skills Board and Member of the Welsh Language Board.

**Helen Bullough** has been appointed as Head of



CBBC Production with responsibility for all in house production for **CBBC** in MediaCityUK. She is currently Head of Entertainment Production North in Manchester and Head of Vision North. She joined the BBC in 1991 as a Broadcast Journalist Trainee,

moving to Manchester in 1993 to work on the Daytime and Features slate.

## NEW APPOINTMENTS *(contd)*

BBC Scotland has appointed one of Scotland's most experienced journalists, **John Boothman**, as Head of News and Current Affairs. John Boothman has worked in a variety of senior roles within news and current affairs over a 26-year career at the BBC and has been particularly involved in the production of political programming following the establishment of the Scottish Parliament. Latterly he has been Editor of Newsgathering.



**Emma Swain** has been confirmed as the BBC's new Controller of Knowledge Commissioning, responsible for devising and leading the Knowledge strategy across the breadth of factual programming, including arts, music, history, natural history, business, science, religion, consumer journalism and contemporary factual. Previously Emma was the Head of Knowledge TV Commissioning, overseeing the eight-strong team that commissions 1,600 hours of factual TV content from Vision Productions and the independent sector, developing supply strategies for both, overseeing the operation of the WOCC and managing the Discovery Joint Venture.



## NEWS IN BRIEF

### Sky to increase home grown programming

Sky will raise spending on original UK TV programming to £600 million a year over the next three years. Jeremy Darroch, Chief Executive of BSkyB, revealed that the broadcaster expected to spend £380m on original UK production this year. The figure does not include sports rights or overseas acquisitions. BSkyB announced its results on 28 July for the year ended 30 June 2011; its revenue was £6.6 billion, up by 16% with an operating profit of £1 billion, an increase of 23% over the year ended June 2010.

### Scotland's final switchover completed

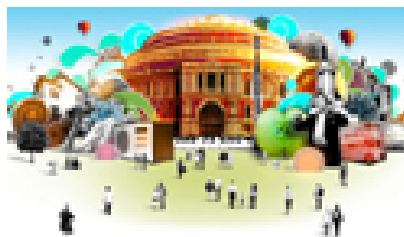
Scotland's final digital switchover is now complete, as analogue signals were turned off in Glasgow, central Scotland and parts of Edinburgh. The change required every Freeview viewer to retune their TVs and boxes, in order to regain BBC TV channels. The process was completed on 22 June, when the remaining analogue channels were switched off. Further Freeview channels from STV, ITV, Channel 4 and Channel 5 are now available from local transmitters for the first time, resulting in Scotland becoming a fully digital nation.

## OFCOM PSB ANNUAL REPORT PUBLISHED

Ofcom has published its Public Service Broadcasting (PSB) Annual Report, which provides a base for assessing the delivery of PSB on the main five PSB channels - BBC One, BBC Two, ITV1, Channel 4, Channel 5 - and the BBC digital channels and S4C.

The main findings are: **Spending on PSB network programming** across the main five PSB channels and the BBC digital channels increased by 2% in real terms in 2010 to £2.9bn, although it was down by 12% since 2006; **2010 was a big year for sport** (Vancouver Winter Olympics and the Fifa World Cup) and first-run spending on sports programmes rose by nearly 40% year on year to £596m; excluding sports programmes, **spending in 2010 on first-run programmes** fell by 6% year on year to £2.5bn; **share of viewing** of the main five PSB channels in multichannel homes declined from 58% in 2006 to 54% in 2010. This decline, however, was offset by an increased share of viewing among the PSBs' digital portfolio channels; and **audiences continue to value public service programming**, in particular the provision of news and high quality programmes.

## Record sales for Proms tickets



When booking for the **BBC Proms 2011** opened 85,921 tickets were sold within

the first 12 hours. This is a 7.39% increase on last year, when 80,000 tickets were allocated during the first day. 39,348 individual orders for tickets were processed, compared with 36,406 in 2010, showing that more people than ever are being enticed by the broad range of concerts on offer at the Proms. 71,808 tickets were sold online, while the remainder were purchased by music-lovers who used telephone or postal booking, or went to the Royal Albert Hall in person. The introduction of a new, fairer and fully integrated live booking system in 2010 helped the BBC Proms secure record attendances across last year's festival. In total 313,000 tickets were sold in 2010.

## Advertisements

Please refer to VLV when responding to advertisements. VLV Ltd cannot accept any liability or complaint in regard to the following offers. The charge for classified ads is 30p per word, 20p for members. Please send typed copy with a cheque payable to VLV Ltd. For display space please contact Linda Forbes on 01474 338711.



**Crimson Cats Audio Books**  
**15% Discount Offer For VLV Members**

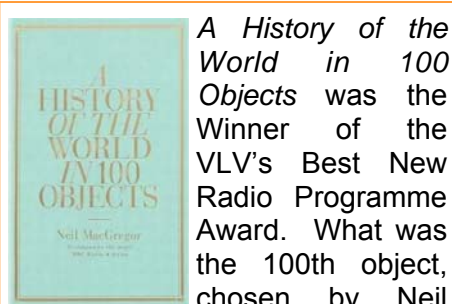
Save 15% on the price of any of our titles by quoting Promotional Code **VLV15CC**

If ordering from the web site [www.crimsoncats.co.uk](http://www.crimsoncats.co.uk) enter the promo code during the payment process (p&p will be added)

To order by post please call **01379 854888** for discount price including post and packing.

**crimson cats**  
*audio books*  
*simply*  
*a good listen*

## Summer Competition



*A History of the World in 100 Objects* was the Winner of the VLV's Best New Radio Programme Award. What was the 100th object, chosen by Neil MacGregor and

the British Museum to help future generations understand the ingenuity and challenges that will shape humanity in the 21st century?

**Replies on a postcard to:** Summer Competition, VLV, PO Box 401, Gravesend, Kent DA12 9FY. Or by email to: [info@vlv.org.uk](mailto:info@vlv.org.uk) by 15 September 2011. The Editor's decision is final. The winner of the Spring Competition was Rosemary McCulloch, Narrabeen, NSW, Australia.

**Mend Your English**  
 or  
 What You Should Have Been Taught At Primary School

by  
**Ian Bruton-Simmonds**

Price: £9.99 from the British Library bookshop and other good bookshops

Publisher: Ivy Publishing  
 ISBN No: 978-0-9546862-1-5

### VLV Visit to BBC Sheffield 10 August 2011 2.30 - 4pm.

A special visit for VLV members and guests to BBC Sheffield has been arranged for 10<sup>th</sup> August. It will include a behind the scenes tour of the studios and the chance to meet producers and presenters. Contact **Sue Washbrook** in the VLV office for tickets and more details.

For **Manchester** meeting call **David Eggington** on **0114 230 8755**.  
 For all other tickets and enquiries please call **Linda Forbes** on **01474 338711** or email:  
**[linda.forbes@vlv.org.uk](mailto:linda.forbes@vlv.org.uk)** or visit  
**[www.vlv.org.uk](http://www.vlv.org.uk)**

## Diary Dates

For fuller details see page 1 or [www.vlv.org.uk](http://www.vlv.org.uk)

### Friday 7 October 2011

10.00 am - 6.00 pm

**Serving the Citizen: Broadcasting Accountability in an On-line Europe**  
 VLV's 19<sup>th</sup> Annual Scottish Conference in association with EURALVA.  
 Scottish Storytelling Centre, The Royal Mile, Edinburgh (see page 5)

### Monday 17 October 2011

6.00 to 8.30 pm

**UK Programme Production - Securing its Future**  
 Chaired by **Steve Hewlett**, TV consultant, and presenter, BBC Radio 4's *Media Show*.

1 Whitehall Place, London SW1

### Saturday 22 October 2011

2.00 to 4.00 pm

**British Broadcasting in the Public Service - what do we really, really want?**

Speakers include **Sophie Jones**, Head of Public Affairs, Channel 4, and **Mark Covell**, Head of External Affairs, BBC North.

Friends Meeting House, Mount Street, Manchester

### Wednesday 2 November 2011

6.00 - 8.00 pm

**Children's Programmes - Out of Date in the Digital Age?**

**VLV's 17<sup>th</sup> Annual Seminar on Children's Broadcasting.**  
 Speakers include **Joe Godwin** and **Baroness (Floella) Benjamin**

1 Whitehall Place, London SW1

### Wednesday 30 November 2011

10.30 am to 3.30 pm

**VLV's 28<sup>th</sup> Annual Autumn Conference and AGM** AGM 4.00 to 5.00 pm. Keynote speakers will include

**Caroline Thomson**, BBC COO  
 The Royal Geological Society, London W1



## NEW SUBSCRIPTION / DONATION / CHANGE OF ADDRESS\* (please delete as appropriate)

**VLV Subscription**—individual £25, two at same address £40, students £15, concessionary £19, joint concessions £30. **VLV overseas subscriptions**—individual £35, students £18. **Newsletter** only subscription (non-members) UK £35, overseas £37.50. Please make cheques payable to VLV Ltd and send to PO Box 401, Gravesend, DA12 9FY

PLEASE USE BLOCK CAPITALS

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

OR to pay by Credit Card please complete the form below or telephone 01474 338716 or 01474 338711

Name of Cardholder: \_\_\_\_\_

Card type: Mastercard  Visa  Expiry date  /  Issue No.  CVS  (last 3 digits of security on reverse of card)

Card No.  /  /  /  Amount £ \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

I would like to pay by: Bankers' Order  Donate by Gift Aid  please send me a form. FREE TV Viewer's Guide  Radio Listener's Guide