



Voice of the Listener & Viewer

Working for Quality and Diversity in Broadcasting

Spring 2014

Bulletin Issue 114



JOCELYN HAY CBE
VLV'S FOUNDER AND PRESIDENT
30 JULY 1927 - 21 JANUARY 2014

Tributes to Jocelyn can be read on pages 4 and 5.

BBC THREE TO BE ONLINE ONLY

BBC Director-General Tony Hall announced that BBC Three would cease to be broadcast from 2015 (subject to BBC Trust approval) and would be reinvented as a new and innovative online service. This would save the BBC over £50 million a year with £30 million of that going into drama on BBC One. The freed-up spectrum would be used to extend CBBC by an hour a night and to provide a BBC One +1 service. He said that "the BBC is living with a licence fee that for five years will have been flat. ..And, at the same time, we are absorbing extra costs that we were asked to take on - for the World Service, S4C and the roll-out of broadband... My concern is to ensure that the quality of what we do is not compromised along the way."

In response VLV said it believes that all the BBC's television services should be available to licence payers on a free-to-air, broadcast basis. We therefore regret the fact that the BBC feels it has to remove BBC Three from its broadcast platform. This appears to stem in part from the unsatisfactory nature of the last licence fee settlement, which was reached in secret, at great speed and with no public debate or consumer input. We will look at the detail of the proposal very closely and make our views known to the BBC Trust.

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VLV's 31st ANNUAL SPRING CONFERENCE

Moving towards a new era in broadcasting: what does it mean for listeners and viewers?

THURSDAY 1 May 2014

The Geological Society, Piccadilly, London W1J 0BG
10.30 am - 4.15 pm

Once again VLV finds itself holding its Spring Conference at a moment when the future of the BBC is in the headlines: BBC Three moving away from broadcast television, calls for licence fee evasion to become a matter for the civil courts and the debate gaining momentum about the very future of the licence fee.



Our conference line up includes **James Purnell, BBC Director of Strategy & Digital**, who will talk about he challenges facing the BBC in the run-up to Charter Renewal;

Patrick Barwise, Emeritus Professor of Management and Marketing at London Business School and **chairman of Which?** on what if there were no BBC Television? The economic case for BBC TV; **Sophie Turner Laing**,

Managing Director for Content, BSkyB



on pay television's contribution to quality and diversity and

Caroline Thomson, Chair, Digital UK on the threats and opportunities facing Digital Terrestrial Television.

The **VLV Awards for Excellence in Broadcasting 2013** will be awarded during the conference. Voting forms are included with the *Bulletin* for members. Please return them **by 11 April 2014**.



Voice of the Listener & Viewer

Working for Quality and Diversity in British Broadcasting

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VLV Office

The Old Rectory Business Centre
Springhead Road
Northfleet
Kent DA11 8HN

Tel: 01474 338716

Fax: 01474 325440

e-mail: info@vlv.org.uk

Office Hours: Tuesday-Thursday
9.30am—3.30 pm

Sue Washbrook: Administrator
Website: www.vlv.org.uk

Please note VLV no longer has a PO Box.
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VLV is 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.

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FROM THE CHAIRMAN, COLIN BROWNE



As those of you who were present will know, we launched the VLV's 30th Anniversary Appeal at our Autumn Conference last November. Reaching that landmark is a remarkable achievement for an organisation that depends on the hard work of many dedicated volunteers, united in their passion for public service broadcasting. Thank you so much to those who have already responded to the Appeal. I am now writing to ask those of you who weren't at the Conference to consider a donation.

The VLV achieves its purposes through responding to consultations from Government and regulators, including the BBC Trust, maintaining a dialogue with the broadcasters, holding conferences, lectures and seminars, managing an Awards programme that encourages high quality in broadcasting and propagating our views through the media. We believe we occupy a unique position in terms of representing the views of listeners and viewers and that this means we are listened to by the key decision makers.

As with many charities today, our funds are very thinly stretched. Our core funding comes from our members and our events are generally self-funding. Over the years, we have also been funded by a small number of generous gifts and legacies, but this reserve has now largely been used.

In the last year, we have made strenuous efforts to cut our own costs to a minimum. We have merged The Voice of the Listener Trust and VLV Ltd in order to reduce our administrative costs. We now employ only a part-time administrator, Sue, primarily dealing with membership issues. All our other work is performed by volunteers on a pro bono basis. They are a superb group of people, who dedicate an incredible amount of time to what we do, but we do need some additional professional help if we are fully to realise our potential, build for the future – and ensure that the VLV remains strong and effective beyond its 30th year.

Two things have brought this into particular focus for me. Firstly, the challenges facing public service broadcasting are greater than at any time over recent years. As the BBC Charter renewal approaches, we already see pressure being applied by those with vested interests, who wish to diminish the Corporation and deprive it of funding. It has never been more important that our voice is heard.

Secondly, the sad death of our founder, Jocelyn Hay, places on us a particular obligation to ensure that the VLV she created remains strong and relevant. We really do need your support at this time if we are to carry on and develop the magnificent project which Jocelyn founded all those years ago.

VLV Chairman Colin Browne spoke at the Westminster Media Forum on 6 March 2014 on *The Future of Free-to-air terrestrial Television* 'At the VLV, we are strongly wedded to the principle that content from the public service broadcasters should be available to every household in UK, free at the point of delivery to the consumer. Digital terrestrial remains key to the majority of UK households for the delivery of PSB content; but the decisions on future spectrum allocation threaten its potential and it is vital that the future of PSB is not compromised by the commercial interests of the big mobile phone operators.'

(Full text of his contribution can be read on VLV's website)

VLV RESPONSES TO CONSULTATIONS

Since the last Bulletin VLV has submitted seven different responses to consultations. All responses are available to read in full on the VLV website.

In December VLV submitted to the Commons Select Committee on Culture, Media and Sport about the **Future of the BBC**; to the BBC Trust on **News and Current Affairs** and to Ofcom on **White Space** and **Spectrum Pricing**. In January submissions went to Ofcom on **Spectrum Strategy** and **Listed Events**. However, the major submission went to the BBC Trust on their **service review: BBC One, BBC Two, BBC Three and BBC Four**.

VLV said that in general members highly value the BBC's television services and want them to be protected for the future. VLV believes that the BBC remains a unique cultural institution that is greatly admired in the UK and around the world. We also believe that the licence fee is still the best way to sustain the BBC's independence, important not just to broadcasting but to democracy itself.

VLV praised BBC Two for significant improvements in its output. In the last Review VLV was quite critical of the channel for having gone 'down-market' and underestimating the audience. We have noticed a significant change in the channel's ambition and innovation since 2010 and commend it for what we perceive to be a huge improvement in quality.

Children's programming is an area of concern for VLV, since content for younger viewers moved off BBC One and BBC Two onto CBBC and CBeebies. We would like to see greater promotion of the children's channels on the main channels to ensure that they are more discoverable. VLV is also concerned that there is a significant gap in provision for young teens – those aged between 12 and 16.

With the notable exception of its Olympic coverage, VLV is concerned that BBC Television's sports coverage has been diminished significantly to the detriment of the licence fee payer. Many sports have suffered, but none worse than cricket.

Members noted a shortage of drama on the BBC which reflects the range of modern UK authors writing for the theatre. They also would like to see more live classical music and opera on BBC Television's channels.

OFCOM WILL CONDUCT PSB REVIEW

It has been announced that Ofcom is to conduct its third review of public service broadcasting, which will help define the future of PSB in the UK. The research will be launched during the next financial year. This review is likely to analyse the pros and cons of top-slicing the licence fee. Ofcom has a statutory duty to conduct PSB Reviews every five years.

This new study is going ahead despite plans by the government to strip Ofcom of some of its powers and hand them to culture secretary Maria Miller. The policy u-turn is due to opposition in the House of Lords. It is good news for the VLV, which had opposed the change in its response to a DCMS consultation, on the grounds that it might be a slippery slope towards greater political interference in the public broadcasters.

BBC TRUST REVIEW OF RADIO

The BBC Trust will review the performance of all of the BBC's UK network music and speech radio services in 2014/15. It will conduct two reviews – one will look at all BBC music radio stations, the other will examine all BBC speech radio stations in the round. The reviews will assess the performance of each radio station against the requirements of its service licence, looking at listenership, quality, distinctiveness and value for money. The first, to begin in May, will cover the BBC's music radio services: Radio 1, 1Xtra, Radio 2, 6Music, Radio 3 and Asian Network. The second review will begin in the summer and will cover speech radio: Radio 4, 4Extra, 5live and 5live Sports Extra. Do please send in your thoughts about your favourite radio stations for VLV to include in its submissions. Further details will be put up on VLV's website.

TV LICENSING - REVIEW OF VIEWING HABITS

TV Licensing's report in 2103 looks at children's TV viewing habits, revealing that despite having so much 'tech' at their fingertips and thousands of hours of TV available through on-demand services, an astonishing 89% of children's viewing time is still devoted to live TV programming. Other findings included that we watch around of 4 hours of TV a day, with 90 per cent of all viewing being live; in 2013, fewer than 2% of us watched only time-shifted TV; TVs are bigger and just over 55% of tablet owners use their device for viewing video content such as TV programmes.



Jocelyn Hay CBE
30 July 1927 - 21 January 2014

It was with great sadness that we learned of the death of Jocelyn Hay CBE, the founder and President of the Voice of the Listener & Viewer. Jocelyn founded the VLV in 1983 and built it into the United Kingdom's main consumer voice on issues affecting public service broadcasting and quality and diversity in radio and television programming.

In paying tribute Colin Browne, Chairman of the VLV said: "Jocelyn was an inspiration to all of us who believe in quality and diversity in British broadcasting. Through her own strength of personality and strong convictions, and by gaining the respect of politicians and media executives, she helped to ensure that the views of listeners and viewers were listened to by decision makers across the industry.

She had remained active and involved in the organisation until very recently. My colleagues and I will miss her hugely."

BBC Director-General, Tony Hall said: "Jocelyn Hay had a huge impact on broadcasting in this country. She never stopped campaigning for better quality programmes and for all broadcasters to put their audiences first. She always believed it was every broadcaster's duty to make engaging programmes that captured the public's imagination. She will be much missed."

**A TRIBUTE TO JOCELYN HAY'S
CONTRIBUTION TO BROADCASTING**

There will be a tribute to her 30 years' work in fighting for the rights of viewers and listeners to have their voices heard in the debates about broadcasting at the highest levels. The event will take place at the Geological Society after VLV's Spring Conference on Thursday 1 May 2014 at 5.30 pm. Members and invited guests will be able to share memories of Jocelyn.

Some of the many tributes to Jocelyn

Robert Beveridge, former Board member, wrote in *The Scotsman* "Almost singlehandedly, she established an organisation which achieved substantial professional and political credibility by the quality of argument and submissions to the plethora of consultations and also standing up to the associated threats to the vibrancy and even the existence of public service broadcasting. Jocelyn was an independent voice through and through and acted as a critical friend of the BBC for over thirty years.

VLV is not a moral crusade, unlike some other groups. Sometimes characterised as the voice of the Radio 4 listener, it was and is a much needed forum in which informed debate takes place without giving ground to the numerous vested interests which dominate the world of media policy. I well remember attending an EU media conference at which everybody seemed to be there by virtue of large expense accounts. Jocelyn was staying in a B&B and commented that this symbolised the gap between the media executives, and their jostling for power and influence with the voice of the listener and viewer being small by comparison. However, no one who ever heard Jocelyn speak at a conference or on television and radio could be in any doubt about the integrity, strength and clarity of her arguments. Allied to these was a confidence in communication together with a wonderful twinkle in her eye which meant that she was able to ask the most direct questions without being anything other than diplomatic. She always went to the heart of an issue. Not for nothing was she once described as the 'Florence Nightingale of Public Service Broadcasting'."

Máire Messenger Davies, former Board member, wrote for LSE's Media Policy Unit: "Jocelyn was well-spoken, courteous, formidably well-informed and an absolute force of nature. Hers was a 'voice' very hard to resist, hence her extraordinary success in gaining the ears of politicians and senior broadcasters. If she asked you to speak at a VLV event, you accepted the invitation – VLV annual conferences have included ministers, BBC Director Generals, senior broadcasters, well-known actors and entertainers, as well as academics. With her widely-travelled background in broadcasting, public relations and policy consultancy, Jocelyn could be sharp and forceful, especially to those who failed to appreciate the seriousness of VLV's



goals...She was a champion of the user/citizen (she never liked the word consumer) and, as well as being such an effective networker with the great and the good, she worked hard to educate grassroots organisations and civic groups, women's groups

such as the WI, and educational organisations such as PTAs, about the importance of the media in the country's cultural life."

Other tributes from industry colleagues and VLV members

"Throughout her time at VLV she has been an inspirational champion of public service broadcasting and will be sorely missed. I will always have very fond memories of her, and in particular one very hot afternoon while I was at ITN when we took afternoon tea on our roof terrace to discuss the Communications Bill. She was then as always both wise and great fun."

Sophie Jones, Head of Corporate Relations, Channel 4

"We all benefit of her clairvoyance, far-sightedness, courage, strength, happiness, enthusiasm, positive thinking and empathy... from the very first moment I met her she always showed all the enthusiasm and support to everything was happening around EURALVA. When I had the honour to be elected President of EURALVA my biggest concern and, at the same time, my proudest feeling was to succeed Jocelyn Hay in the Chair. Not only her, but specially her. Jocelyn, Emeritus President of Euralva, is going to stay as a guidance light for all the persons who are involved in the defense of the quality of the audiovisual contents, and for any who likes to contribute to society." **José María Guerra Mercadal**, President, EURALVA

"Jocelyn was an absolutely indomitable campaigner for better quality across TV and radio, and a staunch advocate of public service broadcasting and all it stands for. She was an inspiration to many over the 30 years of campaigning, creating the VLV and turning it into the powerful force for good that it is today. Jocelyn was the epitome of someone who, as a strong defender of the BBC, was rightly an equally strong critic when she felt it should be doing better to serve its audiences. She was widely respected across the broadcasting industry and beyond, and she will be much missed." **Lord Patten of Barnes CH**, Chairman BBC Trust

"I had a very great affection for Jocelyn and strong admiration for all that she did. We've lost somebody important in the field of broadcasting. I feel privileged to have known her."

Melvyn Bragg

"The end of an era: an indomitable individual. We citizens are in indebted to her commitment to the cause."

Peter Menneer

"She was so good for us all whichever side of camera or microphone we lived...an exceptional woman."

Jon Snow

"A fine woman, a real fighter and a champion for everything that was right. She will be badly missed."

Professor Steve Barnett

"Jocelyn was one of the finest public-spirited defenders of organisations that matter, in a culture that means so much to this country (and beyond). And such an admirable and amiable person."

Professor Brian Groombridge

"She was astonishing. One of my early memories at the BBC is walking into the lift and bumping into David Hatch on the morning I'd done a *Today* package. He said "It's not compulsory to use Jocelyn Hay you know!"

Torin Douglas

"Her sheer guts in the face of the high and mighty will remain an inspiration."

Patrick Xavier

"The adjectives applicable to her personality are virtually inexhaustible, among them being: public spirited, dedicated, energetic and tireless, astute, understanding of others, effective in all that she took on, and highly influential."

Jay Blumler,

Emeritus Professor, University of Leeds

"The most impressive woman I have ever met - smart, inspirational and a really kind and lovely individual. I loved the way she dealt with powerful men in meetings - so polite, thoughtful and brilliant at putting them on the spot."

Professor Jeanette Steemers, VLV Trustee

"Her position was unique and she worked tremendously hard for the cause. Sometimes quite intimidating, nevertheless a great inspiration and leader. I learned from her how you could get things done if you're determined, 'do your homework' and know you're right!"

Adrian Pickering

DIGITAL RADIO UPDATE: A POLICY CHANGE

Since 2009 it had been government policy to switch the broadcasting of national and large local radio stations from FM to Digital (DSO). This follows the successful switch to digital television broadcasting. In 2010 a Digital Radio Action Plan was launched to plan this change. This was closely monitored by the Consumer Expert Group on which VLV is represented.

At the launch of the plan the Minister was clear "that the needs and concerns of radio listeners will be absolutely central to our approach to Digital Radio Switchover." However two criteria were set that would trigger radio DSO. 50% of radio listening must be to digital devices and there had to be a major improvement in coverage to match that of FM and to ensure good reception especially on major roads.

Consumer groups, including VLV, did not accept the 50% figure. We considered it was too big a task to move the remaining 50% of listeners during a switchover period possibly as short as two years. Many of these will be the vulnerable and aging, who are particularly dependant on radio.

A government announcement was expected at the end of 2013; if not an actual date for DSO, then a window and a firm commitment to switch was anticipated. At a conference organised in December the Minister made the key note speech summarised by Roger Darlington, chairman of the CEG, "Government pulls back from in principle commitment to digital radio switchover." There was therefore no mention of dates, just a general support for Digital Radio, further promotion efforts and a continuation of the network build out.

VLV has concerns about the cost of replacing the medium to high range analogue radios owned by our members and the poor additional content available on digital radio. At the launch of the Action Plan we stated "The present FM analogue transmission is fit for purpose and has served most consumers across the UK well for decades. When digital radios become as compelling a consumer proposition as digital televisions, they will be widely adopted and the switchover can take place."

As part of the Action Plan both the level of listening on all digital devices and the purchase of equipment has been carefully monitored. While digital listening is slowly growing many consumers are still buying FM only sets. There are also over 30 million vehicles with FM only radios. At present less than half of new cars are fitted with DAB radios.

This retreat from a clear commitment raises the question of which digital radio technology the UK will eventually adopt. The current DAB digital system dates from the early 1990s. In 2008 a more efficient version DAB+ was agreed as the international standard and is being widely adopted in Europe. The major complication is that whilst DAB+ is installed in some receivers already sold, it is not compatible with older digital radios in the UK. The incentive to move towards DAB+ is not clear, given the market has already to support both FM and DAB transmissions.

Robert Clark

NEW RESEARCH REVEALS REAL VALUE OF FREEVIEW TV

A report, *The value of Digital Terrestrial Television in an era of increasing demand for spectrum* published by Digital UK reveals the major economic benefits that Freeview and other terrestrial TV services deliver to the UK. The research by media and telecoms consultancy Communications Chambers shows that the country's most widely used platform returns nearly £80bn to the economy. It also challenges the view that mobile broadband delivers more value from airwaves than television, as policy makers in the UK and Europe consider moving Freeview channels to release more spectrum for the mobile market.

AGREEMENT BETWEEN BBC AND SKY

The BBC and Sky have reached an agreement which reduces the BBC's payments for platform services to zero. Alongside this, both parties have reached an agreement that secures the long-term availability of BBC channels and the BBC iPlayer on the Sky platform. The BBC Trust has approved BBC Store, a new online commercial service for audiences to buy and keep BBC programmes.

CHANNEL THREE, FOUR AND FIVE LICENCES RENEWED

Ofcom has announced its decision to renew the Channel 3 (ITV, STV and UTV) and Channel 5 licences for a further ten-year period commencing on 1 January 2015. For the Channel 3 licences, On renewal, Ofcom will create a separate licence for Wales and a new West & South West of England licence. Channel 4's licence has also been renewed.

PEOPLE

Adam Barker has been appointed as Acting Controller for BBC Two and Four following Janice Hadlow's decision to step down.

Veteran BBC journalist **Peter Taylor** has been honoured with an RTS Lifetime Award for outstanding services to journalism.

SOUND MATTERS

BBC tackles TV audibility and loudness

A key issue for VLV is the clarity and consistency of sound in television programmes. In 2010, with the cooperation of the BBC, VLV initiated a major audience research project to try to quantify the problems that viewers have with the spoken word on TV. Funding for the VLV component was obtained from Channel 4, Widex and a private donor. The results showed that the causes of poor clarity of sound were much more diverse than expected.

This research project is now leading to significant changes in the way that programmes are produced. The aim is to improve the audibility of programmes and more consistency in loudness.

The BBC Academy has just begun a series of events across the UK for producers and creative technical professionals under the banner **Sound Matters** - to raise awareness of loudness and audibility issues in TV sound. Each features masterclasses from experienced audio professionals, on how to capture and edit good quality sound, and introducing a new method of measuring loudness. New techniques are also being introduced in both continental Europe and the US.

Danny Cohen, Director of BBC Television, gives the opening keynote address: **Compelling TV with good audio**. He acknowledges the results of the VLV research and outlined some of the causes of poor audibility. Out of all the complaints that the BBC receives about TV sound issues, about 60% relate to difficulties in hearing speech and 40% to tiresome lurches in sound levels between programmes (and commercial breaks). He explains what is being done specifically to address the problem of varying levels of loudness from one programme to another.

A session for producers deals with how to obtain better clarity on location, street interviews and pieces to camera. Another, directed at craft operators, covers dubbing techniques to improve audibility and consistent loudness - whilst still achieving natural variations in sound levels.

For nearly 80 years audio level has been measured and adjusted using an instrument called a PPM, essentially a peak-reading meter. It was originally intended to keep the signal within bounds to avoid sound distortion. Modern signal processing means that the PPM no longer gives a good indication of how loud the sound is. A new type of meter called the Loudness Meter gives a much better indication of audio loudness. In the United States the Commercial

Advertisement Loudness Mitigation (CALM) Act already requires broadcasters by law to maintain the average loudness of programmes and commercials at a defined value.

In Europe the EBU have created a specification for loudness measurement (EBU R 128). This defines the average loudness that must be achieved over the whole programme, and a recommended range of loudness suitable for living rooms. This should ensure some consistency in loudness from one programme to another, without the big jumps we currently get. Several European countries have already introduced loudness metering, some by legislation.

The UK, a latecomer to loudness metering, has chosen to adopt a self-regulated scheme operated by the Digital Production Partnership (DPP) to which all the major UK broadcasters belong. It will take time before loudness metering in the UK is standardised.

Advertisements are governed by the Advertising Standards Authority who are currently discussing how loudness might be applied to programme breaks. This will not be resolved quickly. It may take a year or longer. As the head of one production company put it, his clients just want their advert to sound louder than the one before.

There is no doubt that broadcasters are serious about improving the clarity of sound, and are investing in training to this end. In time viewers will not need so often to grab their remote control to obtain tolerable and consistent sound levels.


The meter can also be used to assist the producer in obtaining improved clarity of speech above background noise (crowd scenes etc) and background music. It cannot directly, of course, solve audio problems that arise from inappropriate microphone placement, foreign accents and dialects, mumbling and poor diction, or people simply talking too fast.

However, the arrival of the Loudness Meter is much to be welcomed. It should draw the attention of TV producers to the issue of clarity of speech as a fundamental prerequisite for an effective programme. The BBC Academy **Sound Matters** events are equally to be welcomed. They will assist the UK TV industry as a whole in learning how best to use this new Loudness Meter to obtain improved clarity of speech for their programmes.

Peter Menneer, VLV and **David Walker**, C.Eng and Fellow of the Institution of Engineering & Technology

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 Sue Washbrook on 01474 338716.



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Diary Dates

VLV 31st Annual Spring Conference

Moving towards a new era in broadcasting: what does it mean for listeners and viewers?

Thursday 1 May 2014

The Geological Society, Piccadilly, London W1J 0BG

10.30 am - 4.15 pm

Speakers include **James Purnell**, Director of Strategy & Digital, BBC; **Professor Paddy Barwise**, Chairman Which?; **Sophie Turner Laing**, Managing Director of Content, BSkyB and **Caroline Thomson**, Chair of Digital UK.

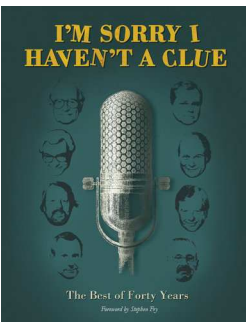
The VLV Awards for Excellence in Broadcasting 2013

The awards will be presented during the conference at lunchtime.

A Tribute to Jocelyn 5.30 pm

Spring Competition

Which radio station is about to celebrate its 20th Anniversary? Win a copy of 40 years of *I'm sorry I haven't a clue*.



Replies to Spring Competition, VLV, The Old Rectory Business

Centre, Springhead Road, Northfleet, Kent DA11 8HN or email info@vlv.org.uk by **11 April 2014**.

The Editor's decision is final.

VLV Office Address

Please note that VLV no longer has a P O Box and so all mail should be sent to:

The Old Rectory Business Centre
Springhead Road
Northfleet
Kent DA11 8HN

Office hours

Tuesday to Thursday
9.30 am to 3.30 pm
Tel: 01474 338716

Administrator: Sue Washbrook
Sue.washbrook@vlv.org.uk

For tickets and enquiries please call Sue Washbrook on **01474 338716** or email: sue.washbrook@vlv.org.uk

Friday 4 July 2014
VLV Visit to BBC MediaCity and ITV in Salford.
Space limited - register asap.

TO ALL MEMBERS

Please return your voting papers for **VLV's Awards for Excellence in Broadcasting 2013** by **11 April 2014**.



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

VLV Subscription—individual £30, two at same address £45, student e-membership £10, concessions (over 75) £22.50, joint concessions at same address £40. Please make cheques payable to VLV Ltd and send to The Old Rectory Business Centre, Springhead Road, Northfleet, Kent DA11 8HN

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