

Name: _____ 

Address: _____
 _____ Post Code: _____

Tel: _____ Email: _____

Additional member name: _____

Full membership means that you have the right to vote at all general meetings of VLV. In accordance with company law. Full members undertake to pay up to £1.00 (one pound sterling) in the event that VLV is wound up and unable to meet its liabilities. The level of your subscription is otherwise the same as for associate membership. Please sign here if you want to become a full member of VLV.

The information you provide in this form will be used to contact you regarding your VLV membership and to make you aware of VLV events and campaigns. Your data will be stored and used in accordance with VLV's Data Privacy Policy which can be found at <http://www.vlv.org.uk/broadcasting-assets/vlvprivacypolicy22may2018.pdf>

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I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Signature Date

I enclose cheque payable to VLV

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

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

Name on card: _____ Card No: _____

Expiry Date: __/__/__ Start Date/Issue No: (Maestro only) __/__/__

Card security Code (CVS No): _____ Signature of cardholder _____

VLV a charitable company limited by guarantee, registered in England & Wales no:4407712.
 Office address and Registered Office: The Old Rectory Business Centre, Springhead Road, Northfleet, Kent DA11 8HN Charity No: 1152136
 Tel: 01474 338716 Email: info@vlv.org.uk Website: www.vlv.org.uk



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

Why join the VLV?

The Voice of the Listener & Viewer - the VLV - campaigns for excellence, quality and diversity in UK Broadcasting. Public service broadcasting is at the heart of this.

Most of us take for granted the range and quality of our television, radio services. The British system is admired across much of the rest of the world for good reason: we have 70 channels free to air, the best impartial news on television and radio in the world and all of this for the price of a licence fee which costs £159 a year.

We should not take this for granted. Broadcasting as we know it in the UK is under threat from a combination of commercial, political and technological pressures.

The VLV holds politicians, regulators and broadcasters to account. We campaign for UK content which is relevant to our lives – independent and impartial news and current affairs; dramas and factual programmes set in the UK and children’s programmes which reflect our culture and society.

The VLV is the only citizen and consumer organisation in the UK wholly focused on these issue. If you, like us, believe that public service broadcasting in the UK is worth fighting for, then **join VLV now - go to www.vlv.org.uk**.

The threats to our public service broadcasting system include:

- **A universally available service**, free on payment of the licence fee, is fundamental to our system. Some are pushing for a subscription system whereby everyone will have to pay for what they watch.
- **Globalisation of content:** The growth of global subscription services like Netflix and Amazon are encouraging the production of global content which appeals across international markets. This could lead to less UK-specific content.
- **The BBC's future could be undermined:** The BBC has had its public funding cut by 25% since 2010. VLV is working hard to ensure the BBC remains accountable to and engages with its owners, the licence fee payers who fund it, while making sure it continues to be a force for good in British society.
- **ITV and Five** face challenging financial times, with more and more advertising budgets being directed towards social media companies. This will impact on programme budgets and what we enjoy on screen.
- **Channel 4** which is publicly owned is facing privatisation by the government. VLV believes this means we will have less high quality innovative British content on our TVs; it will mean more repeats and imported programmes. VLV is opposing this move strongly.

MEMBERSHIP

The VLV is an independent, non-profit making membership association, free from political and sectarian affiliations. It is run on a voluntary basis by a Board of Trustees.

Membership of VLV is open to anyone who wants to support the provision of high quality, diverse and independent UK radio and television.

The VLV provides a forum for the discussion of broadcasting and related issues. It makes submissions to government, Parliament, regulators and broadcasters focused on citizen interests and drawing on the contribution of its members. It holds regular public events to debate topical broadcasting themes at affordable prices.

Becoming a member of VLV offers benefits which include:

- Regular print and email bulletins
- Information about the latest developments in broadcasting policy and news on VLV events
- The opportunity to feed into broadcasting policy debates
- The chance to influence broadcasting policy
- The opportunity to meet other like-minded people who support public service broadcasting and to campaign to ensure its healthy

“Getting your voices heard: Voice of the Listener and Viewer (VLV), a consumer group founded three decades ago, has been particularly active lately. VLV argues that since broadcasting is aimed at us listeners and viewers, we have a right to know what shapes it, whether Government policy or broadcasting practice.”

Gillian Reynolds, *Radio Times*, March 2017

future.

Join VLV today!

I would like to join VLV as:

- | | | | | | |
|-----------------|--------|--------------------------|-----------------------------|--------|--------------------------|
| Individual | £30.00 | <input type="checkbox"/> | Joint (two at same address) | £45.00 | <input type="checkbox"/> |
| Corporate | £250 | <input type="checkbox"/> | Academic/Charity | £75.00 | <input type="checkbox"/> |
| Life Membership | £500 | <input type="checkbox"/> | Student e-membership | £10.00 | <input type="checkbox"/> |

- (1) To pay by card please phone **01474 338716** or return the form overleaf
- (2) To pay by cheque please return the form overleaf to:
VLV, The Old Rectory Business Centre, Springhead Road, Northfleet, Kent DA11 8HN
- (3) Or go online **www.vlv.org.uk**