



Voice of the Listener & Viewer

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 and diversity in UK broadcasting.

Most of us take for granted the range and quality of our television, radio and online 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 £147 a year.

We should not take it for granted. The face of broadcasting 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 consumer organisation in the UK wholly dedicated to these broadcasting issues.

If you, like us, believe that these are important services, that they are worth fighting for, then support public service broadcasting in the UK and **join VLV now - go to www.vlv.org.uk**.

The threats to our public service broadcasting system include:

- **A universally available service**, free to consumers once they have paid the licence fee, is fundamental to our system but some are pushing for a subscription system whereby everyone will have to pay for what they watch, rather than broadcasting services being covered by a flat fee which means the cost is shared.
- **The BBC's services could be undermined**: it is facing cuts of up to a fifth of its budget and its regulation model has changed under its new Charter. It is now regulated, for the first time in its history, by an external regulator: Ofcom. VLV is working hard to ensure the BBC will remain accountable to licence fee payers and make sure it continues to be a force for good in British society.
- **Channel 4** has avoided privatisation, which was rumoured until recently as a possible option, but the Government is considering whether to extend its remit. VLV will be working hard to ensure that Channel 4 delivers a service which is distinctively different from other public service broadcasters while being sustainable financially.
- Overseas companies are stalking **ITV** while **Five** is already foreign owned.

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. Dame Colette Bowe is its President and its Chairman is Colin Browne.

Membership of VLV is open to all concerned about the future quality, diversity and independence of UK radio and television.

The VLV provides an open forum for the discussion of broadcasting and related issues. It makes submissions to government, Parliament, regulators and broadcasters, drawing on the contribution of its members. It holds regular public events focused on topical broadcasting

Becoming a member of VLV offers exclusive 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 meet other like-minded people who support public service broadcasting and to campaign to ensure its healthy future.

“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

Join VLV today!

I would like to join VLV as:

Individual £30.00 Joint (two at same address) £45.00

Corporate £250 Charity £75.00

Life Membership £500 Student e-membership £10.00

(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



Name: _____

Address: _____

Post Code: _____

Tel: _____ Email: _____

Additional member name: _____

Full membership means that you would 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.

Signature



Boost your donation by 25p of Gift Aid for every £1 you donate

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Please treat as Gift Aid donations all qualifying gifts of money made. Gift Aid is claimed by the charity from the tax you pay for the current tax year.

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 _____

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