

THE EUROPEAN ALLIANCE OF LISTENERS' & VIEWERS' ASSOCIATIONS (EURALVA)

EURALVA/VLV Conference

Serving the Citizen: Broadcasting Accountability in an Online Europe

Scottish Storytelling Centre, 45 High Street, Edinburgh

Friday, 7 October 2011

Conference Programme:

09.30: Registration

10.00: Welcome addresses:

Jocelyn Hay, CBE, President, Voice of the Listener & Viewer (UK)

Preben Sørensen, President, European Alliance of Listeners' & Viewers'
Associations (EURALVA)

Robert Beveridge, Voice of the Listener & Viewer, Scotland

10.30: **Europe: Its Nations and Regions: The Future of Public
Service Broadcasting**

Session One

Chair: Andrew Taussig, Trustee, The Voice of the Listener Trust

Broadcasting and Cultural Diversity in One Europe:

Ms. Monica Aabel, the European Commission

Protecting and Promoting Public Service Media: A Multi-Level Challenge

Dr Ignasi Guardans, Director of Public Affairs, European Broadcasting Union (EBU)

The Perspective from Scotland:

Professor Neil Blain, Stirling University

Regionalism and Media: The Italian Dimension

Professor Rosario Cecaro, Sassari University, Sardinia

11.30: Coffee/tea break

12.00: *Session Two*

Chair: Ian Morrison, President, Friends of Canadian Broadcasting

The Public Service Perspective:

Ian Small, Head of Public Policy BBC Scotland

The perspective from Commercial PSB

Bobby Hain, Director of Channels, STV (Scottish Television plc)

The perspective from Ofcom

Alan Stewart, Regulatory Affairs Manager, OFCOM Scotland

Media, Culture and Language

Donald Campbell, Chief Executive, Gaelic Media Service

13.30: Lunch

14.30: *Session Three*

Media Literacy and Family Values: Regulation and the Subsidiarity Principle

Chair: **Vincent Porter**, European Media Adviser, EURALVA and
Professor Emeritus, University of Westminster

Professor **Carmen Fuente Cobo**, Vice President, ICmedia, Spain

Paolo Celot, Secretary-General, European Association for Viewer Interests (EAVI)

Manfred Kops, Director, Institute for Broadcasting Economics (IRÖ), Cologne

Mary Berkhout, Programme Manager, Mediwijzer, the Netherlands.

Maria Rita Munizzi, President, Movimento Italiani Genitori (MOIGE)

Jarle Haugland, CEO, Familie & Medier, Norway

16.30: Coffee/tea break

17.00: *Session Four:*

Meeting Citizen Expectations: The People's Verdict

Chair: **Harvey Thomas**, President of the Fellowship of European Broadcasters (FEB)

Lars Peter Melchiorson, Chairman, Listeners and Viewers Forum (SLS), Denmark

Lawrie Hallett, PhD Researcher, Visiting Lecturer at the University of
Westminster, (CMFE)

18.00: Closing remarks

Preben Sørensen, President, EURALVA

Saturday 8 October:

10.00-15.00: Business Meeting of EURALVA's Board of Management