

From The President

• EURALVA's President Pepe Guerra condolences.

Receive above all my deepest condolences in behalf of EURALVA, TAC and all the viewers and listeners in Europe, and probably worldwide for the pass away of Mrs. Jocelyn Hay CBE, founder and President of EURALVA, and the Voice of the Listener and Viewer in the UK.

We all benefit of her clairvoyance, far-sightedness, courage, strength, happiness, enthusiasm, positive thinking and empathy. I did not have much opportunities to work with Jocelyn, but 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 honor 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. I am convinced that all the work Jocelyn has done in benefit of society is already being rewarded by Our Lord.

I kindly ask you Colin, Dinah, Vincent, Andrew, who are close to her family, to give them our most sincere condolences and to show them our most sincere gratitude, too, for sharing Jocelyn with us and with all the listeners and viewers of UK, Europe, and many parts of the world where her influence reached.

Merciful for Jocelyn life, all best wishes.

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"I AM CONVINCED THAT ALL THE WORK JOCELYN HAS DONE IN BENEFIT OF SOCIETY IS ALREADY BEING REWARDED BY OUR LORD"



Jocelyn Hay CBE, Founder and President of Voice of the Listener & Viewer (VLV) dies

It is with great sadness that we have 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.

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; but our thoughts at this time are primarily with her family, to whom we send our most sincere condolences.'

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."

Emeritus President of EURALVA, Preben Sørensen said: "I will remember many good years of cooperation and friendship with Jocelyn -she was always full of enthusiasm and positive ideas for the future of VLV and EURALVA. When I had the honour to be elected President of EURALVA to succeed Jocelyn in the Chair, it was still in the best cooperation with - and great help from her. The future for the listeners and viewers in the world will never be the same without this little charming women with her great strength and voice, as we all remember her."

Jocelyn Hay CBE, FRSA, President and Founder, Voice of the Listener & Viewer (VLV)

Jocelyn Hay was a freelance writer and broadcaster before she founded Voice of the Listener and Viewer (VLV) in 1983 in response to the first threat to turn BBC Radio 4 into an all news and current affairs network. Having launched and won that campaign, issues arose which required the attention of a consumer body which could speak on the full range of broadcasting issues. Along with other colleagues, Mrs Hay set up Voice of the Listener (as it then was) becoming Executive Chair.

She then ceased broadcasting in her own right but until 1994 continued to direct the training agency, London Media Workshops, which specialised in writing, directing and producing radio, television and video programmes. The Voice of the Listener became Voice of the Listener & Viewer in 1991.

Having been appointed an MBE in 1999, she was made a CBE in 2005 for her work with VLV. She was awarded the Elizabeth R Award for an Exceptional Contribution to Public Service Broadcasting by the Commonwealth Broadcasting Association in 1999 and in 2007 was presented with the European Women of Achievement Award (Humanitarian category) by the European Union of Women, British section. She was a trustee of Mediawise (formerly Presswise) and of The Voice of the Listener Trust. She was also a Fellow of the Royal Society of Arts and member of the Society of Authors.

Mrs Hay was Head of Press and Public Relations at Girl Guide Commonwealth Headquarters from 1973-1978 while bringing up her family and a Fellow of the Institute of Public Relations. Her past experience also includes membership of OFTEL's Consumer Advisory Panel, the Government Stakeholder Group on Digital Television, the Steering Group of the European Information Society Forum and the Council of the European Institute for the Media. She was Founder President of the European Alliance of Listeners' & Viewers' Associations (EURALVA) from 1995 to 2007.

She was a widely respected authority on broadcasting policy across all the issues and is regularly consulted by leading industry players, journalists, policy-makers and regulators.

Mrs Hay was the widow of a former Army officer and mother of two daughters. She has travelled widely, lived in seven overseas countries and three of the nations of the UK. She has at BA (Hons) and is a Fellow of the RSA.

2. The Voice of the Listener & Viewer (VLV) is an independent, non-profit-making membership association, free from political, commercial and sectarian affiliations, working for quality and diversity in British broadcasting content. VLV represents the interests of listeners and viewers as citizens and consumers across the full range of broadcasting issues. VLV is concerned with the structures, regulation, funding and institutions that underpin the British broadcasting system. VLV is a charitable company limited by guarantee.

For 30 years VLV has played a unique role in keeping a citizen's eye on major legislative proposals and action taken by regulators and broadcasters, enabling the voice of consumers to be heard, independently from the interests of political parties, industry players and other pressure groups.

3. VLV is run by a board of Trustees, chaired by Colin Browne. Jocelyn Hay, who founded VLV in 1983, was its president until her death.

Links



www.vlv.org.uk

• BBC News.

www.bbc.co.uk/news/entertainment-arts-25860557

• The Scotsman.

www.scotsman.com/news/obituaries/obituary-jocelyn-hay-cbe-broadcasting-campaigner-1-3280510

• CBA.

www.cba.org.uk/latest/voice-of-the-listener-viewer-founder-dies/

• Wester Daily Press.

www.westerndailypress.co.uk/Campaigner-gave-audience-clear-voice/story-20489166-detail/story.html

• Yorkshire Post.

www.yorkshirepost.co.uk/news/main-topics/general-news/broadcasting-campaigner-dies-at-86-1-6393362

• BBC Interview.

For those of you who did not know Jocelyn Hay personally, you may like to know that BBC Radio 4's PM programme carried an interview about her with Sir Christopher Bland, who was the Chairman of the Governors of the BBC between 1996 and 2001

http://www.bbc.co.uk/iplayer/episode/b03qflhr/PM_23_01_2014/

The relevant interview begins 43 mins and 5 seconds after the start of the programme.

Members

