



BBC in the Midlands – making all the right moves?

Thursday 30th June, BBC, The Mailbox, Birmingham

BBC in the Midlands has recently moved from its traditional home at Pebble Mill

Anita Bhalla, Head of Political and Community Affairs – BBC English Regions sheds light on what this means for regional programming, highlighting how the local community will be targeted and how in an increasingly competitive market the BBC in the Midlands will respond and proves it provides value for money for licence fee payers.

Anita is currently Head of Political and Community Affairs for the BBC English Regions based in Birmingham. Anita's career in Broadcasting had been varied. From presenting a local radio programme for the Asian Community in Birmingham she went on to present Channel 4's Eastern Eye (the first Asian magazine programme in English). She then took up full time employment with the BBC and developed the Radio Asian Network in the West Midlands (this is now a national service). Her next move was to Television News when she became the Community Affairs Correspondent. During this time she has produced several documentaries for television and national radio as well as daily news reports



Anita has won several awards including the CRE's Race in the Media Award when she won the national Television News Award and has been short-listed twice since for the same award. In 2000 she won the Impact Magazines Windrush Award as the Broadcaster of the Year.

Cost

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Buffet and networking from 6.30pm

Welcome and presentation from 7.00pm

CPD: 2.5 hours in Category 10

Venue

BBC, The Mailbox, Birmingham B1 1RF

http://www.bbc.co.uk/birmingham/goodbye_pebble_mill/mailbox_directions.shtml

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