

Authority Bulletin **- April 2003**

Below is a summary of the main points raised during discussions by the S4C Authority at its meeting on Friday, 28 March 2003.

Membership of the Authority

The Chair confirmed that Enid Rowlands and Huw Wynne-Griffith had now accepted invitations from the Secretary of State. Enid Rowlands had agreed to continue on the Authority for a further term of four years and Huw Wynne-Griffith had agreed to serve for a further six months.

S4C Charity Appeal Trust

It was reported that there had been no further developments regarding the appointment of trustees. However, it was agreed that Carys Howell should be a member of the Trust which oversees the S4C charity appeal and would, therefore, join Cefin Campbell.

Sponsorship

A further report was given regarding the sponsorship for Welsh Woman of the Year recommended at the last meeting. After gaining a better understanding of the nature of the sponsorship being recommended, the Authority agreed to continue to contribute £10,000 towards Welsh Woman of the Year.

Communications Bill

The Authority considered a number of aspects in relation to the Communications Bill, but in particular:

- the latest position regarding discussion of the Bill in Parliament
- appointments to the OFCOM board
- the work of the Assembly working party on matters relating to OFCOM and other matters in the Bill affecting Wales
- the Authority's relationship with the various bodies mentioned above.

Report of the Compliance Group

The report of the Compliance Group was accepted, and in particular the following matter was considered and referred to the Authority for decision.

Uned 5 – Gwobrwyo'r Goreuon broadcast on 23 January 2003 –

The Authority was asked to consider a matter relating to the use of English in this children's programme. A tape was shown which included a number of clips from the programme and also consideration was given to a letter from Antena, the production company, which set out their comments on the matter.

The Authority noted that 'Gwobrwyo'r Goreuon' was an annual event where Uned 5 viewers were given the opportunity to vote for their favourite actor, film, soap opera, etc. In considering the tape, Members kept in mind two specific guidelines, namely:

Guideline 5.22(iii)(b)

'Nor, in general, should any language other than Welsh be used in programmes for older children, except in very special circumstances, e.g. if a programme's viewers have voted for a non-Welsh speaking star or personality who is and who is then interviewed specifically for the programme.'

Guideline 5.17

'English should not be used in presenting unless there is strong editorial reason for doing so.'

It was explained to the Authority that the Compliance Group had not previously drawn attention to the *Uned 5* awards programme as it was of the opinion that it had complied with that which was allowed within guideline 5.22(iii)(b). However, in the programme broadcast on 3 January 2003, there were a number of occasions where the presenters spoke directly to the viewers in English before presenting the prizes in English to the winners.

During their discussion, Members voiced their opinion that the examples where the presenters spoke directly to their viewers were quite unacceptable. The production company's arguments about the need to set cues for the winners were not accepted. The preparations that would have been made before shooting the item should have made it unnecessary to provide cues. The production company had managed to comply with the linguistic requirements of the compliance guidelines in the past, and there was no excuse for what happened in this programme. There was a great deal of difference between a presenter speaking to his audience directly in English and conducting an interview in English with a star whilst presenting a prize.

It was agreed: That *Uned 5 – Gwobrwyo'r Goreuon* had contravened the guidelines and that a strongly worded letter should be sent to the production company to convey the Authority's utter discontent with the way English was used in this programme. In addition, the decision should be published in the Annual Report.

Other Business

The following matters were also discussed/noted:

- Reports by the Chief Executive – Matters for discussion and Matters for information
- Programme Report
- Complaints Report
- Minutes of the Compliance Group meeting held on 22 April 2003
- Viewers' Hotline Report
- Research Report
- Financial Report

- Quarterly Report by the Managing Director of S4C Masnachol