

S4C Authority Bulletin

- September 2003

Animation

Reference was made to the fact that the Director of Animation's full-time contract had come to an end at the end of August. It was reported that an event would be staged at the Animation Film Festival which would be looking back over 21 years of animation in Wales and that there would be an opportunity to give a tribute to Chris Grace for his work during this period.

The Director of Programmes

Iona Jones was welcomed to her first meeting of the Authority in her role as S4C's new Director of Programmes. It was a pleasure to welcome her back to S4C and Members looked forward to a golden era ahead for the programmes service under her leadership.

The Authority's Meetings

- (a) It was confirmed that a special meeting of the Authority would be held on 14 October to discuss S4C's review and strategy for the future.
- (b) Meeting with the Broadcasting Council for Wales (BBC Wales) – It was confirmed that this meeting would be held on 13 November at S4C.

Public Meeting at the National Eisteddfod, Meifod

It was reported that the public meeting held on the Eisteddfod Field in August had been rather disappointing. One factor which had an effect on the event was the fact that it was terribly hot and this did not create a conducive atmosphere. It was felt, in retrospect, that the event would have benefited had more people been asked to prepare specific contributions.

Richard Hooper, Chairman of Ofcom Inclusion Board

It was reported that the Chair had met with Richard Hooper and Sue Balsom, the Wales Member on the Ofcom Content Board, at S4C's offices on 20 August. A very good meeting was had and the opportunity was taken to explain the background to S4C's request to the DCMS to hold a review. Members agreed that it would be beneficial to invite Richard Hooper to one of the Authority's meetings in the future.

Lord McIntosh, DCMS's Minister of Broadcasting –

It was reported that a fruitful and constructive meeting had been held with Lord McIntosh on 9 September in London. He was obviously a person who had an interest in broadcasting. If an opportunity arose, it would be good to welcome him to S4C.

Membership of the Authority

It was mentioned that it was a shame that Huw Wynne-Griffith had not been able to be present in what would have been his last meeting of the Authority. However, the Chair wished to formally note the exceptional work done by Huw Wynne-Griffith on the Authority, especially with regard to financial and audit matters.

The Charity Appeal

A paper was considered which reviewed S4C's charity appeal in 2003 and which made recommendations in relation to the charity appeal arrangements in the future. Reference was made to the fact that the Appeal Panel, under the chairmanship of the Member, Cefin Campbell, had already considered the paper and was supportive of the recommendations made to the Authority. It was agreed that the recommendations made in the report should be accepted, namely:

- (a) that S4C continue with the policy of holding an annual appeal;
- (b) that, this year, requests for appeals in 2004 and 2005 should be advertised
- (c) that the policy of producing videos should be continued

and, also, that the charity policy be reviewed annually.

S4C Review

A discussion was held on a report which outlined the developments made with regard to preparing for S4C's external report since the last meeting. In particular, consideration was given to points raised in meetings held with external bodies such as the Welsh Language Board, the Welsh Books Council and the National Library for Wales. It was noted that further meetings had been arranged with the Urdd and the Arts Council of Wales.

S4C Terms of Trade when Commissioning from Independent Producers

Consideration was given to a paper which asked the Authority to agree to the principles which formed the basis of a policy document on S4C's terms of trade when commissioning programmes. This policy had been prepared according to the requirements of the ITC but also took into consideration S4C's unique situation. Discussions with TAC were continuing with regard to the content of the document. It was noted that a final document would have to be presented to the ITC by December.

Sponsorship

Consideration was given to a paper which made recommendations on requests for sponsorship. It was agreed to award sponsorship as follows:

- (a) Ffresh - £500 for a students' festival of moving images
- (b) Welsh International Black Film Festival - £1,000 for the third annual event
- (c) Chwarae Teg [*Elan Closs Stephens declared an interest in this matter.*] Up to £1,000 for its annual conference.

Compliance

A report by the Compliance Group, arising from its meeting on 12 September, 2003 was accepted. In particular, the following were considered:

Pnawn Da – 5 May 2003 – The Authority's attention was drawn to an item when a guest, Arwel Jones, read his poem 'Barbeciw Drws Nesa'. The Authority was asked to decide whether the poem broke clause 4.1 of the Conformity Guidelines. In considering the matter, Members watched a video of the item under discussion and considered the response made by the production company to a letter sent to them by the Secretary. In particular, it was noted that Tinopolis had apologised for the situation.

It was agreed:

- (i) That the above item had broken the compliance guidelines. The content of the poem represented the worst kind of stereotyping; it reviled black people and was no longer acceptable.
- (ii) Although the company had apologised, there was a strong feeling that it was a part of the company's editorial responsibility to ensure that content of this nature did not reach the screen. The production company should therefore be asked to state what procedures, from the point of view of editorial management, would be put in place in order to ensure that a similar event would not happen again in the future.

Attention was also given to the report by the Monitoring Unit on S4C's broadcasts during the election campaign for the National Assembly in 2003. Members were pleased to note that there was a balance, in general, in the attention given to the four main parties across the programmes.

Authority Meeting 2004

Consideration was given to a list of suggested dates for the Authority's meetings in 2004 and it was confirmed that these dates were acceptable.

Presentation by the Commissioner for Sport and Events

Members received a presentation by Gareth Davies, Commissioner for Sport and Events. The Commissioner's presentation concentrated on matters concerning rugby in the wake of changes to the structure in Wales and the fact that the Rugby World Cup was about to begin.

The Director of Programmes added that the aim was to make the most of the Rugby World Cup events. An Australian theme would be presented throughout the programmes service during this time, with film, drama and concerts adding to the service, with the weather on the web also playing a part.

Matters of Information

The following issues were also discussed/noted:

- Chief Executive's Report – Matters for information
- Complaints Report
- Report and Minutes of the Compliance Group held on 11 July 2003
- Viewers' Hotline Report
- Research Report
- Financial Report
- Report by the Director of Programmes
- Report by the Managing Director of S4C Masnachol