

<p style="text-align: center;">S4C Authority Bulletin Meeting 274 – 28 January 2005 S4C, Cardiff</p>

This bulletin reports on the Authority's business meeting which was held on 28 January 2005.

Charter Mark

The Authority congratulated the Chief Executive and staff on gaining a charter mark for the third time.

Communication Plan and Strategic Affairs

The need for a clear communication plan was discussed in response to current strategic papers namely Ofcom 3, BBC Green Paper, Lord Burns' Report, House of Commons and Assembly Select Committee and Laughton's Report.

New Development Plan

The new development plan was approved. It was noted the main objectives were creativity and innovation and that the main features were an open transparent system with financial accountability, clear and public strategic vision.

The aim is to publish the development plan within the next week with the tender to follow. Before recommending the plan, the Authority discussed numerous different aspects. It was agreed that these were not empty words, and that it demonstrated that S4C were already implementing the core principles of the new model for S4C.

Tsunami Concert

The history of accepting the programme was discussed and also a few of the problems with the programme. It was agreed that the event had been worth broadcasting.

S4C Sponsorship

The recommendations in the Director of Corporate Affairs' paper were approved with Sponsorship agreed for:

- Cambrensis Company and Bara Caws Theatre Company for a stage performance of 'Porc Peis Bach' in Theatr Gwynedd, Bangor during the 2005 National Eisteddfod
- Black Welsh Film Festival for the 2005 festival
- Voice of the Listener and Viewer (VLV) for their conference 'The Future for Public Service Broadcasting in Europe and the Commonwealth'
- Welsh Heritage Schools Initiative to sponsor one of their prizes for schools
- Film Festival and Celtic Television for the Cardiff Festival
- Cwmni Inc which has been established to assist and encourage new writers
- Edinburgh International Television Festival

Other Matters

The following matters were discussed/noted:

- Letter from Tessa Jowell
- Financial Report
- Complaints Report
- Minutes and Report of the Compliance Group held on 14 January 2005
- Viewers' Hotline Report
- Research Report
- Programmes Report