



S4C Authority Bulletin
Meeting 342 – 17 February 2011
S4C, Cardiff

This bulletin reports on the meeting of the Authority held on 17 February 2011.

1. Matters arising from the minutes of meeting 341

The minutes of meeting 341 were approved.

New Media Forum - following a question, it was explained that the forum members will be remunerated for their contribution. The forum is a consultative team that will advise S4C on outlining a strategy in this area.

2. Chairman's Report

The Chairman presented his report.

3. Chief Executive's Report

The Chief Executive presented his report.

4. Report of the Director of Commissioning

GR presented his written report. He referred specifically to the drama provision, the sports and other special programmes for the St David's Day period, including **Wynneb Glyndŵr** and **Cân i Gymru**.

5. Report and recommendations of the Content Committee

CE gave the Authority feedback from the Committee. The following were noted:

S4C Programme Language Guidelines – the new guidelines will need to reflect the purpose of the programme and its audience.

S4C 3 Year Content Strategy - a long and constructive discussion ensued. At the request of the members another meeting of the Committee Content will be organised on 28.02.2011 in order to discuss the vision and to allow the team to work on the options

6. Communications Strategy 2011

GLL presented the Communications Strategy for 2011. Four major campaigns will be undertaken during 2011, emphasizing S4C's values, the channel's contribution to people's lives, the culture and language. The first will focus on Tregaron and Pontrhydfendigaid whilst the second will focus on the Lleyen Peninsula to coincide with the new drama **Porthpenwaig**.

7. Discussions between the BBC/DCMS/S4C

AEO noted that two meetings will take place between the BBC/DCMS/S4C during the next week. S4C will respond to the BBC's proposal and present a new proposal.

8. Content Strategy

Following the meeting of the Content Committee a timetable for moving forward will be presented on 25.02.2011. A one day meeting with the independent sector is being organised in Llandrindod Wells during March in order to discuss the Strategy.

9. S4C's commitment to Diversity: 2011 update

A copy of the above was presented to the Authority. Attention was drawn to some minor changes whilst noting that the commitment is consistent with S4C's proposed activities on Diversity and S4C's Disability Action Plan 2011. The Authority approved the commitment.

10. Other Matters

The following matters were also discussed/noted:

- Research Report
- Compliance and Complaints Report
- Finance Report
- Report from the Commercial Board