



S4C Authority Bulletin
Meeting 354 – 22 March 2012
S4C, Cardiff

This bulletin reports on the meeting of the Authority held on 22 March 2012.

1. Matters arising from minutes of meeting 353

The minutes of meeting 353 were approved.

2. Chairman's Report

The Chairman presented his written report.

He noted that yesterday he and IHJ had met with Carwyn Jones, First Minister Welsh Government, and Huw Lewis, the Heritage Minister. The meeting had been constructive and HJ and IHJ had expressed S4C's desire to recognise and cooperate within those fields where there was a natural overlap between S4C's work and the responsibilities of the Assembly Government.

3. Chief Executive's Report

The Chief Executive presented his report. IHJ confirmed that Dafydd Rhys had been appointed as Director of Content to start on 10.04.2012.

He had commenced several work streams and referred in particular to:

- **Digital** – EM will lead a group to respond to the digital consultation and create a work plan.
- **Tariffs and Costs** – The intention is to appoint an external person to look at the costs of resources and talent.
- **Performance Measures** – The management team will discuss the matter before presenting recommendations to the Content Committee in April.

The implication of financial targets on Access Services was discussed. The Members noted certain factors to be considered as the Officers seek to prioritise services.

4. Report of the Director of Commissioning

GR presented his report on behalf of the Commissioning Department.

The public's response to the daily magazine programmes reflected in the Gwifren report was discussed. The producers and officers are working together to improve the situation.

Following the comments made by the winner of **Cân i Gymru** the Content Committee has been asked to discuss developing the competition.

Disappointment was expressed at the fact that the **Sgorio** highlights programme had been reduced from one hour to thirty minutes. GR noted that this was as a result of losing the late slot in the schedule.

The variety amongst the guests on the recent series of **Jonathan** was welcomed.

5. Other Matters

The following matters were also discussed/noted:

- Research Report
- Viewers Hotline Report
- Finance Report
- Personnel Issues
- Report from the Commercial Board