



S4C Authority Bulletin
Meeting 343 – 17 March 2011
S4C, Cardiff

This bulletin reports on the meeting of the Authority held on 17 March 2011

1. Matters arising from minutes of meeting 342

The minutes of meeting 342 were approved.

2. Chairman's Report

The Chairman presented his report.

3. Chief Executive's Report

The Chief Executive presented his report.

He extended his condolences to the family of Selwyn Roderick who died this week.

In order to facilitate communication with staff the Chief Executive has started an internal blog.

4. Technology presentation

AR gave a presentation to the Authority on technology and new platforms. The developments in this field are changing rapidly. He referred to the increased use of S4/Clic and noted that S4C is planning to launch an "app" for the iPhone in April and an "app" for the iPad in May.

5. Discussions between the BBC/DCMS/S4C

AEO gave an update on the discussions between S4C, the BBC and the DCMS. It was noted that all parties are spending 3 weeks working on papers following the February meeting. It was noted that Keith Smith (DCMS) and Mark Wakefield (BBC Trust) have decided to take early retirement so that there will be a change in the negotiating teams.

6. Report of the Director of Commissioning

MD presented his report and referred to some of the programmes in the months to come, especially **Porthpenwaig**, a new drama series set in a seaside village which will be broadcast at 2030 on Sunday night.

7. Annual Report and Accounts 2010

PW presented a mock up of the annual report and accounts 2010. The final draft will be presented to the Content Committee, the Audit Committee and the Authority in April for approval.

8. Report and recommendations of the Content Committee

CE reported to the Authority following the meeting of the Content Committee that morning.

The following was noted:

- Performance Review of BBC programming on S4C for 2010 - The results were encouraging and it was noted that the appreciation of S4C programmes is consistently higher than that of other channels.

- Bilingual Sponsors Promotions - There was a discussion in the Committee on this as there is now more pressure to offer bilingual sponsors promotions. It was agreed that S4C should follow the language guidelines for the programmes.
- 3 Year Content Strategy - There was extensive discussion about the strategy. The Content Strategy Group is to visit the independent companies over the next two weeks.

9. New Media Forum

DJ gave a brief report following a recent informal meeting of the Forum. The intention is to prepare a report for the Authority within about 6 months.

10. Other Matters

The following matters were also discussed/noted:

- Research Report
- Compliance and Complaints Report
- Finance Report
- Personnel Issues