



## **S4C Media Literacy Plan**

---

**January 2009**

## **S4C Media Literacy Plan**

---

### **Aim**

S4C is a signatory to the UK Charter for Media Literacy and is committed to its aims and principles and to advocating and developing a media literate Wales and wider UK.

S4C believes that literacy in all forms of media is essential to enable people to become complete citizens, playing their full part in a democratic and civil society.

This Media Literacy Plan outlines how we are discharging the responsibilities we have readily accepted.

### **Action**

- S4C is a member of the Wales Media Literacy Network and hosted the Network's first public meeting at its pavilion at the National Eisteddfod Maes in August 2007.
- We have produced a public information leaflet, 'Pwysa'r Botwm,' (Push the Button) which offers viewers a simple guide to make use of our digital and access services. This has been made available at the major summer events and has been sent to all relevant stakeholders.
- We have held a series of public seminars to outline the range of access services now available on S4C. The events include a demonstration of subtitling, audio description, new internet services and voice recognition software for live subtitling. Assembly members and representatives from the RNID, RNIB and other groups attended and the seminars were well received by users of our services.
- In 2007 S4C adopted a new brand as part of the move to digital television and services. Linked to this we have again screened infomercials explaining to viewers how they can access digital and access services. We have adopted a new family of icons which explain the various access services on offer, replacing the traditional onscreen word guides.
- In order to make the S4C website accessible to as many people as possible it has been built using web standards and best practice web accessibility guidelines. Not only does this ensure that the website will work in all modern, standards-based browsing devices, but it also makes this website easier to use for those with disabilities.
- S4C will work with NIACE Dysgu Cymru on a Media Literacy project through a community adult learners group. 'Taster sessions' will be organised under the title 'Have fun looking at modern media.' Questions posed, and hopefully answered, will include: What is the difference between media sensations portrayed through the Sunday Times or through the Simpsons? Do adverts really work? What's the difference between a tabloid and a broadsheet? Who controls the media in the internet age? Participants will discuss who decides what we see and read as a means of introducing them to media literacy.

### **Other Recent Action**

- In 2006 we shared our research on young people's attitudes to living their lives through the Welsh language, and in particular matters relating to media, (which was carried out in collaboration with the Welsh Arts Council, Bwrdd yr Iaith Gymraeg and Theatr Genedlaethol Cymru,) with interested partners in the public and voluntary sector.
- We have collaborated with Media Education Wales on creating editing workshops for young people allowing them to edit an action sequence or dialogue scene with rushes from S4C drama productions.
- S4C has worked in partnership with Bwrdd yr Iaith, the Welsh Music Foundation and BBC Wales to organise off-screen events to widen the understanding and appreciation of the range of content and opportunities in the creative industries both for the professional and lay person.

### **Ongoing Work**

- S4C will give pre-transmission on-screen announcements warning of challenging material or programming which may be unsuitable for children, for example strong language, nudity or violent images.

- We ensure access to all our services, for example by using English subtitles for non-Welsh speakers. Our Welsh language subtitling service has been developed to allow Welsh speakers who are hard of hearing, learners and those who are unsure of their Welsh, to enjoy our services.
- S4C is unique in offering dual language subtitles on analogue, Freeview and especially on Sky. The latter required a special application to be developed which allows the viewer to select the subtitle language via the remote control.
- We provide a teletext service, 'Sbectel,' which gives information on programmes and services.
- On our digital services we provide a true bilingual teletext service. Switching between Welsh or English is done by simply pressing the yellow button.
- Audio Description in Welsh is provided on a range of programmes and we sign programmes in a regular slot on Saturday afternoons.
- We maintain strong links with voluntary and educational groups and other interested parties in the creative industries sector as well as with government at all levels.
- Our Viewers' Hotline will provide information about programme services and digital switchover by phone, email or post. Up to date bilingual information will be made available on the S4C website [www.s4c.co.uk](http://www.s4c.co.uk) The Helpline is able to advise callers on S4C's digital services and digital switchover, and direct people for further information or guidance as necessary, to Digital UK.
- Every public communication that goes out in the name of S4C, including the Channel's quarterly viewers' magazine, 'Sgrin,' which has a circulation of 40,000, features details on how to access S4C's digital services.
- Our website has a single navigation to details of 'How to receive S4C digidol and S4C2,' on Freeview, Sky and cable both inside and outside Wales, including channel numbers. On this page too there is a link to the Digital UK website offering advice on digital television options.
- As part of our marketing campaigns we use posters in public places and other forms of promotion to reach the widest possible audience. We will be promoting our digital services on this kind of marketing material as well as programme specific promotion.
- S4C has carried the 'Get set for digital' marketing campaign on its analogue and digital services. We will use the digital tick logo on our infomercials and on-screen promos to further promote awareness of digital switch over.
- The Chair and Chief Executive of S4C hold quarterly public meetings in communities throughout Wales. The Director of Engineering and Technology is often present to answer specific technical and local reception questions. Digital UK promotional material is made available at these meetings.
- Some of our public meetings have been preceded by community workshops, held in partnership with local groups like the Young Farmers, the Mentrau Iaith language initiatives or schools and colleges to promote different elements of media literacy. The public meetings themselves allow the public to openly question the Chair and Chief Executive on any aspect of our services.
- S4C runs public meetings across Wales to introduce its online learners services. These can be found at <http://dysgwyr.s4c.co.uk/>