



Broadcasting Authority of Ireland

Work Plan 2017-2019

Theme - Promoting Diversity and Plurality

Strategic Objectives

- Facilitate a mix of voices, opinions and sources of news and current affairs in audio-visual media which enhances democratic debate and active citizenship in Ireland
- Increase the production and availability of culturally relevant audio-visual content for Irish audiences
- Foster and promote quality programming in the Irish Language.
- Foster a media landscape that is representative of, and accessible to, the diversity of Irish society

Outcomes by 2019

- The mix of voices, opinions and sources of news and current affairs content available for audiences remains strong.
- The range and sources of quality culturally relevant audio-visual content, including in the Irish language, available to audiences has increased.
- Irish audio-visual media is more diverse in terms of its content and those involved in its production.

Key Deliverables 2017-2019

- Continue to articulate an informed policy position on Media Plurality in Ireland that is supported by relevant research, and provide advices to the Minister as required
- Develop and implement a revised Broadcasting Services Strategy that continues to facilitate dynamic licensing policies and plans and promotes quality programming in the Irish language
- Continue to develop, implement and review broadcast funding schemes that support an increase in the production and availability of diverse, innovative and/or culturally relevant Irish audio-visual content, including content in the Irish language.
- Develop, implement and review an action plan that supports increased representation of the diversity of Irish society in the broadcast media with particular focus on gender and the Irish language.



Theme - Achieving Excellence and Accountability

Strategic Objectives

- Regulate to achieve a responsible and accountable broadcasting sector
- Show leadership in sustainable development by modelling and promoting high standards of environmental, social and governance practice.
- Promote an innovative working environment that motivates, challenges and develops the BAI

Outcomes by 2019

- BAI is a trusted regulator by all stakeholders.
- The BAI and the broadcasting sector are recognised as models of good governance and corporate responsibility
- The BAI has a leadership and performance culture

Key Deliverables 2017-2019

- Develop, implement and review a compliance action plan that supports robust compliance and governance practices by all licensed broadcasters and funding contractors
- Establish and implement an action plan to ensure that the BAI operates to a high standard in relation to environmental, social and governance practices and promote this to the wider broadcasting sector.
- Build on organisational structures and culture that support individual and team learning and performance, particularly through enhanced HR processes and improved knowledge management



Theme - Communicating and Influencing

Strategic Objective

- Promote public debate and inform policy to facilitate a vibrant, dynamic media landscape

Outcome by 2019

- BAI is viewed by stakeholders as an informative, authoritative and influential voice on media matters.

Key Deliverables 2017-2019

- Continue to enhance our expertise to advise, inform and influence national and European audio-visual media policy, law and practice particularly through participation in relevant National and European fora.
- Develop, implement and review an annual communications action plan which informs and engages our stakeholders, especially the public, in a relevant and timely manner.



Theme - Empowering Audiences

Strategic Objective

- Develop the understanding, engagement and participation of the public in an evolving media landscape

Outcomes by 2019

- Audiences in Ireland are more connected to, and engaged with, audio-visual content.
- Audiences in Ireland are supported in developing a greater understanding of, and participation in, the production and dissemination of audio-visual content.

Key Deliverables 2017-2019

- Ensure that BAI Broadcasting Codes and Rules and the BAI broadcasting complaints process continue to support audience enjoyment, understanding, and interaction with, audio-visual content
- Develop, implement and review a set of media literacy activities which increases audiences' ability to engage with, evaluate and understand audio-visual content in an evolving media environment
- Facilitate an increase in the participation of members of the public in broadcast media, in particular in respect of community media services.



Theme - Enhancing Innovation and Sectoral Sustainability

Strategic Objectives

- Work with stakeholders to support the achievement of greater sustainability for the Irish audio-visual sector
- Encourage creativity and innovation as distinctive features of the Irish audio-visual sector
- Ensure an increased focus on creativity and innovation across all BAI activities

Outcomes by 2019

- Sustainable funding models are developed for the Irish audio-visual sector
- Creativity and innovation are recognised hallmarks of the Irish audio-visual sector and the focus on creativity and innovation across all BAI activities has increased

Key Deliverables 2017-2019

- Develop and implement a structured programme of activities, in collaboration with the public, commercial and community broadcasting sectors, that facilitates the development of enhanced sustainable sectoral funding models.
- Develop and implement a framework that promotes and supports creativity and innovation in the Irish audio-visual sector and across all BAI activities.