



Minutes of Meeting of the Authority of Broadcasting Authority of Ireland

Date 21/01/2013 **Time:** 10.00am **Venue:** Red Cow Moran Hotel, Dublin

Minutes

Attendance

Authority: Bob Collins (Chairperson), Larry Bass, Michael Moriarty, Colum Kenny, Paula Downey, Michelle McShortall, Siobhán Ní Ghadhra, Maria Moloney

Apologies: John Waters

Executive: Michael O'Keeffe, Celene Craig, Aoife Clabby, Margaret Tumelty, Brian Furey (items 1, 2a & 2b), Louise McLoughlin (items 1, 2a & 2b)

1. Minutes of Previous Meetings

Minutes of the meeting of the Authority, held on 19th November, 2012, were approved by the Members and signed by the Chairperson. Minutes of the Authority meeting of 17th December, 2012, were approved and signed by the Chairperson, subject to the two minor amendments.

2. Matters Arising

a. Review of the Statutory Provisions

Members noted that a meeting was being scheduled with the Department of Communications, Energy and Natural Resources and that the Authority's observations in respect of possible amendments to the statute would form part of the agenda.

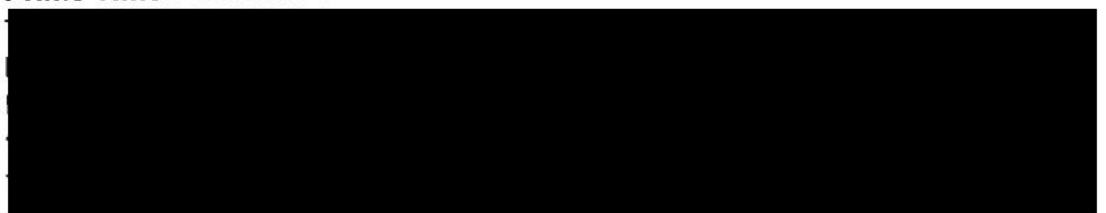
b. Ensuring Diversity

It was agreed that this issue had been adequately considered in the context of the new sound broadcasting contract.

c. Policy issues

It was noted that a number of the policy issues which had arisen for discussion at the November 19th meeting of the Authority were due to be considered in the context of the BAI Strategy 2014-2016.

d. Prime Time Presidential Debate





e. Codes Updates

Members were informed that the Children's Commercial Communications Code and the Fairness Code were scheduled to be launched by the end of quarter one.

f. Sound & Vision

Members were informed that the closing date for the first round of Sound & Vision was January 31st.

Members were also informed that a workshop was scheduled to take place on January 28th to review responses to stakeholder consultation on the scheme as part of the statutory review and that all Authority members were welcome to attend.

g. Sound broadcasting contracts

Members were informed that work was progressing on the development of terms and conditions to be contained in sound broadcasting contracts provided for under section 69 of the Act.

3. Policy

a. Five Year Review of Public Funding: Project Update

Members were provided with a progress update in relation to the five year review of public funding and the remaining steps in the project over the coming months were outlined. It was noted that delays had been experienced in the receipt of submissions from both RTE and TG4 and the implications on the timelines for completion of the project were considered by the Members. Members were agreed that the analysis of submissions by Crowe Horwath would have to proceed on the basis of material provided and that no further timeline extensions could be facilitated.

The Authority also discussed its own process for the consideration of material associated with the project. It was agreed that the submissions received from both PSBs would be made available to members at an early date. It was also agreed that the Authority would consider and decide upon the final report and recommendations in two stages. Stage one would involve the delivery of a presentation by Crowe Horwath on their draft report and recommendations; stage two would involve the Authority in deciding on the recommendations to be made to the Minister arising from the five year review process.



The Authority requested that the Executive would explore possible dates for consideration of each stage and revert with proposals.

b. BAI Strategy 2014-2016

Members considered an Executive note outlining a range of options for the development of the BAI Strategy 2014-2016. In considering its approach, the Authority had regard to the legislative requirements; the experience of developing the first BAI Strategy Statement; including the degree of consultation and the nature of the environmental analysis undertaken; and the Authority's own views on the nature of its engagement with stakeholders and with the general public, as expressed at the November policy meeting.

It was acknowledged that a significant degree of work had been undertaken in 2010 to develop the existing strategy and that the strategy had served the organisation well in providing a benchmark against which to shape the nature and scope of the organisation's three-year workplan. It was further agreed that the organisation's Mission, Vision and Values remained relevant and while requiring review, did not require substantial alteration. It was acknowledged that one of the challenges for a new strategy would be to make the link between the BAI's role and what the citizen experiences more explicit, particularly in the context of evolving technology and societal change.

In relation to data gathering, the Authority was satisfied that additional analysis specifically to support the strategy's development was not required, in light of other pieces of environmental analysis being undertaken in other projects, together with the considerable amount of related data at the Authority's disposal.

With regard to stakeholder engagement, the Authority expressed its wish to pursue a variety of public engagements on a range of topics, which would feed into the strategy's development. Satisfaction was expressed with the topics proposed and with the range of existing events that might be targeted. It was requested that the Executive would bring forward more concrete proposals on this aspect of the strategy's development, including the possibility of hosting an on-line event. With regard to industry engagement it was agreed that a more focussed approach, concentrating on a small number of key questions pertaining to the strategy would be preferable to a consultation which was wide-ranging in its approach.

The Authority expressed the view that the procurement of external support to assist with the development of the strategy may not be warranted in light of the project scope but that this would be given further consideration before a final decision was made.



It was agreed that a sub-committee of the Authority would be established to assist with the strategy's development. The matter will be considered further at the February meeting, following discussions with the sub-committee, and proposals regarding the process and timeframe for the development and completion of the Strategy will be brought forward.

c. BAI Sectoral Learning and Development: Proposals for a Media Research Funding Scheme 2013

Members were reminded that at the December meeting of the Authority it had been requested that the Executive would bring forward proposals for a Media Research Funding Scheme (MRFS) in the current year. A note was presented on the MRFS 2013, outlining a range of topics relevant to the issue of life-long learning in the sector and to the BAI organisational workplan 2013 more generally.

The Authority expressed its satisfaction with the topics proposed and was satisfied to approve funding to the value of €25,000 for the Scheme in the current year. It was agreed that a panel would be convened to adjudicate on any applications received and that the Chairperson and Professor Colum Kenny would participate on the panel on behalf of the Authority. It was noted that the adjudication on applications was likely to take place in quarter three. It was also noted that, should the number of qualifying applications exceed the funding available the Executive would revert with proposals for additional funding support, if required.

4. Organisational Matters

a. Workplan 2012 Review

Members were presented with a report on the outcomes achieved in respect of the 2012 deliverables included in the BAI workplan 2011-2013. It was noted that significant progress had been made on the achievement of key deliverables during 2012 and that the organisation was well on track to fulfil its commitments within the three-year Statement of Strategy by the end of 2013. Members also noted that the main challenges to the workplan in 2012 had been adherence to the timelines proposed, due to resource-related factors and a number of external factors which were outside of the BAI's control.

The Authority was satisfied with the progress achieved in 2012, as outlined. The Chief Executive expressed his thanks to all concerned for their contribution to the work achieved over the course of the year.



b. **Finance, Audit and Risk Committee: Role and Functions**

Arising from the Authority's discussions at the November policy day, a note was presented in respect of the role and functions of the Finance, Audit and Risk (FAR) Committee and in particular the decision-making functions of the Committee, delineated between those decisions which are the subject of a recommendation to the Authority and those which are the subject of a decision by the FAR Committee.

The manner in which the Authority is made aware of the FAR Committee's work was outlined. A number of matters for consideration were also outlined in the event that the Authority wished to make changes to the current arrangements.

The Authority expressed its satisfaction with the role, functions and terms of reference of the FAR Committee and expressed the view that no amendments to the existing terms of reference were required.

c. **BAI Application Fees**

Members considered a note seeking the Authority's approval for changes to the fees required from applicants for community, temporary and institutional sound broadcasting contracts, in addition to a proposal for a new training/evaluation fund for temporary contractors.

Following discussion, the Authority was satisfied that no application fee should be required in respect of community, institutional and temporary sound broadcasting contracts, in line with the existing position pertaining to commercial sound broadcasting contracts.

The Authority was further satisfied to approve an increase of €15,000 in the Sectoral Development budget to support the establishment of a grant-in-aid scheme for temporary sound broadcasting contractors. With regard to the grant-in-aid scheme, the Executive was requested to develop a simple template to enable those applying for the grant to submit their final report and cost statement, in order to minimise the administrative impact on both the prospective applicants and on the organisation.

d. **Award of Tender for Public Affairs**

Members considered the outcomes of the procurement process for the provision of public relations, public affairs and media relations services.

The Authority was satisfied to ratify the appointment of DHR Communications Limited, as proposed. It was noted that a session would be held with DHR at the February meeting to discuss their tender proposals in more detail, in advance of the development of the BAI Communications Policy.



5. For Information

a. Official Languages Act – BAI Scheme

Members noted that the BAI, as a public body, had been requested to prepare a draft Scheme in accordance with Section 11 of the Official Languages Act, by the Minister for Arts, Heritage and the Gaeltacht. It was further noted that a draft Scheme, based on submissions received, will be presented to the Authority for consideration and discussion at the February 25th meeting, and that the Scheme would be finalised for submission to the Minister for Arts, Heritage and the Gaeltacht in advance of the March 14th deadline.

b. Provision of Additional Sponsorship Funding

Professor Colum Kenny declared an interest in the item under discussion and recused himself from the meeting.

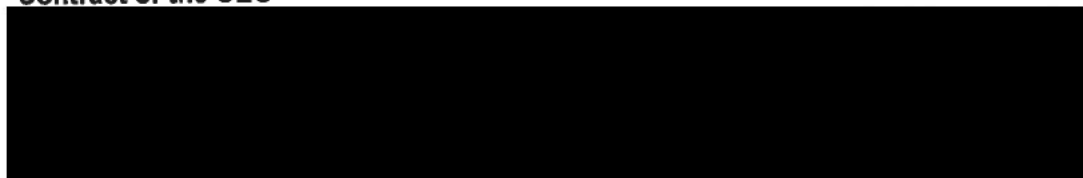
A note was circulated at the meeting providing details of sponsorship funding support for research being undertaken by the DCU School of Communications on women's decision-making, participation and representation in the media. The funding provided by the BAI will enable the extension of the research to include the medium of radio.

6. Any Other Business

a. IFTA Awards Night

Members were reminded that the IFTA Awards night was scheduled to take place on Saturday February 9th and anyone wishing to attend should contact the CEO.

b. Contract of the CEO





7. Date of Next Meeting

The next meeting of the Authority will be held on Monday, 25th February at 9.30am in the BAI offices.



Bob Collins,
Chairperson

25th February, 2013