BAI VALUES

These are the core values that underpin the BAI’s operation and are the bedrock of its organisational culture. We are:

Fair – in our processes, procedures, and decisions.

Independent – operating as an impartial regulator.

Expert – by informing ourselves through engagement, research and a commitment to professional learning.

Accountable – in our decisions, our governance, and our resources.

BAI MISSION

The Mission is divided into three distinct elements:

- To regulate, foster and support broadcasting in the public interest.
- To promote a plurality of voices, viewpoints, outlets and sources in Irish media.
- To foster diverse and culturally relevant quality content for Irish audiences.

BAI VISION

An Irish media landscape that reflects and shapes who we are.

BAI STRATEGY STATEMENT

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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 a media landscape that is representative of, and accessible to, the diversity of Irish society.
• Foster and promote quality programming in the Irish language.

• 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.
• Work with stakeholders to support the achievement of greater sustainability for the Irish audio-visual sector.

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

Strategic Objectives

• Regulate to achieve a responsible and accountable broadcasting sector.
• Promote 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

• 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.

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

• Creativity and innovation are recognised hallmarks of the Irish audio-visual sector and BAI activities.
• Sustainable funding models are developed for the Irish audio-visual sector.

• 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.

Vision

An Irish media landscape that reflects and shapes who we are

Mission

• Regulate, foster and support broadcasting
• Promote a plurality of voices, viewpoints, outlets and sources in Irish media
• To foster diverse and culturally relevant high quality content for Irish audiences

Values

• Fair
• Independent
• Expert
• Accountable

Outcomes by 2019

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

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BAI Strategy Statement

2017-2019