

RTÉ Audience Council

Meeting – 14 March 2024

Council Attendance

(via TEAMS): Susan Ahern (Chair)
Amber Rose Penders
Aoife Thomas
Amy Whelan
Ceithlín Ní Dhuibhir Ní Dhúlacháin
Diarmuid Breathnach
Martin Byrnes
Mary Brophy
Mehandra Varma
Mehrdad Lashgari
Niamh Madden
Richard Lynch
Tony Bond

Apologies: Mark Quinn, Claire Millane
Barbara Clarke, Secretary RTÉ Audience Council

In Attendance: Rachel Lysaght, Project Manager for the Audience Council,

Invitees: None for this meeting

1. Welcome

The Chair welcomed the Audience Council and noted the apologies.

2. Minutes

The Minutes of the meeting of 12 February 2024 were approved with an addition. Final Minutes were approved for publication.

3. Responses to Audience Council Questions

At its first meeting in January 2024, a number of questions were raised in relation to (i) clarification on RTÉ broadcast obligations under statute to NI and (ii) the likely impact of and work RTÉ is engaged with in relation to Artificial Intelligence. The Chair provided a response to the Council following receipt of input from relevant RTÉ Departments and indicated that the detailed response would be circulated post meeting.

4. Audience Council Discussion

In advance of the meeting a discussion paper on the Project Research Topic Theme agreed at the February meeting – *Public Service Broadcasting (PSB) and Trustworthiness* - was circulated and a poll was conducted by Rachel Lysaght to assess Council Members preference to work in one group or across two sub-groups for the Project and related queries to aid the forthcoming

meeting. Arising from this it was determined that the Council would proceed with its work across two sub-groups. The Council Members were allocated to the groups and roles according to their stated preferences.

Group 1 – Topic	Group 2 – Topic
Looking at how RTÉ is addressing trust-building with the audience through content (current affairs, news, debunking fake news, factual)	Looking at how RTÉ is addressing trust-building with the audience in the organisation (brand)
Leads:	Leads:
Richard Lynch	Aoife Thomas
Amber-Rose Penders	Diarmaid Breathnach
Members:	Members:
Mahendra Varma	Mehrdad Lashgari
Mary Brophy	Claire Millane
Tony Bond	Niamh Madden
Amy Whelan	Mark Quinn
Martin Byrnes	Ceithlín Ní Dhuibhir Ní Dhúlacháin

At the meeting a discussion ensued with the Council in relation to each of the Sub-group topics. The objectives for the meeting were met. It was agreed that both groups would interact together and each group would appoint a liaison person for that purpose. The timeline and workflow and ways of working were also agreed.

4. Next Steps

With the Groups, leads and Project objectives agreed, the next steps are for each Group to consider the key questions they want to address under their heading, with the aim of these being very specific/focused. Each Group agreed to hold one or two further meetings each via Zoom/Teams in order to work on the questions in advance of the next Council meeting on 8 April. Rachel will support the Groups in their work.

5. Audience Council Feedback Section

Some Council members provided direct feedback on matters of interest to them in connection with RTÉ output between meetings. Following discussion, it was agreed that these would be noted in the minutes of Council meetings from time to time under a designated heading.

Audience Council Feedback

- The suggestion that there be more diversity of presenters on programmes and content to reflect the greater diversity of Irish society.
- The RTÉ 2FM news bulletin in Irish during Seachtain na Gaeilge was great and it would be fantastic to see more of this during the rest of the year. For those that aren't fluent speakers, a translation would be helpful and more inclusive and facilitate learning of the language

6. AOB

There being no further business the meeting concluded.



Chair