

RTÉ Audience Council

Meeting – 8 April 2024

Council Attendance

(In Person)

Susan Ahern (Chair)
Amber Rose Penders
Ceithleann Ní Dhuibhir Ní Dhúlacháin
Diarmuid Breathnach
Mary Brophy
Mehandra Varma
Richard Lynch
Tony Bond
Claire Mullane
Mark Quinn

(via TEAMS):

Amy Whelan
Mehrddad Lashgari
Aoife Thomas
Niamh Madden

In Attendance:

Barbara Clarke, Secretary RTÉ Audience Council
Rachel Lysaght, Project Manager for the Audience Council,

Invitees:

Kevin Bakhurst, RTÉ Director General

1. Welcome

The Chair welcomed the Audience Council to the meeting and thanked them for the work they had undertaken in their Groups since the March meeting.

The Chair advised the meeting that Audience Council Member Martin Byrnes had resigned from the Council for personal reasons and thanked Martin for his contributions to the Council during his time as a Member.

An update was provided on how the work of the Audience Council was being communicated back to the Board and within RTÉ and establishing these communication processes.

The RTÉ Board are looking forward to meeting with the Audience Council on 17 June 2024 and expressed their wish for the meeting to be in person, with suitable online access for those unable to attend in person. The Audience Council were very pleased and agree to the alteration in the planned format of the meeting with the Board.

2. Minutes of 14 March 2024 Meeting

Approved with minor amendments. Approved for publication.

3. Matters arising

The Secretary will circulate the February 2024 Minute with the agreed amendments, which is for publication.

4. RTÉ Director General

(Kevin Bakhurst, RTÉ Director General joined the meeting for this item)

The Chair introduced the Director General to the Council, noting that this was an introductory meeting and that the formal meeting with DG is scheduled for the afternoon of 23 September 2024.

The DG said he was very much looking forward to the joint the meeting in September and was delighted to meet the Council Members today. The Council members introduced themselves in turn to the DG including their motivations for becoming members.

The DG addressed the Council including on ongoing work and the importance of the Council's role within RTÉ. The Chair stated that Audience Council feedback was being formally directed to the DG, who in turn noted that this feedback was being brought by him to the Editorial Group who are happy to receive feedback from the Council. The process will be formalised going forward.

Rachel Lysaght gave an outline of the topic chosen by the Council for 2024 Presentation and Report to the Board / Minister and an insight into the methodology to date.

5. Group 1 (Current Affairs) Feedback

Richard Lynch and Amber Rose Penders presented to the Council on the work undertaken by Group 1 which is 'Looking at how RTÉ is addressing trust-building with the audience through content (current affairs, news, debunking fake news, factual)'.

The Council provided feedback and in particular discussed methodologies and processes used by media bodies around verification.

6. Group 2 (Brand) Feedback

Diarmuid Breathnach and Aoife Thomas presented to the Council on the work being undertaken by Group 2 which is 'Looking at how RTÉ is addressing trust-building with the audience in the organisation (brand)'.

The Council provided feedback on the proposed surveys Group 2 intends to circulate to ascertain internal and external stakeholder views.

7. Audience Council Discussion

This was wide ranging and focused on feedback to the Groups (above).

8. Next Steps

Finalise draft questionnaires.

Focus group surveys should be allocated 10 days to two weeks for responses. Therefore, surveys to be sent by 22 April with responses by 10 May 2024.

The next Audience Council meeting on 20 May 2024 will incorporate a trial run of the Group presentation together.

Invite RTÉ Content to present at the next meeting.

9. Audience Council Feedback Section

Standing section for the Council Members to provide direct feedback to RTÉ.

Audience Council Feedback
<ul style="list-style-type: none">• None

10. AOB

Chair and Group Secretary to discuss methodology of appointing a new member to the Audience Council.

There being no further business the meeting concluded.



Signed:

Chair