

**RTÉ Audience Council Meeting on 24 September 2024
at 3pm in Person in RTÉ & via Teams**

Audience Council: Susan Ahern (Chair)
Amber Rose Penders
Diarmaid Breathnach
Richard Lynch
Claire Millane
Mehrddad Lashgari
Tony Bond
Mahendra Varma
Niamh Madden
Ceithleann Ní Dhuibhir Ní Dhúlacháin
Mark Quinn

Apologies (AC): Amy Whelan
Mary Brophy
Aoife Thomas

Invitees: Kevin Bakhurst, Director General
Deirdre McCarthy, MD RTÉ News & Current Affairs
Deirdre Temple, Head of Solutions, Technology

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

1. Welcome

The Chair welcomed the Audience Council and noted the apologies.

2. Minutes of Meeting of 17 June 2024

The Minutes were approved.

3. Matters arising

There were no matters arising.

4. Meeting with the Director General Kevin Bakhurst

The DG attended with Deirdre McCarthy, MD RTÉ News & Current Affairs and both gave in-depth feedback in relation to the recommendations set out in the Audience Council's presentation to the Board in June.

Deirdre outlined RTÉ's verification processes and RTÉ's coverage of local and regional news.

The DG discussed RTÉ's Diversity Strategy.

A Q&A session followed.

5. Presentation: Artificial Intelligence

Deirdre Temple gave an informative presentation regarding the potential AI has to transform the way RTÉ does business, makes content, delivers services, and engages with audiences. Deirdre provided an overview of RTÉ’s approach to AI, activities underway and next steps and stated that any implementation of AI within RTÉ will focus on safeguards, frameworks, and guidelines.

RTÉ’s AI Principles: to help inform how RTÉ will use AI are as follows:

- Transparency
- Risk Management
- Governance & Oversight
- Data Security & Privacy
- Editorial Values
- Innovation and Creativity
- Copyright

A question and answers session followed.

6. Next Steps

The Council individually gave a brief input into areas of interest to them for future work of the Council. Members are to follow up with an email to Rachel further outlining their areas of interest with regard to possible points for discussion at the next meeting.

7. AOB

The Chair provided an update to the Council on the impending advertising RTÉ would conduct across radio and social media for a new member of the Audience Council and a reserve panel for any future vacancies that may arise during the Council’s term.

There being no further business the meeting concluded.



Signed:

Chair