

**RTÉ Audience Council Meeting on 2 March 2026
at 3pm in Person & via Teams**

Council Attendance: Susan Ahern (Chair)
(In Person) Claire Millane
Diarmaid Breathnach
Niamh Madden
Tony Bond
Amy Whelan

Council Attendance: Amber Rose Penders
(Teams) Roisin Pryce
Aoife Thomas

Apologies: Mark Quinn
Ceithleann Ní Dhuibhir Ní Dhúlacháin
Mehrddad Lashgari

In Attendance: Barbara Clarke, Secretary RTÉ Audience Council
Rachel Lysaght, Project Manager
Úna Shinnors, Interim Project Manager
Kevin Bakhurst, RTÉ Director General
Patricia Monahan, Director of Audio
Jennifer Legge, Senior Insights Manager, Audience & Insights

1. Welcome

The Chair greeted the Audience Council and noted the apologies.

Member update: The Chair noted the resignation of Dolapo Agunbiade. The Chair will write to Dolapo to thank her for her valued contributions and pass on the best wishes of the Council.

2. Kevin Bakhurst, RTÉ Director General

The Director General attended at the invitation of the Chair and provided valuable feedback to the Audience Council on matters they had raised. There was a discussion regarding how certain broadcast decisions are made, editorial approaches applied and the impact of contractual requirements.

The essential message emerging was that where contracts are in place, those obligations must be met; otherwise, decisions are made independently using editorial judgement.

A Q&A session followed.

3. Presentation: Patricia Monahan & Jennifer Legge

Patricia and Jennifer provided insight into the results of a multi-method audience research programme which was undertaken by RTÉ to inform high-level content and scheduling strategy.

Key audience needs identified are information and entertainment, with preferences varying by time of day and audience segment.

Listening patterns indicate stronger engagement during peak periods, with a preference for lighter content later in the day.

Overall, the research supports a balanced, audience-focused approach that maintains relevance while evolving delivery style.

A Q&A followed.

4. Project Discussion: Úna Shinnery & Rachel Lysaght

Úna gave a summary of the proposed version of the Audience Council survey. The survey has been finalised (with a set number of questions, which have been tested from ease of comprehension) and will be distributed to schools and the other designated audience group cohorts next week.

The survey aims to gather broad feedback from children, young adults, general listeners, and international audiences – which groups have been identified by the Council Members themselves. Responses will be collected anonymously over approximately three weeks and then analysed for reporting.

The attendance of a representation of the Council at the Audience Insights Group Survey sessions (x2) for the Audience Council, conducted by Red C, was also discussed and assigned.

The Chair and Council members thanked Úna for all her work on the project as interim Project Manager and welcomed Rachel back as Project Manager.

5. Matters arising

5.1 Feedback received from Richard Lynch in relation sponsorship logos on pitches was discussed. Concerns were raised regarding AI-generated/manipulated content and verification challenges facing broadcasters. The Audience Council expressed an interest in receiving a presentation regarding content and image verification in the AI environment

5.2 The Chair stated that the next meeting would focus on the results of the survey.

6. Feedback

General feedback on programming and audience engagement was noted.

7. **Minutes of Meeting of 14 January 2026**

The Minutes of 14 January 2026 were approved.

8. **AOB**

There being no further business the meeting concluded.

A handwritten signature in black ink, appearing to be 'AAW', written over a horizontal line.

Signed:

Chair