



Annual Review and Statement 2009/2010

2010 ANNUAL STATEMENT

Introduction and Strategy

2010 will be another watershed year for ITV's nations and regions and in particular for the National news service in Wales.

In November 2009 the Government announced its intention to pilot three Independently Funded News Consortia (IFNC) in Scotland, Wales and in one English region. The timetable set out by DCMS suggests that a preferred bidder will be identified by a panel to be set up by the Department but that contracts will not be completed until after the General Election. The new services are expected to be on the air by July 2010.

While ITV plc has declared that it will neither be a bidder in the process in its own right nor participate any bid organised by others it will retain its position as the broadcaster of the newly created service. It will, therefore, still have a responsibility for the compliance of the service with the law and the Ofcom Codes. As the broadcaster ITV plc will also have a proper interest in the quality of the service provided, its fit with the style of ITV1 as a popular, mainstream PSB channel as well as other considerations.

ITV Wales' non-news programme commitment will continue to be one and a half hours a week with peak time current affairs remaining at the heart of the schedule.

Significant Change

The introduction of IFNC will, if successfully concluded, bring about the introduction of a new national news supplier to ITV plc in the Wales licence area.

The relationship with the IFNC will be discussed and agreed between ITV plc and DCMS as part of the completion of the IFNC process. However, ITV would expect that the new service in the designated licence area would comply with Ofcom codes and be a proper fit with the aspirations and style of ITV1 as the broadcasting channel capable of competing effectively with the BBC news in Wales.

Tier 2 Arrangements

We will be broadcasting 208 hours of news programmes for Wales, including the flagship, WALES TONIGHT at 6.00 pm on weekdays. There will be bulletins throughout the week and at weekends.

The licence will deliver 78 hours of non-news programming including 41 hours of current affairs.

There will be 80 peak slots and 52 near-peak slots in the schedule. There will be 26 off-peak slots.

There will be no repeat programming in the core regional service, although we will repeat programmes which are popular should slots become available.

Programme Offer

The aim of the programme offer will be to maximise the audience in all the slots to make it as widely available as possible and so provide plurality across news, current affairs, politics and other programming. Our programmes will seek to be innovative, original and of a quality high enough to engage - and at times challenge - the viewers in Wales.

In particular our, current Affairs and political programming will seek to inform our viewers understanding of the world and represent diversity and alternative viewpoints through programming that reflect the lives of people and communities in Wales.

Our factual and arts programming will also seek to stimulate interest through content that is accessible and we will look to bring people together through our programme commitments to coverage of key festivals and national events in Wales such as the National Eisteddfod and Royal Welsh Agricultural Show.

News

2010 will be a year of significant change for ITV Wales News with the conclusion of Digital Switchover in Wales while the introduction of IFNC will, if successfully concluded, bring about the introduction of a new regional news supplier to ITV plc in Wales.

The relationship with the IFNC will be discussed and agreed between ITV plc and DCMS as part of the completion of the IFNC process. However, ITV would expect that the new service would comply with Ofcom codes and be a proper fit with the aspirations and style of ITV1 as the broadcasting channel.

Current Affairs

ITV Wales' non-news programme commitment will continue to be one and a half hours a week with peak time current affairs remaining at the heart of the schedule.

The weekly political programme the SHARP END will be moving to an earlier time slot of 10.30 pm. The programme will offer ITV viewers a populist take on Welsh politics. The programme will also provide improved coverage of politics at Westminster, with one programme a month now coming from our London studios.

In the run up to the 2010 General Election, our Politics Editor will steer ITV Wales' political coverage of the General Election and coordinate daily coverage of the National Assembly for Wales and Westminster.

The weekly current affairs programme, WALES THIS WEEK will be moving to a new prime time slot within the ITV1 schedule. The programme will now be produced by a Current Affairs and Features Editor.

2010 will also see the return of the popular consumer affairs programme THE FERRET to a peak-time slot at 8 pm on Monday nights. Presented by Chris Segar, the production team will have dedicated editing, camera and support facilities to also produce two new series that look to make innovative use of the extensive ITV Wales archive.

Other Programming

ITV Wales will also continue its commitment to the arts, entertainment and music in Wales in 2010 with the return of a new look WALES SHOW to Thursday nights.

There will be an extended return run of FISHLOCK'S WALES, at 8 pm on Monday nights. Its innovative mix of present day narrative creatively combined with the extensive ITV Wales archive proved to be very popular with viewers in Wales and the series will again draw on the journalistic, technical and creative talents of the ITV Wales News and archive team.

In the summer of 2010, the ITV Wales news team will also provide in depth coverage of both the Royal Welsh Show and the National Eisteddfod in two specially commissioned one hour programmes.

Additional Matters

Cultural Diversity

ITV Wales' Diversity and Equality Group was set up in 2008, and will meet every quarter to advise on ITV Wales programming. The Group will review news items and programmes produced both in the English and Welsh language and will discuss how the items were produced and the resulting portrayal of communities from across Wales.

The Group will also inform ITV Wales editorial management about events in their communities, provide updates on legislation, procedures and best practice.

Our programmes and news service will reflect the diverse communities and cultures in Wales, and we will continue to work with the many different organisations across Wales to make sure their voices are heard.

Repeats

Repeats are not part of our programme offer but when slots become available we will transmit repeats of popular programmes.

Promotion of Media Literacy.

ITV Wales will again encourage every opportunity available to promote media literacy in Wales, through on screen coverage, discussions at events and festivals, and a presence on various national boards and committees.

In the year when the Digital Switch Over concludes in Wales, WALES TONIGHT and ITV.com/wales will continue to feature stories to inform and educate the viewers on the change. These will include technical information on the switchover and why it is happening, as well as advice and guidance on buying new equipment and what it actually means for the viewers.

During the Royal Welsh Agricultural Show in July, we plan to give hundreds of people experience of television production first hand. On a specially constructed WALES TONIGHT news set, the visitors will have an opportunity to read the news, and talk to presenters, producers and researchers. This will be complemented by the technical infrastructure of a real news set, where the visitors can read an autocue and see how a gallery works during a live programme. We will also be exploring opportunities for an ITV Wales presence at other similar events and festivals throughout Wales.

Key staff at ITV Wales will continue to take part in the Ofcom Wales Media Literacy Network, and will contribute to its agenda and strategy objectives.

ITV Wales will build on existing relationships with schools and colleges across Wales, including the Media 4 Schools initiative to create a link between classroom based learning and first-hand experience of television productions. This will include studio tours and visits, attendance at external events and appearances at media fairs and master classes.

ITV Wales will also be looking to expand and build on relationships with Universities in Wales, and will be offering placements for media students, and will be holding workshops during term time.

ITV Wales will continue to interact with viewers through our news and other programming.

S4C

We will continue to supply S4C with some of their most popular programmes, including the rural series, CEFN GWLAD, which is presented by Dai Jones, current affairs programmes, Y BYD AR BEDWAR and HACIO, and the highly popular archive based series, COFIO. We will also continue to supply the S4C weather service and further develop our partnership to provide a Welsh language broadband service to S4C.

2009 PROGRAMME REVIEW

Introduction

In 2009, ITV Wales' national news and programme service continued to report and explain the changing social, cultural and political nature of Wales during a period of continued change for the industry.

WALES TONIGHT, the flagship news programme was at the core of our programme offer. Our main presenting team of Jonathan Hill and Andrea Benfield, along with the ITV Wales "family of faces" covered all the main stories and issues affecting Wales.

With reporters and correspondents based in our offices in Cardiff, Cardiff Bay, Carmarthen, Colwyn Bay, Newtown and Swansea, and our two satellite trucks, the team were able to provide a comprehensive coverage of all the important stories and events in Wales.

Ofcom's Public Service Broadcasting Review contained research that showed the importance of nations current affairs in Wales. We reflected this by producing extended runs of WALES THIS WEEK, which remained our flagship current affairs programme and continued to displace the network programme at 8 pm on Mondays. We also produced a number of programmes at 7.30 pm on Thursdays, including FISHLOCK'S WILD TRACKS at the beginning of the year, THE FERRET and FISHLOCK'S WALES, which proved to be extremely popular with Welsh viewers.

On Thursday nights, our political programme SHARP END, continued to cover important stories from the Assembly, Westminster and Europe.

THE WALES SHOW covered the arts and entertainment scene in Wales and also produced several hour-long programmes that covered the prominent events and festivals in Wales, such as the Royal Welsh Agricultural Show, The Eisteddfod and the True Taste Food Awards.

We are proud of the programmes we produced for S4C and during 2009 we continued to produce the current affairs programmes, Y BYD AR BEDWAR and HACIO, the countryside series, CEFN GWLAD, which is presented by Dai Jones, and the S4C weather service. During 2009, we also developed a new programme strand utilising the extensive Welsh language archive, COFIO, which has become one of S4C's most watched programmes.

ITV Wales continued to attract a number of new tenants to the site at Culverhouse Cross, including productions such as "Gavin and Stacey" and several Welsh based film productions.

Significant Changes

Due to the re-structure of ITV plc's online activities, the catch-up programme service and a new daily news service for Wales was transferred to ITV.com.

Innovation, Experiment and Creativity

As part of our commitment to multi-media training, ITV Wales developed an innovative partnership with Swansea University which includes a reporter being based at the University, regular workshops and seminars by ITV Wales staff and work placements for the students at the studios in Culverhouse Cross.

ITV Wales News embraced new up-to-date technology and new ways of working by introducing desk-top editing multi-skilled reporters and computer technology that enabled the reporters to send edited reports from anywhere in Wales, or indeed anywhere in the world.

Tier 2

We supplied 287 hours of news programming for Wales, which included WALES TONIGHT at 6 pm on weekdays and bulletins throughout the week and at weekends.

We delivered 78 hours of non-news programming, including 41 hours of current affairs. There were 78 peak-time slots in the schedule with other slots in peak or near peak.

There were no repeat programmes in the core service, although we did repeat some popular programmes when slots became available.

News

The news service was the cornerstone of our programme offer during 2009, providing a popular national news service for Wales built around the flagship programme WALES TONIGHT.

As we mentioned in our 2009 Statement, "WALES TONIGHT will also have specialist correspondents, providing high quality coverage of stories and issues important to the viewer, such as health, education, national sporting events and the impacts on consumers caused by changes in the Welsh economy."

This "family of faces" provided a well-resourced national news service, enabling plurality of news supply, covering all aspects of Welsh life and culture in modern Wales. Each journalist was able to edit and send reports and pictures using state-of-the-art technology and broadband connections to the "hub" in Cardiff.

The new technology has enabled the news team to report on events that wouldn't normally be possible because of the prohibited cost, for example, we were able to send a reporter to the Smithsonian Festival in Washington DC in the USA where Wales was the featured country.

The reporter was able to film and edit reports for the news and other programming and then send them back via broadband. This enabled the viewers to gain a unique insight into this important cultural event.

We also said "In 2009, we will have two satellite newsgathering trucks – one in Colwyn Bay and the other in Cardiff – both will be used as mobile news production hubs, operating across Wales and beyond."

Utilising this new technology, digital editing and the satellite newsgathering trucks we produced high quality coverage of significant stories throughout Wales. This included our live coverage of the opening of the new visitors centre on the summit of Snowdon, Hafod Eryri, in June. During the year we also produced several "live" programmes from major stories happening right across Wales. These included the opening of the new international LNG terminal in Milford Haven, the closure of the iconic Hoover factory in Merthyr Tydfil and the closure of Anglesey Aluminium, where we used both of our satellite trucks to anchor WALES TONIGHT from different locations.

Other significant events in this years news coverage included ITV's exclusive interview with footballer, John Hartson, speaking about his battle with cancer which made headlines across Britain and the world and Rhodri Morgan AM's announcement that he was stepping down as Labour leader and First Minister for Wales where we produced a special half-hour news programme "live" from the steps of the National Assembly for Wales.

All these stories and items brought together a strong journalistic team that provided powerful and creative storytelling alongside high production values using new technology.

Current Affairs

Current affairs remained an integral part of ITV Wales' programming, offering plurality of voice in Wales.

As we mentioned in our Statement of Commitments, *"An integrated team of multi-skilled journalists and programme makers will deliver a current affairs service with flagship programmes transmitted mostly in peak slots."*

This was achieved when WALES THIS WEEK returned this year with a new hard-hitting series of programmes and a brand new look. The programme has a proud history and a modern re-mix of its famous title music and graphics signalled a return to in-depth investigations and exclusive stories.

In its 8 pm prime time slot on Monday's the series focussed on the real life stories behind the headlines. WALES THIS WEEK remains ITV Wales' flagship current affairs programme and is uniquely placed in the ITV1 Wales schedule. The new run began with the first television interview with football legend John Hartson about his battle with testicular cancer and ended with an in-depth examination of the National Assembly for Wales' Labour leadership election.

Our political programme, SHARP END, ran alongside the political calendar throughout the year on Thursday nights and was produced on location at the National Assembly using the extensive facilities and journalistic resources within our newsroom in Cardiff Bay.

Bringing the main stories from the National Assembly for Wales and from Westminster to the viewers, SHARP END put the politicians on the spot during 2009 throughout a busy year in Welsh public life. Major stories included revelations about MPs and AMs expenses, the European election campaign, the retirement of the First Minister Rhodri Morgan and the subsequent Labour leadership election.

Rhodri Morgan's announcement was marked by an extended interview with the First Minister and SHARP END also hosted the first televised debate between the three Labour leadership candidates. Other exclusive stories included an interview with the shadow Welsh Secretary, Cheryl Gillan MP, when she confirmed that the Conservatives would not prevent a request from the Assembly for more powers "being put to the people", on the eve of David Cameron's announcement that a Tory government would not veto a referendum.

ITV Wales' long-running consumer affairs series THE FERRET at 7.30 pm on Thursday nights had another busy year helping viewers sort out a wide array of problems.

Notable stories included a mother who could not contact her Welsh Guardsman son in Afghanistan because she had been let down by a broadband supplier. The day after her plight was featured on THE FERRET her service was switched on and she could communicate with him in Helmand province via a networking site.

A woman who suffered facial injuries when her new deep fat fryer exploded was getting nowhere with the supplier until she got in touch with team. The programme secured a full refund for her but, more importantly, persuaded the company to withdraw the appliance from all its stores.

And a single mother who had been waiting for 6 months for the keys to her first property was disappointed and angry when she saw the maisonette. There were holes in the floor, exposed live wires and no kitchen units – making it totally unsuitable for her and her toddler. Thanks to THE FERRET the housing association sent in its top team to complete the work – and the Chief Executive sent a bouquet of flowers as a sign of remorse!

Other Programmes

At the start of the year, ITV Wales launched its new arts and entertainment series, THE WALES SHOW, which was presented by Andrea Benfield with Matt Johnson and Frances Donovan. We promised in our Programme Statement that *“THE WALES SHOW will have a dedicated production and reporting team set up to deliver an entertaining and popular programme that seeks to catch the imagination of the Welsh viewer.”*

This was achieved by programmes that included exclusive access to Welsh greats, such as the Stereophonics, Katherine Jenkins, Matthew Rhys and James Dean Bradfield. The programme has also proved to be a great platform for up and coming musicians to showcase their talent.

The team also travelled to the National Eisteddfod in Bala for an one-hour special and toasted Wales' fine food with our coverage of this year's True Taste Awards. Following feedback from our Advisory Council and to help enhance the programme mix, provide variety and to maximise our audience reach ITV Wales produced two new documentary series that utilised the extensive archive at ITV Wales.

Veteran journalist, Trevor Fishlock, returned with a brand new series FISHLOCK'S WALES, which was transmitted at 7.30 pm on Thursdays. The series celebrated the best of the amazing ITV Wales archives from the last half century and proved to be extremely popular with viewers in Wales. Over the six-part series, Trevor travelled around Wales to meet some of the dedicated enthusiasts of traditional crafts and industries that are keeping the old crafts alive and thriving today.

The final series of the ever-popular, FISHLOCK'S WILD TRACKS, presented by Trevor Fishlock, was transmitted at 7.30 pm on Thursdays at the beginning of the year and celebrated the extensive Welsh landscape and cultural communities of Wales.

I WAS THERE, was presented by Nicola Heywood-Thomas and transmitted at 8 pm on Monday nights. The series took another look at some of Wales' most dramatic news events, through the eyes of the journalists that reported on them. The series took the journalists back to the location of the story to re-live the occasion through a mix of classic archive pictures and interviews with other witnesses.

Another two-part documentary that caught the imagination of the viewer was A PLOT TO KILL THE PRINCE?, which was transmitted at 8 pm on Mondays. The programmes endeavoured to rediscover a hidden aspect of our history that took place during Prince Charles' investiture in the 1960's. Not a lot of people are aware of the bombing campaign that took place during this time and the fact that the man who went on to become Head of Interpol learned his trade trying to protect the Prince of Wales during the Investiture.

We also worked with independent production company, Rondo Media, to produce three programmes covering the Texaco Young Musician of the Year competition. The programmes were transmitted at 10.30 pm on Tuesdays during June.

Promotion of Media Literacy

Interactivity with our viewers was very important, particularly during the final year of preparations for digital switchover. We worked closely with Digital UK and other broadcasters to inform the Welsh public of the implications of digital switchover by producing a number of items on the news informing the public of the switchover dates and how the digital switchover process will work.

During the Royal Welsh Show in 2009, visitors to the ITV Wales building were given the opportunity, once again, to read the news on a specially constructed WALES TONIGHT set.

ITV Wales is a key member of the Media Literacy Board in Wales.

ITV Wales has also supported studio tours and visits from various community organisations and institutions from around Wales. These visits help to give the public an insight into the work of the media.

Community Involvement

ITV Wales news and other programming reflected the diverse and cultural life in Wales. Innovative and bespoke storytelling ensured that these stories reached a large audience, while enabling the issues to receive the media coverage they deserved.

In 2009, ITV Wales continued to support communities in Wales through its campaigns and involvement with initiatives in news and other programming.

ITV Wales was the media partner for the Arts and Business Awards and sponsors of the True Taste Awards, which both celebrated excellence in their field in Wales. ITV Wales was also the main partner for the Wales Yearbook Politician of the Year Awards. The prestigious awards recognised the contribution of Assembly Members, Members of Parliament and Members of the European Parliament over the past 12 months.

During 2009, ITV Wales mentored trainees from, CYFLE within our archive and programme departments. ITV Wales also created a unique innovative partnership with Swansea University, which includes regular seminars and workshops by ITV Wales staff and work placements at the studios for the students.

ITV Wales continued to promote Crimestoppers in Wales, the independent UK-wide charity working to stop crime with regular coverage on news bulletins which helped to identify, prevent, solve and reduce crime in Wales.

ITV Wales Advisory Council

The ITV Wales Advisory Council, chaired by Iwan Huws, met throughout 2009 to discuss ITV Wales' programme output. The members, from all parts of Wales, provided feedback and advice on ITV Wales' programme service, giving constructive views on the current output. To continue with the success of the Council it was decided to increase the membership to encourage a broader input on the programming service.

S4C

We are very proud of our relationship with S4C and during 2009 we continued to provide them with some of their most popular programmes, including the rural programme, CEFN GWLAD, presented by Dai Jones, and current affairs programmes, Y BYD AR BEDWAR and HACIO and we continued to supply S4C with their weather service and their Welsh language broadband service.

During 2009, we also provided S4C with one of their most watched series, COFIO, an archive based series which was extremely successful and will be returning next year.