



## **Annual Review and Statement 2008/2009**

### **2009 ANNUAL STATEMENT**

#### **Introduction and Strategy**

ITV Wales will continue to provide a national news and programme service for the nation. The programmes will provide plurality of broadcasting for Welsh viewers, particularly in news and current affairs.

As a result of the Ofcom Public Service Broadcasting Review our programme service will differ in 2009.

We will continue to provide a national news service for Wales, including our flagship programme, WALES TONIGHT and other bulletins throughout the weekdays and at weekends. The service will utilise new technology, digital editing and satellite trucks to give a comprehensive coverage for Wales. It will be complemented by the ITV Local Wales broadband service.

The non-news programme commitment will be one and a half hours a week. This is a reduction from the four hours a week we provided in 2008. The service will include our flagship current affairs programme, WALES THIS WEEK and an extended run of our popular consumer series, THE FERRET, both in peak-time slots. There will be a re-launched political programme on Thursday nights and a new political channel on ITV Local Wales.

To celebrate the arts and entertainment in contemporary Wales, there will be a new magazine programme, THE WALES SHOW throughout the year in a near-peak slot on Thursday nights.

The news and "other" programmes will form an integrated national programme service delivering programmes at times when most people are watching.

We will continue our long-standing relationship with S4C, providing current affairs, the weather and other successful programmes, as well as further developing the ITV Local Cymru Welsh language broadband service.

## **Significant Change**

As a result of the Ofcom Public Service Broadcasting Review, we will deliver four hours a week of news. There will be two bulletins every weekday at lunchtime and late evening and one bulletin on Saturday and Sunday. WALES TONIGHT will remain the weekday flagship news programme.

There will be one and a half hours of non-news programmes with extended runs of WALES THIS WEEK and THE FERRET in peak-time slots. We will launch a new arts and entertainment programme, THE WALES SHOW, which will run for most of the year in a regular near-peak slot on Thursday nights.

A re-launched political programme will also be broadcast on Thursday nights.

There will be less programming from independent producers as a result of the reduction in the amount of non-news hours.

## **Innovation, Experiment and Creativity**

ITV Wales News will create an innovative newsgathering model that embraces up-to-date technology and new ways of working to deliver a national service.

New technology will also be introduced into the non-news team, who will utilise desk-top editing on the re-launched WALES THIS WEEK and THE FERRET.

A new political programme will utilise material from the ITV Local Wales political channel, which will be launched in the New Year, and will cover extensive political stories and issues.

We will be launching a new populist arts and entertainment programme, THE WALES SHOW, in a regular slot throughout the year.

## **Tier 2 Arrangements**

We will be supplying 208 hours of news programmes for Wales, including the flagship, WALES TONIGHT at 18.00 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. This will be achieved by providing quality, popular programming which will interact with the viewers.

ITV Wales offers an alternative service to other broadcasters with programmes in peak and near-peak slots that reflect modern Wales in news, politics, current affairs, documentaries, the arts and entertainment genres.

## **News**

2009 will be a year of significant change for ITV Wales News. Each journalist will use state-of-the-art technology and the internet to provide even greater coverage of stories and events from across Wales to build on our ratings successes over the past two years.

Once in place, ITV Wales News will have a team of correspondents supported by multi-skilled reporters based across the nation to provide high quality news, features and analysis each week on ITV Wales and ITV Local Wales.

In 2009 we will provide plurality of news provision within our developing democracy by continuing to reflect the devolution realities for WALES TONIGHT viewers.

ITV Wales News will create a new role of Political Editor, putting Welsh politics into peak-time by providing up-to-the-minute information and analysis of political events at Cardiff Bay and Westminster. 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 team of specialist correspondents, based in Cardiff, will be further supported by two new correspondents based in Colwyn Bay and Carmarthen. It will be their role to explain complex news events as they happen across North and West Wales, they will be a part of the 'family of faces' and be the trusted guides for WALES TONIGHT viewers in an increasingly complex and ever-changing world.

Each district office will be connected to the main Cardiff hub by a 21<sup>st</sup> century data network that enables a two-way flow of information to further improve the quality and immediacy of our reporting, while overcoming the unique newsgathering challenges which the geography and size of Wales presents.

Reporters will also embrace new technologies and innovative ways of working to further improve our coverage of news and events in towns and communities right across Wales - both on ITV Wales and ITV Local Wales.

All our reporters will be trained to use the latest camera and computer technology to send edited reports from anywhere in Wales – or indeed anywhere in the world - with a broadband or WiFi connection.

Together with our correspondents in Colwyn Bay, Carmarthen and Cardiff Bay, our aim is to have reporters located in the heartlands of Wales: Caernarfon in North Wales, Aberystwyth in Mid Wales and Swansea in West Wales.

Equipped with the latest file transfer technology to send edited reports via the internet from their laptops, this additional news gathering capacity will enable ITV Wales News to cover the important stories with more depth, while providing the potential to cover more local stories for our broadband website, ITV Local Wales.

In 2009, our aim is to provide the latest breaking news, together with high quality reports and features direct to our broadband service ITV Local Wales.

A new post of Online Editor will ensure our team of correspondents and reporters, beyond Cardiff and its surrounding areas, provide a truly local web based news service to complement the national news service on ITV Wales.

At the same time the latest technology will enable each journalist, reporter and correspondent to publish their material directly to ITV Local Wales from their own desktop computer – keeping the people of Wales up-to-date no matter where they are, no matter what the time of day.

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.

Both are equipped with mobile editing and scripting facilities; each will be used to feed interviews, pictures and cut reports directly from the scene of breaking news stories or major planned events.

2009 will see WALES TONIGHT presenters Jonathan Hill and Andrea Benfield supported by an ITV Wales News 'family of faces'. There will be a dedicated presenter for daytime bulletins, a dedicated weather presenter and a team of eight on-screen correspondents to guide the WALES TONIGHT audience through the events of the day.

## **Current Affairs**

Current affairs and political programming are a crucial part of our national programme service. In 2009 the programmes will utilise up-to-date technologies and the teams will work closely with the news department and the broadband service to report, reflect and sometimes question the changing social, political and cultural landscape of modern Wales.

An integrated team of multi-skilled journalists and programme makers will deliver a current affairs service with flagship programmes transmitted mostly in peak slots.

There will be an extended re-launched run of WALES THIS WEEK at 20:00 on Mondays, once again displacing the network current affairs programme at that time. The series will continue to investigate stories of importance to Wales, report on political stories and issues in a populist way.

At 19:30 on Thursday nights there will be an extended run of our popular consumer programme, THE FERRET, which will champion the cause of the Welsh viewer and report on current consumer stories and issues. THE FERRET will continue to interact with our audience and produce extended reports on ITV Local Wales.

A new development will be a political channel on ITV Local Wales which will give up-to-date reports on the news and issues from the National Assembly, Westminster, Europe and local councils.

On Thursday nights a re-launched political programme will examine the main political stories of the week and put them into context for the Welsh viewers.

These programmes will provide a comprehensive and integrated current affairs and political service.

### **Other Programming**

2009 will see the news team produce a weekly programme on arts culture and entertainment in Wales scheduled after the late-night news bulletin on Thursdays. 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.

With the reduction of non-news hours there will be fewer independent productions in 2009. However, the popular documentary series, FISHLOCK'S WILD TRACKS, will return for a six-part series in a peak-time slot on Thursday nights.

### **Additional Matters**

#### Cultural Diversity

News, current affairs and other programming will include many of the diverse communities and cultures in Wales, reflecting the rapidly changing population of Wales. THE WALES SHOW will celebrate the diverse culture which makes up Wales, as well as showcase arts and entertainment from all over the nation.

#### 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

In the year that Wales begins to switchover from analogue to digital, we will inform our viewers of how they will be affected by this change. We will accomplish this through items on the news and other programmes. We will also take part in regular events and meetings that will be happening around Wales.

We will continue to interact with viewers through WALES TONIGHT, THE FERRET, WALES THIS WEEK, THE WALES SHOW and ITV Local Wales.

We will build on our strong community involvement through our presence at events and festivals throughout Wales.

### S4C

We are proud of our relationship with S4C and will continue to provide them with some of their most popular programmes, including the rural programme, CEFN GWLAD, presented by Dai Jones, our current affairs programmes, Y BYD AR BEDWAR and HACIO, and the second series of our youth drama 2 DŶ A NI. We will also continue to supply S4C with their weather service and further develop our partnership with S4C to provide a Welsh language service on ITV Local Cymru.

## **2008 PROGRAMME REVIEW**

### **Introduction**

In 2008 ITV Wales provided a national news and programme service for Wales at a time when preparations were being made for future changes within the ITV service and as Ofcom conducted their second Public Service Broadcasting Review.

At the same time, preparations continued for digital switchover. ITV contributed to the public awareness of digital switchover with a number of news items and a special programme.

Even before digital switchover, ITV faced ever increasing commercial competition for a growing number of television viewing channels and multi-media platforms.

During this time of change we made a series of programmes which marked the fiftieth anniversary of ITV broadcasting in Wales.

ITV Wales' national news and programme service continued to report and explain the changing social, cultural and political nature of Wales, especially since the National Assembly for Wales gained further powers.

Our flagship news programme, WALES TONIGHT, was at the core of our programme offer. Our main presenter, Jonathan Hill, was joined, at the beginning of year, by Andrea Benfield to form our regular presenting team. In addition, a team of specialist correspondents meant we were able to cover key areas of government, such as health and education, which have been devolved to the Welsh Assembly, as well as covering all the main stories and issues affecting Wales.

Our infrastructure of offices in Cardiff, Cardiff Bay, Carmarthen, Colwyn Bay, Newtown and two satellite trucks enabled us to give a comprehensive coverage of all the important stories and events in Wales, often "live" from locations around the nation.

We were able to portray the cultural and geographical diversity of Wales with a series of WALES TONIGHT road shows and special programmes, such as the National Health Service at 60 and coverage from the Royal Welsh Show.

Our broadband service, ITV Local Wales, became an increasingly important part of our news output and won the Best Website category at the Celtic Media Festival 2008.

In 2008, we provided 4 hours of "other" programming every week reflecting the diverse and ever-changing communities of Wales. Many performed well in their slots, particularly, WALES THIS WEEK, our flagship current affairs programme, which displaced the network programme at 20:00 on Mondays and a number of programmes at 19:30 on Thursdays, such as FISHLOCK'S WILD TRACKS, which gained well over 20% of the audience.

On Thursday nights, we re-launched our political programming with SHARP END, which covered important stories from the Assembly, Westminster and Europe.

Prominent in our coverage were events, stories and campaigns, which celebrated the lives of our viewers. These included ITV's Teacher of the Year, People's Millions, the True Taste Food Awards, the Arts and Business Cymru Awards and the Wales Yearbook Political Awards. We also promoted new writers, actors and film production talent by continuing to support the IT'S MY SHOUT short-film project.

We are proud of the programmes we produce for S4C and this year saw the development of the S4C weather service, as well as the launch of a new Welsh language site on ITV Local Cymru, which is produced in partnership with S4C.

ITV Wales continued to develop the Culverhouse Cross site as a media centre by attracting a number of new tenants.

### **Significant Changes**

There were no significant changes.

### **Innovation, Experiment and Creativity**

There were a number of innovative and creative programmes and series within our schedule during 2008, including the Anniversary of the 1958 Commonwealth Games, which used previously unseen ITV Wales archive material, HOW TO BECOME A POKER MILLIONAIRE and John Sparkes, as a "tongue in cheek" Australian presenter in DOUG STRONG'S SPECIAL PLACES which saw him travelling across Wales and the Midlands.

The YOUR CHANNEL series at the beginning of the year looked at the fifty years of broadcasting of ITV in Wales and showed how television has changed for the broadcaster and viewer since its inception in January, 1958.

To enhance our programming, we continued to use technology in an innovative way, especially when our WALES TONIGHT sports presenter and multi-skilled editor travelled to New York to cover the Joe Calzaghe fight. The items were filmed in an imaginary way, which kept the editing required down to a minimum, and this was done via a laptop. The finished items were sent to Cardiff via a broadband connection, and all this within a matter of hours.

We further utilised the capabilities of the satellite newsgathering trucks by taking WALES TONIGHT on the road during August. Reaching out to the audiences, the programme team travelled to Pontins Holiday Park in Prestatyn, Portmeirion Italianate Village in Porthmadog, the seaside town of Tenby and a holiday village in Llangorse, near Brecon.

## **Tier 2**

We supplied 287 hours of news programming for Wales, which included WALES TONIGHT at 18:00 on weekdays and bulletins throughout the week and at weekends.

We delivered 208 hours of non-news programming, including 41 hours of current affairs.

There were 89 peak-time slots in the schedule with other slots in peak or near peak.

The independent sector in Wales made up 42% of our non-news programming.

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, providing a popular national news service for Wales built around the flagship programme WALES TONIGHT.

With our team of highly talented journalists and production staff, state-of-the-art digital editing equipment and satellite trucks, we provided a well-resourced national news service, enabling plurality of news supply in a post-devolved Wales.

Our news programming ensured that we covered all aspects of Welsh life and culture in modern Wales, particularly with involvement in ITV's Teacher of the Year Award and People's Millions, which was run in conjunction with the Big Lottery Fund.

WALES TONIGHT had a broad appeal across Wales and consolidated the improvement in audience share showed in previous years.

We appointed Andrea Benfield at the beginning of the year as the new co-presenter with Jonathan Hill. Andrea has proved a valuable asset to the newsroom and presented her own series, TIDAL WALES, later in the year.

During 2008 we utilised our satellite newsgathering trucks to produce high quality coverage of significant stories throughout Wales. In January, WALES TONIGHT, was anchored live from Hirwaun to mark the closure of Tower Colliery. In July, during the 60th anniversary of the NHS, the programme was presented from the University Hospital of Wales. In November, the programme was "live" from Mametz Wood in France to commemorate the 90<sup>th</sup> anniversary of the Armistice.

We developed the use of the satellite trucks with special programmes, including extensive coverage of the Royal Welsh Show and four road shows from separate locations in Wales. The aim of the road shows was to showcase the tourist industry and bring the news team closer to our audiences across Wales.

We are proud of our strong original journalism, exemplified by our exclusive coverage of the terror arrests in Newtown, the ongoing coverage of the impact of the credit crunch on the Welsh economy from our Business Editor, Nick Partridge and Consumer

Correspondent, Chris Perry, the Bridgend suicides story, the Ecoli public inquiry and the murder of Welsh newlyweds Ben and Catherine Mullany.

WALES TONIGHT covered the main political stories of the year, particularly the resignation of the Secretary of State for Wales, Peter Hain, and the extended coverage of the local council elections in Wales at the beginning of May.

In a successful year for Welsh sports, we used state-of-the-art lap-top editing facilities to send back reports from Las Vegas and New York during Joe Calzaghe's US fights. We covered the Welsh rugby Grand Slam, turning the studio set red on the Monday following the teams victory over France. There were also special programmes previewing Cardiff City's FA Cup final appearance, Swansea's promotion to the Championship and the last ever game from the famous rugby ground, Stradey Park, in Llanelli.

It's important that our presenters, correspondents and journalists cover the culture and identify of modern Wales and we did this through our "I Love Wales" features, fronted by our on-screen faces to celebrate and spotlight their favourite places in Wales.

Carole Green's special reports from Ghana highlighted Fairtrade partnerships between companies and the people of Ghana, showing how Wales interacts with other countries.

To inform and interact with our viewers we produced the nightly "Your Say" slot. ITV Local Wales also enables viewers to give their instant reaction to stories every night and has provided an invaluable connection with the Welsh politicians.

The weather bulletins on WALES TONIGHT enable us to present from different parts of Wales and interact with our audience, particularly from local events.

All these stories, special programmes and items brought together strong journalism, powerful storytelling, high production values and creative treatments to provide quality coverage in 2008.

## **Current Affairs**

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

WALES THIS WEEK continued to be at the core of our current affairs programming, displacing the network "Tonight" programme in a peak slot on Monday nights. It once again out-performed the network programme most weeks, often gaining over 20% of the audience.

The series covered stories and issues from all parts of Wales. One of the highlights was the story of Michael O' Brien from Cardiff who spent thirteen years in some of the toughest prisons in Britain for a murder he didn't commit. Throughout the years he'd fought to clear his name and had pleaded with the authorities to give him a lie detector test. They'd refused - whilst accepted in America the test has never quite been given a place in the British legal system.

However, this year WALES THIS WEEK, which in 1993 had been the first programme to tell the story of his fight for freedom, agreed to carry out a test. Michael wanted to do the test because he said that, although he'd won his appeal against his conviction, some people still believed he was a murderer.

ITV Wales' weekly political programming was re-launched as SHARP END in January. The first programme was on the day Peter Hain resigned as Secretary of State for Wales and for Work and Pensions, following the announcement of a police investigation into undeclared donations to his Labour deputy leadership campaign. The programme included "live" reaction from all the major political players.

The series continued to cover the main stories from the National Assembly for Wales, as the Labour-Plaid Cymru coalition entered its second year in office. Viewers heard trenchant criticism of the One Wales government's record, notably on health policy. But Ministers came out fighting, notably when the first Minister, Rhodri Morgan, memorably dismissed his opponents as 'witless'.

Vigorous interviews by presenter, Mai Davies, were the hallmark of the programme throughout the year. In contrast, there were a series of interviews with veteran health workers, who had joined the NHS at its inception sixty years earlier. One was a former ambulance driver named Aneurin Bevan, the nephew of the founder of the National Health Service.

One of the most memorable reports during the year was when our Political Correspondent, Nick Speed, accompanied Rhondda MP, Chris Bryant, and a group of Welsh schoolchildren on a visit to Auschwitz.

As part of the commemorations of the fiftieth anniversary of ITV broadcasting in Wales there was a series of programmes looking at how politics has changed in Wales since 1958.

### **Other Programmes**

As we mentioned in our Statement of Commitments, ITV Wales offered "*an alternative service to other broadcasters and offered plurality of voice in broadcasting in Wales, particularly in news and current affairs*".

This is particularly important in the developing new democracy in Wales. But we are also mindful that, as a commercial broadcaster, we need to maximise our audiences and we have achieved this with our news programmes and many of our other programming, particularly in the crucial peak-time slots.

As promised, we also "*delivered a wide range of other programming which reflects a changing and diverse Wales in the twenty first century.*"

The changes experienced by Wales and television were highlighted by several series and programmes which marked the fiftieth anniversary of ITV broadcasting in Wales.

This shared experience between the broadcaster and viewer was catalogued by the YOUR CHANNEL series, which saw the ITV service grow in Wales from providing the only alternative to the BBC in 1958, to its place in the multi-channel world of today. The series ended by explaining what will happen during digital switchover, which begins in 2009.

WELSH TV GOLD, presented by Mike Parker, explained why programmes such as “A Dragon Has Two Tongues” and numerous other documentaries made by ITV in Wales, are part of the Welsh cultural heritage of the last fifty years.

There were a number of documentaries in peak and near-peak slots which celebrated the diverse nature of Wales. DANCING WITH COLIN, saw Colin Jackson, reporting on various forms of dancing, from ballroom to modern dance. And a six-part series, WALES AND THE WEST END, showcased Welsh stars of the theatre and explained why they are an important part of the London musical theatre.

It's important that programmes portray different personalities and societies in Wales. This was the strength of a number of series transmitted during 2008. SECRETS OF MY SUCCESS saw Welsh millionaires explain what had made them successful and why Wales was important to them. HOW THE OTHER HALF LIVE saw members of the Welsh aristocracy open their doors to give viewers a peak at their homes and lives.

STORIES FROM THE STREET, profiled the streets that have influenced the lives of famous people in Wales. Guests included Brian Hibbard, who went back to his home town of Aberdare and Glenys Kinnock who returned to Holyhead. They explained how tight-knit Welsh communities influenced their lives.

We celebrated the landscape and cultural communities of Wales with the ever-popular, FISHLOCK'S WILD TRACKS, GREAT WELSH ROADS and GREAT PUBS OF WALES. All these series were shown at 19:30 on Thursdays and many gained over 20% of the audience. A new series, TIDAL WALES, presented by Andrea Benfield, also performed well at 20:00 on Fridays.

In 2008 we co-produced four series with other ITV regions. The series were transmitted in peak and near-peak slots. WATERWORLD has proved a popular programme in Central in the past. It highlighted the canals and waterways of the Midlands, as well as Wales, and proved to be a refreshing and popular series. Another co-production with Central TV was DOUG STRONG'S SPECIAL PLACES. This series saw Barry Welsh's creator, John Sparkes, adopt a new Australian persona and highlighted various famous and, not so famous, places in England and Wales with a “tongue-in-cheek” air. The two co-productions with Granada were A VERY EXOTIC VET and FRONTLINE FIRE AND RESCUE.

A powerful in-house documentary, such as CRIME SECRETS, which revealed previously unknown facts about notorious Welsh crimes, proved very popular.

The rural communities are an integral part of our audience and they were served by a number of programmes. DOWN TO EARTH, presented by Hywel James, followed the lives of three farmers during the winter, spring and summer months. THE FOOD SHOW profiled the growing food industry in Wales and culminated in the TRUE TASTE FOOD AWARDS.

This year we covered the arts and culture in Wales with special programmes from the National Eisteddfod, the Llangollen International Music Festival, and we appealed to the younger audience with late-night programmes, such as UNSIGNED, FREERIDE and THE GUEST LIST. These featured up-and-coming bands, some more established Welsh groups and Welsh successes in free sports.

SOCCER SUNDAY was the mainstay of our sports coverage and followed the progress of Swansea as they won the Division 1 Championships, as well as Cardiff City and Wrexham.

A special programme, WHEN CARDIFF WON THE CUP profiled Cardiff City's appearance in the FA Cup Final and told the story of their last Cup Final appearance in 1927.

THE FERRET profiled the full range of consumer issues and stories, including a family of six from Kidwelly who lived in a tent for a year because of the problems they had experienced with a local builder. Thankfully, following our programme, the family did eventually get their money back. Another programme showed how a retired doctor in Holywell, who was taking on the might of Tesco who had tried to "grab" part of her garden for a car park for their new store, eventually won her case. And a non-profit making organisation involved in the re-homing of dogs, had its account with Pay Pal frozen. THE FERRET became involved in the case and the funds were released within a day.

THE FERRET is a truly interactive series as much of the stories are brought to the team via the viewers themselves, either through the helpline or via ITV Local Wales.

This year, once again, we worked with the IT'S MY SHOUT project, which gives young people an opportunity to act and produce a series of short films. The winning short films and a documentary were shown in a four-part series on ITV Wales.

In our fiftieth year, the ITV Wales archive has proved invaluable, particularly for the popular NEVER TO BE FORGOTTEN series, and a special Christmas programme, CHRISTMAS IN WALES, which looked at how the festive season has changed during the last fifty years.

### **Promotion of Media Literacy**

Interactivity with our viewers was very important, particularly during the final year of preparations for digital switchover. We have worked very closely with Digital UK and other broadcasters to inform the Welsh public of the implications of digital switchover.

There have been a number of items on the news explaining what will need to be done prior to switchover and informing the public of the switchover dates. There was also a special half-hour programme, GET SET FOR SWITCHOVER, which explained how the digital switchover process will work.

During the Royal Welsh Show hundreds of visitors to the ITV Wales building were given the opportunity to read the news on a specially constructed WALES TONIGHT set. The performances were shown on ITV Local Wales.

The news road shows that took place around Wales during the summer encouraged viewers to get close to the WALES TONIGHT team and proved an invaluable interaction with the viewers.

### **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 July 2008, ITV launched the Teacher of the Year Award, in association with the Daily Mirror Pride of Britain. Every year millions of viewers celebrate the unsung heroes on ITV1 at the Daily Mirror Pride of Britain Awards. ITV Wales flagship news programme, WALES TONIGHT, invited its viewers to nominate an exceptional teacher who has made an outstanding contribution to the lives of their pupils. A panel of independent judges chose Denise Morgan as the ITV Wales Teacher of the Year. Denise is Head Teacher at Goetre Infants School, Merthyr Tydfil, and has been teaching for over 30 years. Denise attended the star-studded Daily Mirror Pride of Britain Awards ceremony in Central London, as well as a special Downing Street reception hosted by the Prime Minister.

The ITV Wales news programmes once again supported the People's Millions Campaign, whose aim is to fund projects that improve the quality of life of local communities.

As media partner for the ARTS AND BUSINESS CYMRU AWARDS and the TRUE TASTE AWARDS, ITV Wales continued to be recognised as a national broadcaster that celebrates excellence in Wales. ITV Wales was also the main partner with the WALES YEARBOOK POLITICIAN OF THE YEAR AWARDS, which recognises the contribution and achievements of Welsh Politicians in Westminster, Cardiff Bay, Europe and beyond.

Broadcast and supported by ITV Wales, the IT'S MY SHOUT project provided practical experiences in film, television and media for young people in Wales who would not normally be able to access such opportunities, providing hands-on training, alongside film professionals. The films and documentaries produced, and the It's My Shout Award Ceremony, were shown on ITV Wales, with highlights on ITV Local Wales. The project brought together a number of Local Authorities, Further and Higher Education colleges, youth theatres, theatre companies, CYFLE and film and television companies to work together. In 2008 ITV Wales was the winner of Arts, Business & Young People category, for its support of the It's My Shout project.

ITV Wales continues to encourage young people to understand and get involved in the media through studio tours, visits and outreach events.

Crimestoppers, the independent UK-wide charity working to stop crime, continues to receive regular coverage on ITV Wales news, which helps to identify, prevent, solve and reduce crime in Wales.

ITV Wales news and other programming were a platform for many Wales wide issues and initiatives. These included items on disabled workers, gay attacks, consumer and political issues, as well as stories on the Welsh Paralympics team, Fire Safety Week - working with all the Fire Services in Wales, and Road Crash Day.

### **ITV Wales Advisory Council**

The ITV Wales Advisory Council, chaired by Iwan Huws, met on four occasions throughout the year and provided valuable feedback to programme makers within ITV and in the independent companies.

### **S4C**

During its fifty years, ITV in Wales has always made Welsh language programmes and for the past 26 years we have been proud to provide programmes to S4C. Plurality of voice in the Welsh language is provided by our current affairs programmes, Y BYD AR BEDWAR and HACIO. We also make CEFN GWLAD, presented by the ever-popular, Dai Jones and the drama series, 2 Dŷ A NI. We continue to develop the weather service we produce for S4C.

A new initiative this year has been the launch of a Welsh language channel, ITV Local Cymru, in conjunction with S4C. This highlights the best of ITV programming in the Welsh language, as well as providing a current affairs news bulletin and highlights of the ITV Wales Welsh language archive.