

Dear Alun Thomas,

A quick note to express my support for the general principle of establishing a Welsh language Channel for Children. It will make the channel more accessible to children. Placing the programmes on a separate channel will create a specific brand for children, not dissimilar to the way in which other programme providers have done, especially in English.

On the whole, I believe that S4C's children's programmes are among the best programmes that S4C broadcasts. The educational side is important too but it is essential that there is a humorous element (zany, even) in the programming, e.g. Hotel Eddie.

One thing I noticed while reading the document was the phrase "a mainly Welsh language service" (paragraph 3.4.1.3). In my opinion, any children's service established by S4C should be exclusively in the Welsh language. More children than ever can speak the language. The media, especially public service broadcasters, have a crucial role in contributing to those children's linguistic skills.

As to the options outlined in paragraphs 4.3.1 and 4.3.2, my preferred choice would be option 2. Although Assembly proceedings are important - and other ways of providing coverage for the sessions should perhaps be sought - I am of the opinion that a more comprehensive service for children is more important, in terms of securing the language as a day to day means of communication, and that is my reason for writing to you.

Creating a Welsh language service for children will be a big step forward, and in that respect the S4C Authority is to be congratulated for the lead it is taking and for its desire to develop the service rather than simply maintaining the status quo. The ideas about converging services etc sound very exciting. I wish you every success in the work of developing this important service.

Yours Sincerely,

Osian Rhys.