

Strata Matrix

Y pwyslais ar Gymru
Communications with a Welsh accent

13 July

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Cadeirydd
S4C
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Llanisien
CAERDYDD

CONSULTATION ON PROVISION OF CHILDREN'S PROGRAMMES BY S4C

StrataMatrix wish to present comments to the consultation on establishing a Welsh language television channel for children.

Since its establishment in 1979 StrataMatrix has been a pioneering body in the field of public relations and marketing through the medium of Welsh and has worked on a number of projects of relevance to children. As a result of our work in this sector StrataMatrix was commissioned in the early days by S4C to take responsibility for marketing licences to Welsh companies for the production of goods to complement the channel's animation programmes, including Superted and Wil Cwac Cwac. It should also be noted that StrataMatrix was established, in the first place, as a result of the confidence gained during our successful campaigns for Mistar Urdd in the seventies.

Many of our staff are parents of children who are faithful S4C viewers.

StrataMatrix fully realise the importance of extending and developing appealing Welsh language television provision for children and regard the establishment of a channel for this purpose as an exciting concept and a natural development in Welsh language broadcasting. It also offers opportunities to innovate and develop exciting and pioneering Welsh language marketing techniques to a specific sector.

However, allocating S4C2 exclusively as a home for the new children's channel, without first ensuring an easily accessible provision of Assembly proceedings, concerns us as a company. S4C2 is an invaluable communication medium for the institution and losing it would be damaging to public perception of the institution - at the very time it is evolving and becoming more and more relevant to the lives of Welsh people in all parts of Wales.

Our public affairs team makes extensive use of live and recorded programmes on S4C2. This enables us to provide a comprehensive political monitoring service for a number of our clients, in a variety of fields. Monitoring broadcasts is imperative as it is impossible to be physically present at all Committee meetings. This is already going to be more difficult as a result of the increase in the number of Assembly committees, following The Wales Government Act. Information gathered from reports by these committees is integral to the political work of our clients and is a means of ensuring that the Assembly is in receipt of feedback by individuals and bodies across all sectors.

While we acknowledge the obvious importance of developing children's programmes on S4C, the protection of continued provision of Assembly proceedings is a factor that we feel should be considered in the consultation. We call upon the S4C Authority to give full consideration to the safeguarding of this invaluable service which is a unique and necessary medium for the increasing number of people working and interested in the civil sector of life in Wales.

Yours faithfully

Wynne Melville Jones

Chair