



An Coimisiún um Thodhchaí na Meán The Future of Media Commission

Future of Media Commission

3rd Meeting - Thursday, 26 Nov 2020

Minutes

In attendance:

Commission Members:

- Professor Brian MacCraith (Chair)
- Ms. Sinéad Burke
- Professor Gillian Doyle
- Dr. Finola Doyle O'Neill
- Ms. Lynette Fay
- Ms. Siobhán Holliman
- Mr. Mark Little
- Mr. Stephen McNamara
- Ms. Nuala O'Connor
- Mr. Alan Rusbridger

Secretariat:

- Andrew Munro, Secretary to the Future of Media Commission, Department of the Taoiseach
- Cathal O'Regan, Department of the Taoiseach
- Jerome Wholihane, Department of the Taoiseach
- Mary McShera-Doyle, Department of the Taoiseach
- John Murray, Department of the Taoiseach
- Patricia Murphy, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
- Triona Quill, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
- Mary Mooney, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media



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1. Minutes of previous meeting

The minutes of the Commission's meeting of 12 November 2020 were agreed and will be published.

2. Working Definitions of Key Terms

The Commission discussed the revised working definitions of key terms. Some further revisions were proposed and the working definitions were approved, subject to those revisions.

3. Phase 1 Consultation

The Secretariat briefed the Commission on the advertising campaign for the first phase of public consultation, which will be rolled out across national and regional newspapers and radio and online in the coming week. The Commission approved the paper to guide members of the public engaging with the consultation, subject to certain amendments.

4. Specification for consumer research

The Commission considered the outline proposal for consumer research and identified a range of further issues to be considered as part of the research. The Secretariat was asked to provide a synthesis of existing consumer research, and the Chair proposed that the Secretariat would follow up with individual members of the Commission to ensure their suggestions for the research could be captured comprehensively. The Secretariat will follow up with the Commission members.