



## Statement of Programme Policy 2017

### STV

#### Overall Strategy / Major Themes for the Year

As Scotland's leading digital media company, STV's aim is to drive sustainable organic growth. We set ourselves stretching targets that underpin a strategy of diversification.

STV provides quality and compelling public service broadcast content for viewers in Scotland as part of a dynamic and relevant schedule of programming and will continue to deliver in excess of licence requirements in 2017 and beyond. We reach an audience of 3.5 million viewers on air and 3.6 million users online each month with a range of popular programming and content.

STV strives to provide viewers with a compelling mix of entertainment, drama and news and current affairs that reflects the cultural, political and sporting differences that make Scotland unique.

As STV controls its own schedule, we have the ability to react swiftly to events, providing viewers with a topical, relevant, entertaining and informative service.

In 2016, we comprehensively covered The Scottish Parliament election, including a live TV debate featuring five Scottish party leaders and an overnight results programme hosted by STV's political editor Bernard Ponsonby. This commitment to bring viewers all the news, analysis and opinion will continue in the run up to and beyond the General Election in June 2017.

STV's 2017 schedule combines popular network content with the very best of Scottish programming. The STV schedule for 2017 includes a new series of *Stopping Scotland's Scammers*, exploring financial scams in Scotland with case studies from across the country; *The People's History Show*, looking back in time to discover the places and people that make up Scotland's history; and *The Science of Murder*, a documentary that will look at the role that Scotland plays in the world of forensic science.

Scotland has a strong appetite for local news and we are committed to bringing consumers a localised news service that clearly delivers what viewers want, not only on air but across

multiple platforms, via three distinct evening programmes serving Scotland's regions, with an additional bulletin for Tayside, and regional Scottish news for ITV's *Good Morning Britain* week day breakfast programme. In May 2016, the *STV News at Six* won a Royal Television Society Scotland award for Best News Programme and STV's political editor, Bernard Ponsonby, picked up the award for TV Journalist of the Year for the second year running.

We are also committed to providing locally focused, relevant and engaging content across all our platforms. This includes via our leading commercial site stv.tv, the dedicated STV News App, and the STV Player which is now available on 15 platforms, including iPhones and iPads, Android tablets and smartphones, Windows 8, Windows Phone, Samsung Smart TVs, YouView set-top boxes, Xbox 360 consoles, Amazon Fire TV, Amazon Fire tablets, Freeview Play devices, Roku, NOW TV and via stv.tv/player.

In 2017, we are committed to continuing to help charitable and other good causes. STV continues to partner with the charity, the STV Children's Appeal, by dedicating programmes and raising funds to help children in Scotland affected by poverty. In 2016, the STV Children's Appeal raised over £2.5 million to help 227 projects across the country. Further charitable causes that STV supports on air include Soccer Aid and the People's Projects, which is a collaboration with the Big Lottery Fund, ITV/ STV and The National Lottery to give the public the chance to decide how £3 million of National Lottery funding can make a difference in their area.

## **Significant Changes**

There are no significant changes planned or expected for 2017.

## **Innovation, Experiment and Creativity**

In April this year, we launched a network of local channels for Scotland. STV2 combines existing city TV channels for Glasgow and Edinburgh with three new licences for Aberdeen, Ayr and Dundee under one distinct brand, STV2. The channel broadcasts 24 hours a day, seven days a week on Freeview channel 8, Sky channel 117, Virgin channel 159 and is streamed online via the STV Player.

STV2 reflects what is happening across Scotland with a distinct and exciting schedule, featuring live events, news and new programming including soap, drama and movies. STV2 works closely with our main Channel 3 licences, broadening the range of news resources available and increasing engagement with original content through brand extension programmes.

STV2 will be delivered in partnership with further education colleges and universities from across the country, with STV employees working with students on a range of offerings, including placements, internships, training and guest lecturing.

In March 2016, STV launched a suite of enhanced digital news services, the centrepiece of which was a brand new STV News App available at the App store and the Google Play store. Branded as the 'home of Scottish news', the services incorporate local, national and

international news brought together with features, sport and weather in one place. The launch of the STV News App followed two years of in-house research and development which included extensive consumer testing.

STV switched off its transmission for an hour across all its channels to get the nation moving in August 2016, encouraging Scots to become part of Team GB and get up and out and involved in sport at one of the many events happening at the nation's biggest ever sports day. STV partnered with The National Lottery and ITV for 'I Am Team GB' celebrating the nations support for team GB at the Rio 2016 Olympic Games.

The STV Children's Appeal is a charity that STV is committed to and we will continue to support the development of the charity in 2017 to raise awareness and money to address the issue of child poverty in Scotland. The Scottish Government has once again committed to match fund pound-for-pound every penny raised by the STV Appeal, up to £1million in 2017.

## **Tier 2 Arrangements**

Our TV programme plans for 2017 are designed to meet or exceed all minimum licence quotas for STV.

We will exceed our news obligation of four hours per week via *STV News* programmes and bulletins in each region, with locally relevant material transmitted from Glasgow, Edinburgh, Aberdeen and Dundee. We will also considerably over deliver sub regional news in excess of our licence requirements with full, discrete programmes for Glasgow and Edinburgh.

In non-news, each licence is required to transmit an average of 1.5 hours of programming per week, making a total of 78 hours across the year, 39 hours of which must be in peak time. Of the remaining 39 hours, at least 29 hours will be current affairs. Our programming plans for 2017 ensure we will achieve this.

As in recent years, we are confident that we will continue to meet our targets in relation to independent productions via the network in 2017. STV remains committed to the creative industries and the independent production community in Scotland and we will continue to commission independent productions on a merit basis.

We have resources in place to meet or, wherever possible, exceed our access service quotas for regional programming in 2017.

## **Programme offer**

### **News**

STV delivers a local and relevant news service and will continue to do so in 2017 for viewers across Scotland.

The current level of STV broadcast exceeds the licence requirements and will continue to do so throughout the next year.

STV broadcasts the most comprehensive local TV news service in the UK with six daily news bulletins. Our dedicated, 30 minute evening news programmes, *STV News at Six*, are broadcast in Glasgow, Aberdeen and Edinburgh, with a bulletin for the Dundee and Tayside area, allowing STV to deliver local news stories and prioritise stories relevant to its regional audience. *STV News at Six* attracts an average audience of 366,000 viewers with a 26% share.

In addition, we broadcast three morning bulletins during ITV's *Good Morning Britain* programme, and on STV deliver a lunchtime bulletin and an evening bulletin during current affairs programme, *Scotland Tonight*, Monday to Thursday.

STV will continue to deliver at this level in 2017 with news from dedicated teams in Glasgow, Aberdeen, Edinburgh, Holyrood, Dundee, Inverness and Westminster.

Our audience also continues to consume news online and we have a dedicated team delivering up-to-date local, national and international stories every day. Wherever possible, news stories are accompanied by broadcast quality footage and are often broken and supported via social media.

Social media will continue to play an important role within the news team in addition to the standard communication channels such as email and telephone, and our social media presence is a further enhancement to STV's delivery of timely news. STV News has a significant social media reach with over 370,000 followers on Twitter and 380,000 likes on Facebook.

We are continually improving our multi-platform accessibility. In 2016, STV launched an enhanced digital news service including an improved STV News App and a new look STV News website. The STV News App is available via iOS and Android, allowing users to access top stories anytime, anywhere. Mobile users are amongst the most engaged consumers, accessing consistently high volumes of pages, articles and video.

Public service broadcasting is at the heart of STV's offering and we are committed to delivering a strong, high quality and relevant news service covering the length and breadth of Scotland. We will continue to reflect Scotland's distinctive political, legal, educational, cultural, sporting and religious institutions via our news programming in 2017 and beyond, delivering a relevant and accessible service.

We will continue to invest in training and equipment for video journalists in 2017.

### ***Current Affairs***

*Scotland Tonight* is the most successful Scottish current affairs programme, reaching 385,000 people in Scotland every week.

*Scotland Tonight* will provide a vital platform for debate in the run up to the General Election in June 2017, bringing viewers all the news, analysis and discussion ahead of the election.

Presented by John MacKay and Rona Dougall, *Scotland Tonight* brings viewers the top stories and issues relevant to Scotland in an accessible and engaging style. The programme celebrated five years on air in October 2016 and offers viewers an in-depth look at the main

news stories of the day along with sports, politics, business, art, entertainment, live studio guests and special features.

The on air broadcast is complemented by online activity, with the *Scotland Tonight* team engaging with the audience via email and social media, including Twitter and Facebook, to ensure the programme is as accessible and interactive as possible. *Scotland Tonight* on Twitter has over 43,000 followers.

Our ability to control our own schedule and respond to the news agenda means we can schedule new programmes when required, quickly inserting topical programming into peak time slots when appropriate. This will continue throughout 2017.

As an example, in May we will broadcast a live debate featuring the leaders of the four main political parties in Scotland ahead of the General Election in June. The debate will air on both STV channels, chaired by political editor Bernard Ponsonby, and broadcast live in front of an audience of 150 comprising a representative sample of the Scottish electorate.

### ***Other Programming***

STV is committed to delivering an engaging and informative schedule that incorporates the best Channel 3 network material with innovative, home grown productions that are relevant to our unique audience. In 2016, 47 out of the 50 of the best watched programmes on commercial TV in Scotland were all broadcast on STV, including the best watched soap *Coronation Street*, drama *In Plain Sight* and entertainment show *Britain's Got Talent*.

In February, STV broadcast one hour documentary *Alan Cumming's Edge of Scotland*, which followed much loved television and Broadway star Alan Cumming as he fulfilled his lifelong ambition to embark on his own personal journey exploring the Outer Hebrides.

In *STV Children's Appeal – Changing Lives*, broadcast in March, STV presenters Sean Batty, David Farrell, Chris Harvey and Lucy Whyte visited some of the many community projects that benefit from funding from the STV Children's Appeal to find out how the money is having a real impact in communities across Scotland. The programme was a chance for viewers to find out how the £2,568,369 raised by the Appeal in 2016 was used to help Scotland's children.

*The People's History Show*, fronted by presenter and journalist Sarah Mack and historian and adventurer Ashley Cowie, aired in March and looked back in time to discover the places and people that make up Scotland's history, with Sarah and Ashley travelling from the Borders in the south to Shetland in the north.

In May, STV will broadcast a third series of *Stopping Scotland's Scammers*, presented by Jackie Brambles. The series explores financial scams in Scotland with case studies from across Scotland and industry experts offering viewers practical advice on how to protect themselves against fraud.

*Animal 999*, made by independent production company Demus, will also return in 2017 with a look behind the scenes of the Scottish SPCA to highlight the fantastic work carried out by Scotland's leading animal welfare charity.

Documentary *The Science of Murder*, produced by Glasgow Films, will look at the role that Scotland plays in the world of forensic science, bringing justice and answers to families of crime victims.

This summer, STV will continue to bring viewers the best of the Edinburgh Festival with programming broadcast live from the heart of Edinburgh on STV and STV2.

Elaine C. Smith will feature in another series of *Burdz Eye View*; where the actress and comedian embarks on a nostalgic, funny and educational journey across Scotland to get to know the people who live, work and laugh in some of Scotland's favourite holiday destinations.

Dedicated charity programming will continue to support the STV Children's Appeal with a summer special and a live fundraising show planned for later in the year. Further programming will highlight the range of fundraising activities taking place in communities across the country and feature individual stories of children and young people affected by poverty in Scotland, while raising awareness of the issues and encouraging viewer engagement for donations to the STV Children's Appeal.

Sport will also play a key role in the 2017 schedule including the Scotland v England World Cup Qualifier.

In 2016, STV broadcast two brand new, 30 minute documentaries as part of *This is Scotland*, a documentary and new talent initiative run by the Scottish Documentary Institute in association with Creative Scotland. *Are You Dancing?* explored the characters at the Fairfield Socials OAP tea dance while *Black Rat Island* followed the plight of the young owner of the Shiant Isles as he struggles with the islands' future. STV has issued a call out for entries for the third year of *This is Scotland* and the chosen documentaries will be commissioned in 2017 and broadcast on STV in early 2018.

We will continue to plan the 2017 schedule for STV throughout the year and make announcements in due course, with a view to exceeding our required targets for 'other' programming and presenting a distinctive and diverse schedule for viewers across the country.

## **Additional Matters**

### **a) Cultural and Other Diversity**

STV employs in the region of 480 permanent staff in locations across Scotland and London. The business continues to be a significant employer of talent in the television production sector in Scotland employing approximately 600 freelance staff throughout the past year. STV remains committed to diversity both within our workforce and on screen. Training programmes designed to promote equality of opportunity and diversity are delivered to staff and, where appropriate, policies to support a diverse workforce are in place.

The 2017 STV schedule will be rich, varied and reflect the distinctive cultures, institutions and communities across Scotland, touching on topical events where relevant and ensuring a strong mix of programming and a distinct schedule for Scotland.

We will continue to broadcast a common schedule for non-news across STV North and STV Central, creating a broad range of culturally diverse material which is available across the country.

#### b) Promotion of Media Literacy

We will continue to make our viewers aware of the nature of the content on STV, allowing them to make informed decisions about their viewing and ensure that it is relevant and appropriate for them. We have dedicated announcers who are well informed regarding programme content and compliance procedures, helping ensure that viewers are fully informed via on-air announcements. STV's marketing and PR activities also strive to enlighten viewers as to the nature of our content. Scheduling decisions are also carefully considered by our deputy director of channels and director of channels.

We frequently promote our broadcasting services, including our website and video on demand service, STV Player, both on-air and in the press, allowing viewers to access additional information and support material on our programming as well as catch-up and archive services. With increasing numbers of viewers utilising our online and mobile services and social media outlets, we will continue to update the content available and provide new added value and in-depth content, encouraging viewers to engage with television anywhere, anytime.

Television content is available online 24 hours a day, seven days a week. Where post-watershed material is available for catch-up we provide parental warnings. We will indicate this with a 'G' (guidance) on the STV Player and provide a short explanation as to the reason for the 'G'. There is also an option for parents to set a PIN Code to restrict access to content on their computers.

We will continue to encourage STV employees to engage with all areas of the business through a programme of activities to support our employee values, "The STV Way", during 2017. This initiative provides staff with the opportunity to gain an insight into how other parts of our business work and encourages employees to embody "The STV Way" in everything they do in order to fulfil their potential.

The company is committed to supporting and creating opportunities for future talent in the creative industries.

STV will continue to collaborate with journalism and media courses in 2017, offering opportunities for students to engage with a very experienced and talented team, providing experience with Scotland's biggest commercial media brand and guidance from our editorial teams.

We are also committed to supporting the work of Developing the Young Workforce in Scotland and a formal partnership has been established with a secondary school in Glasgow which provides school pupils with a greater appreciation of career opportunities within the creative industries.

A number of programmes supporting alternative entry routes to the industry have been provided, including paid apprenticeships in Creative and Digital Media.

Members of staff also sit on the BAFTA Scotland committee and participate in industry bodies, including RTS Scotland, to engage with the wider creative industries sector in Scotland.

## **Public Input**

Viewers regularly contact us either by telephone, letter, email, via social media or through the enquiries form on our website. STV has a significant social media presence via Facebook and Twitter and we will monitor all feedback via these channels on a daily basis. Our viewers will continue to be of paramount importance to us in 2017 and we will always welcome feedback on our programming, brand, news service, schedule and online activities.

We also anticipate gaining valuable feedback via our regular studio tours throughout the year, which allow us to engage with the public, community and educational groups face to face.

STV's online market research panel, ScotPulse, is designed to provide direct access to valuable consumer insights. We have attracted over 23,000 panel members who deliver an average 25 per cent response rate to surveys.

We aim to continue utilising this resource throughout 2017 to gain valuable public input by providing consumers with the opportunity to have their voice directly heard on issues that matter. ScotPulse is supported by a dedicated website – [www.scotpulse.com](http://www.scotpulse.com) – that encourages community and helps to deliver higher engagement levels.

We will continue to engage with elected officials throughout the year, ensuring open lines of communication with MPs and MSPs at Westminster and Holyrood. We also hope to welcome Industry and Parliament Trust visitors, enabling Parliamentarians from both Westminster Houses to spend time at STV as they get to know our business better.