

**What is your position or specialism on this topic?**

**How do you think we could improve the way we receive news about politics?**

I have been involved in the Welsh Media for over 30 years having worked primarily in TV production. For the past decade I have been involved, primarily, in the digital sector of the Welsh media. I was head of digital at S4C overseeing the channels nonlinear (TV) activities. In 2018 I set up New Media Wales with the intention of launching a new, independent, digital news service for Wales. This work led to the launch of The National Wales in 2021 and its Welsh language sister service Corgi Cymru in 2022. New Media Wales is now in the planning stages of launching Talking Wales a digital talk radio station for Wales.

The National was created with a specific aim of raising awareness around political matters in Wales as research showed there was a lack of awareness and understanding of how politics impacts the daily lives of people in Wales.

Covid raised awareness around devolution, but it took a pandemic to make people, but not all, aware that there was a difference between Wales, England and Scotland when it came to health.

Our experience at The National is that people lack trust in politics and politicians and this is impacting on peoples engagement around matters relating to our day to day lives.

Politics is also perceived as boring and difficult to understand.

Visibility is a huge issue. Where do people see information about news? How can we present it in accessible and easy to digest formats?

## What would your critics say about your position?

- Do people care? Are people really bothered about understanding politics better?
- News outlets, including The National can be guilty of discussing subjects in an overly complex manner, taking for granted peoples level of understanding of policy and political matters.
- Is news being shared in the right formats in the right locations?
- Do we take into consideration peoples existing political biases? Probably not.

## Thinking about your critics and/or alternative positions to yours, how would you respond?

I genuinely believe that people need to be better informed politically, and I include myself in that group.

We, as an industry, need to demonstrate our value, and how we can help people come to more informed decisions. The role of the news industry in Wales isn't to tell people what to think, it's to help people come to informed conclusions. We need to build trust and awareness. The public need to be better informed, more so now than at any other time before.

## Initial Recommendations

- Question what you read? Ask why someone is saying something
- Consider supporting independent news organisations
- Buy a local paper