



# **Our Customer Service Charter**

*26th August 2009*

## Our Customer Service Charter

TG4's mission is to provide an attractive and innovative television and content service in Irish, that celebrates Irish creativity and identity – language, culture, music and sport, packaged and presented to be accessible and appealing in order to connect to audiences in Ireland and worldwide. We seek to continue to promote successfully Irish language and culture using television and web content so as to ensure a central place in people's lives, both in Ireland and abroad.

TG4 is committed to ensuring the continuous provision of the highest quality service to our customers – both our viewing audiences and the people and organisations with whom we work in delivering our services.

We have developed this Charter in accordance with the Principles of Quality Customer Service approved by the Government. It sets out our service standards and what you may expect from TG4 in dealing with us.

TG4 will deliver a quality service with courtesy and minimum delay. We will continuously strive to improve our service and we welcome your feedback in doing this.

**Copies of this Customer Service Charter are available on our website [www.tg4.ie](http://www.tg4.ie).**

## Provision of Television & Content Services – Our Service Commitments To Our Audiences

**In providing our television and content services, TG4's commitments are as follows. We will:**

- Deliver programming primarily in the Irish language and provide a daily link for the Irish language to every household in the island of Ireland.
- Ensure that our programming reflects the varied elements which make up the culture of the people of the island of Ireland and have special regard for the elements which distinguish that culture and in particular, for the Gaeltachtaí.
- Ensure that our services reflect the requirements of the Gaeltacht communities and households whose daily language is Irish.
- Ensure that our programming reflects the democratic and social values of Irish society.
- Feature programming across all genres that informs, entertains and educates audiences of all age groups within Irish society.
- Always strive to deliver and maintain the highest standards of editorial integrity and to deliver a diverse range of high quality programming.
- Show no editorial or programming bias in terms of gender, age, disability, race, sexual orientation, religion or membership of a minority community.
- Show no editorial bias in news and current affairs reporting.
- Respect children in our programming and advertising broadcasts.
- Take into account, the needs of those with physical, sensory or intellectual disability.
- Be mindful of the need for understanding and peace within the whole island of Ireland.
- Uphold the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression.
- Have regard to the need for the formation of public awareness and understanding of the values and traditions of countries other than the State, including in particular, those of other EU Member States.

- Deliver audiences and stakeholders real value-for-money by successfully promoting the Irish language and culture through high quality broadcast and content services and by operating a business model which works as efficiently as possible.

**In fulfilment of these principles, we will:**

- Deliver content mainly in the Irish language and strive to broadcast at least six hours per day of *original / new* Irish language content.
- Deliver a high quality broadcast and content service that promotes and celebrates the Irish language in an accessible and engaging manner.
- Encourage a broad audience viewership through delivery of innovative and attractive content.
- Ensure our outputs reflect the values of innovation and quality, and the celebration of the Irish identity and creativity as encapsulated in our motto “*súil eile*”.
- Provide independent and in-depth coverage and analysis of, and an alternative viewpoint on, news and current affairs in Ireland – throughout the country – in addition to throughout the rest of the world.
- Deliver content across a wide range of genre including drama, documentary, entertainment, lifestyle, travel, music, sport, education, the arts, news and current affairs and the Houses of the Oireachtas.
- Feature Irish and international programmes that provide for the informational, entertainment and educational needs of children and young people including broadcasting an average of 200 *original* hours of children’s television programmes which feature drama, entertainment and studio-based programming and interactivity.
- Feature programming on Irish traditional music, striving to deliver a number of series on an annual basis.
- Feature programming of an educational nature that supports learning and the personal development of Irish people, including programming that contributes towards science and technology education, striving to deliver at least one series per annum on average.
- Feature programmes about Ireland’s history, culture and current issues.
- Deliver high-quality documentary and / or “human interest” programming focusing on other cultures, people and country / human interest issues, thereby fostering an understanding of these amongst Irish audiences.
- Reflect the role that sporting (particularly Irish sports) and other leisure interests such as music and the arts, play in Irish life and culture.
- Invest 70% of public funding in Irish language content.

- Deliver Irish language content which is supported by content in English and other languages.
- Take measures to increase the accessibility of programming to audiences with physical, sensory or intellectual disability, particularly those who are deaf or hard of hearing.
- Commit to providing sub-titling on TG4 programmes in accordance with Broadcasting Authority of Ireland guidelines.
- Continue to make the TG4 broadcast signal available on an all-island basis
- Continue to provide services to the Irish community worldwide through developing the TG4 website and broadband webcast services to the highest standards.
- Maintain an archive to best-in-class industry standards to support Irish culture and heritage.
- Ensure our programming is free from political and other control or influence.
- Observe broadcasting codes that address advertising and in particular, the level and nature of advertising to which children are exposed.

## TG4 Service Providers – Our Service Commitments

TG4 will play a leading role in the development of Irish language television by encouraging high standards of programme quality in addition to supporting the talents and creative resources of the independent production sector in Ireland.

TG4 will commission from the Irish independent production sector, a minimum of 500 hours of new / original Irish language content every year. We will also support the independent production sector by working closely with our supplier companies throughout all stages of the commissioning process from the earliest creative concept development through to the production and post-production stages of each project.

As required by legislation, TG4 has published a **Code of Fair Trading Practice** which describes the principles that apply when agreeing terms for the commissioning of programming material from independent producers. This code is based on guidelines provided to TG4 by the Broadcasting Authority of Ireland and is reviewed and re-published every four years following first publication. The code includes our approach to: multi-annual commissioning; acquisition of rights; and, the timetable for contractual negotiations. This code has been approved by the Minister. It is available on our website [www.tg4.ie](http://www.tg4.ie).

We commit to working with all service providers in a fair and honest manner.

## **Communications with TG4**

All telephone enquiries can be made to the following number: 091 505050. We will answer your call as promptly as possible. We will be courteous at all times and provide you with as much information as possible. If we cannot address your query immediately, we will contact you as quickly as possible thereafter with a response. We will endeavour to respond to all phone messages within a 24 hour period at the latest.

For all written correspondence, our contact details are provided at the end of this Charter. We will acknowledge it within 3 working days and to respond comprehensively within 15 working days. If it is not possible to respond within this timeframe, we will send an interim reply explaining the situation and indicating when you will receive a reply.

All feedback and complaints are welcomed and will be handled as outlined below.

Personal callers to TG4's offices will be treated with courtesy and respect.

## **Feedback & Complaints To TG4**

TG4 seeks to deliver the best possible service to our customers. We also aim to be compliant with all broadcasting duties, codes and rules as set-out in broadcast legislation. If however you are dissatisfied with the quality of service you have received or you believe us to have been in breach of these duties, codes and rules, please contact us. We are an open and transparent organisation and we seek to engage our audiences in order to learn from them and to respond to what they have to say. We therefore welcome all audience feedback – both positive and negative - and we commit to acting on it in a prompt and courteous manner.

If we receive a complaint – either a criticism or if you say you are making a complaint – we take these seriously. All complaints are directed immediately to our Deputy CEO and are duly investigated. We must particularly give due and adequate consideration to any complaint made with respect to the broadcasting duties, codes and rules when made in good faith. We shall ensure that all complaints are logged, acknowledged, investigated and responded to.

If you have a complaint, please contact:

**Pádhraic Ó Ciardha**

Deputy Chief Executive / Leas Phríomh Fheidhmeannach

TG4

Baile na hAbhann

Co. Galway

[padhraic.o.ciardha@tg4.ie](mailto:padhraic.o.ciardha@tg4.ie)

Phone: 091 505050

Fax: 091 505021

You can also contact us directly through our website [www.tg4.ie/foir](http://www.tg4.ie/foir) / [www.tg4.ie/feedback](http://www.tg4.ie/feedback) and provide feedback on or enquire about:

- Our website
- Our schedule
- Our programmes
- Our news stories
- Other general comments

Any one of TG4's managers or staff will be glad to receive your feedback / enquiries and you can connect directly to their email addresses via our website.

TG4 has also established an **Audience Council** comprising 15 members which represent our viewers. Through this Council, we encourage the public's expression of views on our performance and we enhance communications with our audience. The role of the Audience Council is to engage with audiences, to understand what they need and expect from TG4, and through that engagement, to inform our services and ensure we are delivering in our role as a public service broadcaster. The key activities of the Audience Council include:

- Gathering audience views and testing reaction to TG4 services and content through a range of engagement activities each year.
- Discussion and assessment of the performance of TG4 at its Audience Council meetings.
- Advising TG4 on our performance.
- Identifying priority areas for action or improvement on behalf of audiences.

Audience Council members are elected for a maximum of five years.

TG4 has a **Code of Practice for Complaints Handling** which sets out our initial point of contact in TG4 for complainants; the time period within which we shall respond to complaints and the procedures we follow to resolve any complaints. This code is available on our website ([www.tg4.ie](http://www.tg4.ie)) and on the website of the Broadcasting Authority of Ireland ([www.bai.ie](http://www.bai.ie)) .

If you do not believe TG4 has lived up to its Charter pledges or if it has failed to resolve a complaint to your satisfaction, you can refer the matter to the Broadcasting Authority of Ireland which may investigate and decide upon any complaints made against us vis-à-vis our adherence to broadcasting duties, codes and rules.

The Broadcasting Authority of Ireland may be contacted as follows:

Broadcasting Authority of Ireland  
2 – 5 Warrington Place  
Dublin 2

Phone: 01 6441200  
Fax: 01 6760948  
E-mail: [info@bai.ie](mailto:info@bai.ie)

## Information & Reporting

We will provide our customers with comprehensive information on our services.

Our website ([www.tg4.ie](http://www.tg4.ie)) is continuously updated and provides relevant and user friendly information on our services and performance. On an annual basis, we also publish a number of reports which are available either on our website or by contacting our Deputy Chief Executive / Leas Phríomh Fheidhmeannach as detailed in the section “Feedback & Complaints to TG4”. These include TG4’s Annual Report and a Public Service Statement

We will evaluate our performance against the standards set out in this Customer Service Charter. We will seek audience feedback in this regard through our Audience Council and through the on-going feedback we receive directly. The results of this evaluation of our performance will be published in our Annual Report.

### **Public Service Statement**

TG4 is funded through the Department of Communications, Energy and Natural Resources and is governed through a range of supervisory mechanisms. As such, in addition to this Customer Service Charter, TG4 also has a Public Service Statement which presents our standards as a national public service broadcaster, the principles to be observed and our commitments around how we fulfil the obligations of our public service objects. It also describes our accountability. The purpose of the Statement is to provide an understanding to the people of Ireland of what is expected of TG4 in return for the public funds provided to us from the Exchequer. Both we and the Minister for Communications, Energy and Natural Resources will keep this Statement under review so that it continues to reflect the change in the nature of Irish society along with changes in the broadcasting environment. This Statement is available on our website and on the website of the Department of Communications, Energy and Natural Resources ([www.dcenr.gov.ie](http://www.dcenr.gov.ie)).



## **Official Languages**

TG4 is committed to promoting the use of Irish within our services, our offices and with those who contact, visit or conduct business with us. We recognise the importance of enabling you to engage with us in either official language and we will take the necessary steps to facilitate this. We commit to responding and interacting with you in Irish and / or English as you choose and to providing our annual report, Customer Charter, our website and other key information in bi-lingual format.

## **Summary of TG4 Contact Details**

TG4  
Baile na hAbhann  
Co. Galway

Phone: 091 505050  
Fax: 091 505021

You can also contact us directly through our website [www.tg4.ie/foir](http://www.tg4.ie/foir) / [www.tg4.ie/feedback](http://www.tg4.ie/feedback)

If you have a complaint, please contact:

**Pádhraic Ó Ciardha**  
Deputy Chief Executive / Leas Phríomh Fheidhmeannach  
TG4  
Baile na hAbhann  
Co. Galway  
[padhraic.o.ciardha@tg4.ie](mailto:padhraic.o.ciardha@tg4.ie)

Phone: 091 505050  
Fax: 091 505021