

*The discussions about Channel 4 being pushed to move out of London, and about the BBC being forced to spend more of its programming budget outside the capital show that there is a shift towards better regional representation in UK programming. Attracting less media interest than Scotland and Northern Ireland, Wales is a particular case. In this post, Dr Ruth McElroy of the University of South Wales and member of the Media Policy Group at the Institute for Welsh Affairs looks at two major policy challenges affecting media in Wales: representation of Wales in public service broadcasting programming and lack of quality journalism covering Welsh affairs.*