Dear Sir/Madam

Please accept this request under the Freedom of Information Act.

I am seeking all records pertaining to the appointment of Fionnuala Sheehan to the Board of RTE, which was made earlier this year.

Included in this are:

1) Correspondence written in support of the proposed appointment
2) Correspondence written against the proposed appointment
3) Internal memos/minutes of meetings/correspondence etc that discussed the said proposed appointment
4) Any correspondence from Ms Sheehan to the Department (including the Minister) and vice versa
5) Specifically, records pertaining to the decision to appoint Ms Sheehan to the board, including the letter informing Ms Sheehan of the appointment.

Please can I obtain these records electronically, if possible, and sent to my work email address, which is
I refer to your request dated 05/04/15 which was received by this office on 07/04/2015 which you have made under the Freedom of Information Act 2014 for records held by this FOI body. Your request sought:

**Records pertaining to the appointment of Fionnuala Sheehan to the Board of RTE, which was made earlier this year.**

The decision maker handling your request is Ms Maria Owens, Broadcasting Policy Division, Department of Communications, Energy and Natural Resources, 29-31 Adelaide, Dublin 2 and they can be contacted at 01 6783097. A final decision on your request would normally be sent to you within 4 weeks, where a week is defined as 5 working days excluding the weekend and public holidays. This means that you can expect a decision letter to issue not later than 06/05/2015.

There are some limited situations under the FOI Act which could mean that the period for a final decision may be longer than this 4 week period. If this occurs in the case of your request, you will be advised promptly in writing setting out the reason and the new decision date.

Should our final decision not reach you on time, please feel free to contact the decision maker named above to discuss any problems that may have arisen. If you have not heard from us once the allotted time has expired, you are automatically entitled to appeal for a review of the matter. This review proceeds on the legal basis that the initial request is considered to be refused once the specified time for responding to it has expired. The review is a full and new examination of the matter carried out by a more senior member of staff.

In the event that you need to request such a review, you can do so by writing to FOI Unit, Department of Communications, Energy & Natural Resources, Elm House, Earlsvale Rd, Cavan, Co Cavan or alternatively by sending an e-mail to FOI.UNIT@dcern.gov.ie. You should state that you are seeking this review because an initial decision was not sent to you within the time allowed for a response. In that event, you would normally have 4 weeks (after the initial decision should have been sent to you) in which to make the appeal. Consideration will be given to late applications in appropriate circumstances.

Please note the Department of Communications, Energy & Natural Resources has a policy of posting a summary of all non-personal requests and decisions on the Departments website.

Yours sincerely,

Carmel Conaty
FOI Unit
27 May 2015

Re: FOI request [FOI/2015/30]

I refer to the request which you made under the Freedom of Information Act 2014 for records held by this body seeking records pertaining to the appointment of Ms. Fionnuala Sheehan to the Board of RTÉ, which was made earlier this year.

I have now made a final decision to part grant your request.

The purpose of this letter is to explain that decision. This explanation has the following parts:

1. a schedule of all of the records covered by your request;
2. an explanation of the relevant findings concerning the records to which access is denied, and
3. a statement of how you can appeal this decision should you wish to do so.

This letter addresses each of these three parts in turn.

1. Schedule of records

A schedule is enclosed with this letter, it shows the documents that this body considers relevant to your request. It describes each document and refers to the sections of the FOI Act which apply to prevent release. The schedule also refers you to sections of the detailed explanation given under heading 2 below, which are relevant to the document in question. It also gives you a summary and overview of the decision as a whole.

2. Findings, particulars and reasons for decisions to deny access

The sections of the Act which can apply to deny access to documents are known as its exemption provisions.
As you will see from the attached schedule I have part granted records 1, 2 and 4 under Sections 35 and 37 of the Act, as these records are protected on the grounds of personal information and information given in confidence. Document 3 has been released in full.

The documents in question were part release under Section 35 as the information was given with an explicit duty of confidence where disclosure would constitute a breach in that confidence. The documents were also refused under Section 37 of the Act which gives protection to information supplied to the public body.

Each of these Sections require that a public interest test be undertaken to consider whether these records are released in the public interest. Essentially this means that we need to consider whether the public interest would be better served by the release of this information than the withholding of this information.

My view as demonstrated in the attached schedule is that the public interest would be on balance be better served by part granting your request. I have considered many factors including the views of the third party in arriving at this decision.

3. Rights of appeal

In the event that you are unhappy with this decision you may appeal it. In the event that you need to make such an appeal, you can do so by writing to the Freedom of Information Unit, Department of Communications, Energy and Natural Resources, Elm House, Earlsvale Road, Cavan or by e-mail to FOLUNIT@dcenr.gov.ie. You should make your appeal within 4 weeks from the date of this notification, where a day is defined as a working day excluding, the weekend and public holidays. However, the making of a late appeal may be permitted in appropriate circumstances. The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this Department.

Should you have any questions or concerns regarding the above, please contact me by telephone on 01-6783097.

Yours sincerely,

[Signature]

Maria Owens
Broadcasting Policy Division
<table>
<thead>
<tr>
<th>Record No.</th>
<th>Brief Description &amp; Date of Record</th>
<th>File Ref.</th>
<th>No. of Pages</th>
<th>Relevant facts</th>
<th>Findings/ conclusions (Public Interest Considerations, If applicable)</th>
<th>Grant/refuse/part-grant</th>
<th>Basis of Refusal: Section of Act</th>
<th>Record edited/Identify deletions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Curriculum Vitae and relevant experience of Ms. Fionnuala Sheehan</td>
<td></td>
<td>6</td>
<td></td>
<td>Part Grant</td>
<td></td>
<td>Section 35 Section 37</td>
<td>Remove address and contact details</td>
</tr>
<tr>
<td>2</td>
<td>Letter of appointment of 2 April 2015 from Éanna Ó Conghaíle (DCENR) to Fionnuala Sheehan with terms and conditions attached</td>
<td></td>
<td>2</td>
<td></td>
<td>Part Grant</td>
<td></td>
<td>Section 35 Section 37</td>
<td>Remove address and contact details</td>
</tr>
<tr>
<td>3</td>
<td>Letter of acceptance from Ms. Fionnuala Sheehan dated 8 April 2015</td>
<td></td>
<td>1</td>
<td></td>
<td>Grant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Letter from Minster White to Fionnuala Sheehan regarding her acceptance to the Board of RTÉ dated 10 April 2015</td>
<td></td>
<td>1</td>
<td></td>
<td>Part Grant</td>
<td></td>
<td>Section 35 Section 37</td>
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</tr>
</tbody>
</table>
Personal Profile
A Senior Executive with 25 years successful record in the state, commercial, education and Not for Profit sectors. Recognised for expertise in business and creative strategy, service development, fund raising, social marketing, regulation and leadership. Credited with masterminding the development and rollout of the highly effective drinkaware.ie social marketing programme. Has developed structures and services to raise standards in the hospitality industry and taken innovative approaches to the negotiation of funding and establishment of services promoting access, equality and diversity.

Professional Experience

2003 to date: Founding CEO of Mature Enjoyment of Alcohol in Society Limited (MEAS) and of its consumer facing communications platform drinkaware.ie.

- Led development of policy, training and advisory services to the alcohol sector which raised standards and promoted responsibility when naming, packaging, merchandising and serving alcohol, resulting in 17,000+ servers trained to date and high compliance amongst subscribing companies.
- Led development and implementation of an innovative, social marketing strategy which delivered positive change in attitude and behaviour in relation to a long standing societal issue. Recognised by the EU Commission as a best practice initiative, the award winning drinkaware.ie communications programme is research led and delivered via a broad and extensive range of partnerships.
- Member of international team developing innovative, on line, alcohol education guide.
- Secured substantial monetary and in-kind support (conservative estimate, €25m) for the drinkaware.ie initiative.
- Secured high level of personal engagement with elected representatives and their advisers (over two Governments), and with senior public servants.
- Participated in Government sponsored task forces and working groups and in international fora; provided evidence to Oireachtas Joint Committees; developed submissions to Government Departments and working groups; and presented at national and international conferences, including the EU Alcohol and Health Forum.
- Proactively engaged with the media to promote drinkaware.ie messaging and facilitated discussion and debate via a series of high profile conferences and seminars.
• Ensured compliance with statutory and regulatory obligations and undertook company secretarial responsibilities on behalf of MEAS.

1993 – 2002: Deputy Registrar and Director of Student Services, University of Limerick.

• Managed 60+ staff via 9 reporting lines with considerable committee and working group responsibilities, including membership of the Governing Authority, its HR and Access Sub-Committees and external bodies. (See attached Appendix).
• Responsible for the Student Services function (student registration, class and examination scheduling, grade and transcript management and conferring) and for Student Personnel Services function (Student Health Service, Counselling Service, Chaplaincy, Student Development Service, Arts Office and Off Campus Accommodation Service).
• Championed introduction of policies facilitating a broadening of access to the University and established, ab initio, the Student Access function and specific services for disabled, disadvantaged and mature students.
• Sourced Government and private funding (some €3,000,000) to resource Access and student support services not eligible for mainstream University funding.
• Responsible for development, implementation and on-going review of the University’s Academic Regulations.
• Chaired key committees and working groups concerned with complex change management projects (including the successful conversion of all elements of academic programmes from a trimester to a semester calendar).

1987- 1993: Group Treasurer for GPA and its Joint Venture Companies

• Proactively managed a sophisticated, internationally focused Treasury function involving US$7.2 billion from 130 financial institutions, annual turnover of US$30 billion and the interest rate/currency exposures of GPA Group plc and its 7 joint venture companies.
• Member of the team that successfully negotiated a restructuring of the company following its failed Initial Public Offering.

Other Professional Experience

Funding Manager of Telecom Eireann and its capital investment vehicle, Irish Telecommunications Investment
Researcher in the Commission on Taxation and Administrative Officer in the Department of Finance.

Education

• Certificate and Diploma in Company Direction from the Institute of Directors
• Diploma in Applied Finance – First in class (Irish Management Institute)
M.A by Research – First Class Honours (NUI Galway)
B.A - Double First Class Honours (NUI Galway)

APPENDIX

Chair of the following University committees/working groups:

- Academic Regulations Committee
- Class and Examinations Scheduling Review Committee
- Student Affairs Committee
- Access Committee for People with Disabilities
- Access Committee for the Disabled
- National and University of Limerick Working Groups on Alcohol Consumption in Higher Education
- Campus Childcare Committee and After School Facility Working Group
- Student Disciplinary Code Working Group
- Campus Watch Committee (with representation from local residents’ groups, Gardaí, Students’ Union and the University)

Member of University /external bodies, including:

- University of Limerick (UL) Governing Authority and its Human Resources, Access and Equality (Sub) Committees
- UL Academic Council
- UL Examination Board
- UL Management Committee
- UL Strategic Planning Committee
- UL Freedom of Information Steering Group
- UL Student Record Replacement System Working Group,
- National Health Promoting Colleges network
- Daghdha Dance Company
Membership of Board of RTE

Fionnuala Sheehan: relevant experience, skills and competencies

Media Affairs

When CEO of MEAS Limited/drinkaware.ie, engaged proactively (over 12 years) with the broadcast and print media, both national and regional, in relation to key societal issue, and in particular in relation to the promotion of drinkaware.ie messaging and communication of decisions by MEAS Limited’s Independent Complaints Panel.

Public Service Broadcasting, Commercial Broadcasting or Community Broadcasting

Extensive experience of: participation in programmes broadcast by RTE; provision of content to RTE programme producers; oversight of the production of public service advertising/messaging

Broadcast Content Production

Responsible for oversight of process from insight to message identification, from commissioning of Director and production team to final development and delivery of public service advertisements and content (both text and graphic) for airing on RTE television and radio and for communication via digital platforms.

Digital Media Technologies

Led development and implementation of creative strategy for award winning drinkaware.ie social marketing programme which has successfully employed digital media technologies and platforms, including:
- the drinkaware.ie website (which has attracted 1.1 million unique visitors);
- the ‘Reclaim Your Weekend’ mini website (a collaboration with MSN);
- the drinkaware.ie Facebook page (with some 80,000 likes and high level of engagement);
- the first music festival app (Oxegen 2010) in Ireland and the United Kingdom;
- SMS, blogs and E-messaging;
- and digital advertising.
- Project led development of online training tool in responsible serving of alcohol
- Member of international team advising on development of innovative on line Alcohol Education Guide

Business or Commercial Affairs

Senior Executive experience as Group Treasurer of GPA Limited and its Joint Venture companies. Proactively managed a sophisticated, internationally focused Treasury function
involving
  o US€7.2 billion from 130 financial institutions
  o annual turnover of US€30 billion, and
  o the interest rate/currency exposures of GPA Group plc and its 7 joint venture companies.

Member of the team that successfully negotiated a restructuring of the company following its failed Initial Public Offering.

Diploma in Applied Finance
Certificate and Diploma in Company Direction

Matters pertaining to Disability

When Deputy Registrar at the University of Limerick (UL)
  o championed the introduction of policies facilitating a broadening of access to the University;
  o established, ab initio, the Student Access function and specific services for disabled, disadvantaged and mature students.
  o Sourced Government and private funding (some €3,000,000) to resource Access and student support services not eligible for mainstream University funding.
  o **Member of the UL Governing Authority**, of the Authority’s Access Sub Committee and Chair of University’s Working Group for Students with a Disability.
  o Line responsibility for the Disability Liaison Service.

Arts, Music, Sport or Culture

When Deputy Registrar at UL, had
  o Line responsibility for the UL Arts Office.
  o **Member of the Board of Daghdha Dance Company**.
  o Worked with the Irish World Music Centre, UL and sourced funding to enable participation by minority groups in music and dance programmes.

Science, Technology or Environmental Matters

As a Masters in Geography, have a keen interest in environmental affairs and am a member of the Dublin Naturalists Field Club.

Legal or Regulatory Affairs

When Deputy Registrar at UL
  o Chaired the UL Academic Regulations Committee, a sub-Committee of the University’s Academic Council;
  o Chaired the UL Code of Discipline Working Group; member of UL’s Disciplinary Committee;
When CEO of MEAS Limited (MEAS)
  o developed and had oversight of the administration of the MEAS Limited Code of Practice for the Naming, Packaging and Promotion of Alcohol
- performed the role of Secretary to the Code’s Independent Complaints Panel.
- Company Secretary at MEAS. As CEO, was responsible for compliance with all legal and statutory obligations.

**Social, Educational or Community Affairs or Gaeltacht Affairs.**

At UL had
- Line responsibility for services supporting the broader social and cultural development of the student body, including medical, counselling, chaplaincy, arts, accommodation and childcare services.
- Established and chaired the UL Campus Watch Committee (a partnership involving the Gardai, local residents, the Students’ Union and University of Limerick personnel).
- Convened and chaired a National Working Group that developed a Framework Policy on alcohol in higher education institutions.

At MEAS
- Led development and implementation of an innovative, social marketing strategy which delivered positive change in attitude and behaviour in relation to a long standing societal issue.
- Drinkaware.ie programme recognised by the EU Commission as a best practice initiative; it is delivered via a broad and extensive range of partnerships including community, state and commercial bodies.
- Led development of policy, training and advisory services to the alcohol sector which raised standards and promoted responsibility when naming, packaging, merchandising and serving alcohol, resulting in 17,000+ servers trained to date and high compliance amongst subscribing companies.
2 April 2015

Ms Fionnuala Sheehan

Dear Ms Sheehan

I am pleased to inform you that on foot of a Government Decision of 10th February 2015, the Government has appointed you to be a member of the board of Raidió Teilifís Éireann (RTÉ) from the 17th of February 2015 for a period of five years.

As stated, your appointment is for a period of five years or until the termination of your appointment, whichever is the earliest. I have attached the terms and conditions of your appointment for reference.

I would appreciate if you would confirm in writing your formal acceptance of the terms and conditions of your appointment, as soon as possible.

Finally, I would like to take this opportunity to wish you well in your endeavours on the board.

Yours sincerely

Éanna Ó Conghaile
Principal Officer
Broadcasting Policy Division
Terms and Conditions

The remuneration in respect of this appointment will be at a rate of €15,750 per annum. The appointment is subject to the relevant provisions of the Broadcasting Act 2009, and any amendments thereto, and in particular to the following terms and conditions:

1. Each member shall devote to the performance of his or her duties as a member so much of his or her time as may be necessary for the proper and efficient discharge by him or her of those duties.

2. A member who is removed from office, or who ceases otherwise to hold office, shall have no claim to compensation or other payment in respect of such removal.

3. In the case of serving public servants, the Department of Public Expenditure and Reform's 'One Person One Salary' policy applies and such board members will not be paid remuneration in the form of board fees in respect of this appointment. A board member in this category will be entitled to claim reimbursement for any reasonable vouched expenses and travel and subsistence required to carry out their role as a board member of RTÉ.

4. The board member will not be entitled to receive any remuneration as a member of the board in respect of any other services over and above those of board member performed by him/her or on behalf of RTÉ, save with consent of the Minister for Communications, Energy and Natural Resources and the Minister for Public Expenditure and Reform.
Éanna Ó Conghaille
Principal Officer
Broadcasting Policy Division
Department of Communications, Energy and Natural Resources
29 - 31 Adelaide Road,
Dublin 2

8 April 2015

Re. Membership of board of RTE and Terms and Conditions of appointment

Dear Éanna,

I refer to your letter of 2 April, 2015 and attached Terms and Conditions.

I am happy to confirm my acceptance of the Terms and Conditions of my appointment as a member of the board of RTE for the five year period commencing 17th February, 2015.

Kind regards,

Yours sincerely,

Fionnuala Sheehan
Ms Fionnuala Sheehan

10 April 2015

Dear Fionnuala,

Following your acceptance of appointment to the board of Raidió Teilifís Éireann, I would like to take this opportunity to thank you for making yourself available for this important national task.

I am aware of the challenges this role brings and would like to express my personal appreciation and that of the Government for the contribution you will make during your appointment.

I wish you every success in your role.

Yours sincerely,

Alex White T.D.
Minister for Communications, Energy and Natural Resources