

Jack Sargeant MS,
Minister for Culture, Skills and Social Partnership
Welsh Government

11 February 2026

Dear Jack,

Of and For Wales: Recommendations of the Wales Public Interest Journalism Working Group

I write following correspondence from the National Union of Journalists (NUJ). They write that:

"We discussed the report and recommendations of the Welsh government's public interest journalism working group, Of and For Wales. The NUJ is keen for some clarity on whether the Welsh government formally accepts all, some, or none of the recommendations made in that report."

In your recent response to the Committee's 2026-27 Draft Budget report, you said:

"The Welsh Government responded to the 2023 report 'Of and for Wales: Towards a Sustainable Future for Public Interest Journalism' in its Written Statement of 12 May 2025¹, where it was confirmed that £350,000 from Creative Wales' budget would be allocated to support journalism in 2025-26."

The 12 May Written Statement you refer to does not provide a substantive response to the Of and For Wales report. It says:

"Recognising that accurate and trusted news across all channels is critical to ensuring a strong media landscape, I have asked the Wales Public Interest Journalism Working Group to continue its work. The Working Group will move

¹ Welsh Government: Written Statement: Update on Broadcasting and Media, 12 May 2025.

forward with a refreshed Terms of Reference, following the publication of its recommendation report 'Of and For Wales: Towards a Sustainable Future for Public Interest Journalism'. I note the recommendations in the report and thank the Working Group for its ongoing commitment to supporting a strong media sector in Wales. The Welsh Government remains committed to working with the sector and through the Working Group to take forward these recommendations where possible, in the context of ongoing financial challenges. To support this, I have set aside £350,000 within Creative Wales' budget to support journalism in 2025-26."

We are disappointed that, over two years after this report was published, the Welsh Government has not responded in detail to its recommendations. The sector clearly cares about these proposals, and the effort put into this report by the Working Group.

We reiterate our call for the Welsh Government to respond to the recommendations of the 2023 report Of and for Wales: towards a sustainable future for public interest journalism, explaining how any work implementing this report will be funded. This should include the key recommendation:

"Welsh Government should support a robust and transparent process to appoint a steering committee to oversee the establishment of a Wales Media Institute, and commit to a budget of at least £1m a year to arms-length support for public interest journalism."

I look forward to hearing from you.

Yours sincerely,



Delyth Jewell MS

Chair

Culture, Communications, Welsh Language, Sport and International Relations Committee

Croesewir gohebiaeth yn Gymraeg neu Saesneg.

We welcome correspondence in Welsh or English.

Senedd 2026 - NUJ Manifesto asks



The newspaper industry in Wales is ailing with continued cuts of journalists and newspaper offices exacerbating the situation.

Since the pandemic the financial pressures faced by many news outlets in Wales has worsened with publications and newspaper office closures and further job losses.

There is a lack of coverage of Wales in the majority of daily newspapers sold in Wales. There are news deserts in areas of Wales where there is no local newspaper, denying local communities a voice and access to news affecting them.

Good journalism is a public service and without public funding Wales will continue to be under-reported and its democratic deficit will grow. The Welsh government has the necessary competence to help rebuild public interest journalism in Wales.



The public interest journalism working group has produced a detailed report which sets out our preferred solutions and is published on the Welsh government website: Of and For Wales bit.ly/OfandForWales or use the QR code.

The key NUJ asks are:

- Public interest journalism should be designated a public service;
- A Wales Media Institute funded by the Welsh government will administer funding of journalism in Wales and help improve standards. It will also advise the government on broadcasting, in particular coverage and content about Wales;
- Local democracy-style reporters placed in news deserts around Wales recruited from the local community - this follows on from the funding already put in place for a full-time reporter covering the Senedd;
- Improve the diversity of journalists in Wales by developing apprenticeships and online training;
- Devolve control of S4C to Wales along with the necessary funding.

Senedd 2026 – deisyfiadau Maniffesto'r NUJ



Mae'r diwydiant papurau newydd yng Nghymru yn llesg ac mae'r toriadau parhaus i newyddiadurwyr a swyddfeydd papurau newydd yn dwysáu'r sefyllfa.

Ers y pandemig, mae'r pwysau ariannol a wynebir gan lawer o allfeydd newyddion yng Nghymru wedi gwaethygu, gan arwain i gau cyhoeddiadau a swyddfeydd papurau newydd a cholli mwy o swyddi.

Mae prinder cynnwys sy'n berthnasol i Gymru yn y rhan fwyaf o'r papurau newydd dyddiol a werthir yng Nghymru. Mae ardaloedd o anialwch newyddion yng Nghymru sydd heb bapur newydd lleol, gan atal cymunedau lleol rhag cael llais a mynediad at newyddion sy'n effeithio arnynt hwy.

Mae newyddiaduraeth dda yn wasanaeth cyhoeddus, a heb gyllid cyhoeddus, bydd Cymru'n parhau heb ohebiaeth ddigonol a bydd ei diffyg democrataidd yn tyfu. Mae gan lywodraeth Cymru'r cymhwysedd angenrheidiol i helpu i ailadeiladu newyddiaduraeth er budd y cyhoedd yng Nghymru.

Mae'r gweithgor newyddiaduraeth er budd y cyhoedd wedi cynhyrchu adroddiad manwl sy'n egluro ein hatebion dewisol ac sydd wedi'i gyhoeddi ar wefan Llywodraeth Cymru: O Gymru ac i Gymru bit.ly/OfandForWales, neu defnyddiwch y cod QR.



Dyma bryf ddeisyfiadau'r NUJ:

- Dylai newyddiaduraeth er budd y cyhoedd gael ei dynodi'n wasanaeth cyhoeddus;
- Bydd Sefydliad Cyfryngau Cymru a ariennir gan lywodraeth Cymru yn gweinyddu cyllido newyddiaduraeth yng Nghymru ac yn helpu i wella safonau. Bydd hefyd yn cynghori'r llywodraeth ar ddarlledu, yn benodol yr ymdriniaeth a'r cynnwys sy'n ymwneud â Chymru;
- Gosod gohebwy'r lleol yn null democratiaeth mewn ardaloedd o anialwch newyddion o gwmpas Cymru, a gânt eu recriwtio o'r gymuned leol – daw hyn yn sgil y cyllid sydd yn ei le eisoes ar gyfer gohebydd llawn amser yn y Senedd;
- Gwella amrywiaeth y newyddiadurwyr yng Nghymru trwy ddatblygu prentisiaethau a hyfforddiant ar-lein;
- Datganoli rheolaeth S4C i Gymru, ynghyd â'r cyllid angenrheidiol.

STATEMENT FROM NUJ WELSH EXECUTIVE COUNCIL



The National Union of Journalists is concerned at the increasing attacks on the media in Wales. Public interest journalism in Wales is fragile and these attacks are both unwarranted and damaging to our democracy. In one case, one of our members has had to seek police advice following threats on social media.

The National Union of Journalists in Wales condemns unequivocally the recent attacks on Welsh media by Reform UK. Nigel Farage, the party's leader, made a wholly unwarranted personal attack on Rhuanedd Richards, the Director of BBC Wales, who is currently performing the role of Interim Director of Nations for the BBC as a whole.

Without any evidence to back up his claim that BBC Wales is biased, he has sought to smear Ms Richards on the basis that she is a former Chief Executive of Plaid Cymru. This is unacceptable behaviour, and additionally so from someone who is paid handsomely to present his own show on another broadcaster, and has a vested interest in undermining the BBC.

Ms Richards, by contrast, is a television executive of the utmost integrity who is strongly committed to impartial broadcasting, a point she made clearly in a speech to the Voice of Listener and Viewer (VLV) Autumn Conference a few weeks ago.

NUJ Wales also condemns the attempt to bully Nation.Cymru with legal threats following articles it has published about Reform UK. In particular, a story that exposed racist, homophobic and other offensive comments made by the man who is now the party's Director of Communications, Ed Sumner. In threatening Nation.Cymru, Reform's barrister has falsely alleged that the news website breached Mr Sumner's right to privacy.

Furthermore, the union is appalled at the revelation that in a message chat with Reform colleagues, Mr Sumner used highly offensive language to describe a respected Welsh journalist.

The NUJ calls on Senedd Members from all political parties to defend transparency, press freedom and be proactive in protecting and promoting public interest journalism in Wales.

DATGANIAD GAN GYNGOR GWEITHREDU CYMRU YR NUJ



Mae Undeb Cenedlaethol y Newyddiadurwyr yn pryderu am y cynnydd yn yr ymosodiadau ar y cyfryngau yng Nghymru. Mae newyddiaduraeth er budd y cyhoedd yng Nghymru yn fregus ac mae'r ymosodiadau hyn yn ddigyfiawnhad ac yn niweidiol i'n democratiaeth. Mewn un achos, mae un o'n haelodau wedi gorfod gofyn am gyngor gan yr heddlu yn sgil bygythiadau ar y cyfryngau cymdeithasol.

Mae Undeb Cenedlaethol y Newyddiadurwyr yng Nghymru yn llwyr gondemnio'r ymosodiadau diweddar ar y cyfryngau yng Nghymru gan Reform UK. Gwnaeth Nigel Farage, arweinydd y blaid, ymosodiad personol cwbl ddigyfiawnhad ar Gyfarwyddwr BBC Cymru, Rhuanedd Richards, sydd ar hyn o bryd yn Gyfarwyddwr y Cenhedloedd (Dros Dro) dros y BBC i gyd.

Heb unrhyw dystiolaeth i gefnogi ei gyhuddiad bod BBC Cymru yn rhagfarnllyd, mae wedi ceisio pardduo enw da Ms Richards am ei bod yn Gyn-brif Weithredwr Plaid Cymru. Mae'r ymddygiad hwn yn annerbyniol, ac yn enwedig gan rywun sy'n cael ei dalu'n hael i gyflwyno'i sioe eu hun ar sianel ddarlledu arall, ac sydd â diddordeb personol mewn tanseilio'r BBC.

I'r gwrthwyneb, mae Ms Richards yn weithredwr teledu o'r uniondeb mwyaf sy'n gwbl ymrwymedig i ddarlledu diduedd, ac fe bwysleisiodd y pwynt hwn mewn araith yng Nghynhadledd yr Hydref Voice of Listener and Viewer (VLV) ychydig wythnosau yn ôl.

Mae NUJ Cymru hefyd yn condemnio'r ymdrech i fwlio Nation.Cymru gyda bygythiadau cyfreithiol yn sgil erthyglau a gyhoeddodd ynglŷn â Reform UK. Yn benodol, y stori a ddatgelodd y sylwadau hiliol, homoffobig ac ymosodol eraill gan y dyn sydd bellach yn Gyfarwyddwr Cyfathrebu'r blaid, Ed Sumner. Wrth fygwth Nation.Cymru, mae bargyfreithiwr Reform wedi honni ar gam fod y wefan newyddion wedi torri hawl Mr Sumner i breifatrwydd.

At hynny, mae'r undeb wedi brawychu wrth glywed y datguddiad bod Mr Sumner wedi defnyddio iaith tra ymosodol mewn sgwrs negeseua gyda'i gydweithwyr yn Reform, wrth ddisgrifio newyddiadurwr Cymreig uchel ei barch.

Mae'r NUJ yn galw ar Aelodau'r Senedd o bob plaid wleidyddol i amddiffyn tryloywder a rhyddid y wasg, a bwrw ati'n rhagweithiol i ddiogelu a hyrwyddo newyddiaduraeth er budd y cyhoedd yng Nghymru.