



today, tomorrow, together

RTÉ

Language Scheme for RTÉ 2015-2018 | Under Section 11 of the Official Languages Act 2003

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INTRODUCTION FROM RTÉ DIRECTOR-GENERAL

RTÉ wishes to submit this Language Scheme for 2015-2018 to the Department of Arts, Heritage and the Gaeltacht. For many people in Ireland and abroad RTÉ broadcast services on television and radio have been the most significant single point of contact with the Irish language, and with Irish cultural expression in all its various and diverse forms. As a Public Service Broadcaster, RTÉ plays a central role in documenting and preserving Ireland's cultural memory, and is recognised as holding the *de facto* national audiovisual broadcast archives in the State.

In accordance with its statutory obligations under the Broadcasting Acts, RTÉ will continue its long-standing commitment to Irish language and culture with significant output achievements across all platforms, including television, radio, online and on mobile networks. The investment RTÉ makes on an ongoing basis can be quantified in financial terms as well as in terms of services provided. In 2014, the RTÉ investment amounted to over €20 million in Irish language programming. If the direct Exchequer funding of TG4 is taken into account, this means that at present circa €60 million of public monies is being allocated to Irish language broadcasting.

RTÉ is committed to providing access to its services through the Irish language. This Scheme covers the services that RTÉ provides to the Irish public in its role as a public body, as distinct from being a public media broadcasting organisation. However this can be a matter of interpretation, as it is sometimes difficult to separate out RTÉ the public body and RTÉ the public service broadcaster. Therefore in drawing up this Scheme, RTÉ has been guided inasmuch as possible by the *Guidelines under Section 12 of the Official Languages Act 2003*.

In line with broader reform across the organisation, RTÉ established, in early 2013, an Irish-language working group in order to develop an Irish language policy. Under the initial chairmanship of Adrian Moynes, Group Secretary and Director of Compliance, and later under the leadership of then RTÉ Board member, Patricia Quinn, the working group included representatives of all the Irish language output areas in RTÉ, and its goal was to oversee the development of an Irish Language Policy for RTÉ and to consider how it can best meet different (and changing) audience needs, exploit new digital/media opportunities and attract new audiences for RTÉ's Irish language media services.

To inform the policy, RTÉ invited members of the public and interested parties to give their perspectives on Irish language programming and services provided by RTÉ, and the working group also reached out to relevant organisations so as to bring their views on board. The working group's report was published in February 2014, and in framing its new policy, had regard to the statutory and regulatory obligations of RTÉ, to its Five Year Costed Strategic Plan, to the RTÉ Public Service Statement, the last such review that took place in 2006 and to the Government's twenty year strategy for Irish.

The new RTÉ Irish Language Policy, agreed by management and adopted by the RTÉ Board, re-articulates fundamental principles, make recommendations regarding resources and structures, recommend new internal and external relationships, partnerships, and collaborations designed to improve output, secure additional resources, and attract new audiences for Irish language programming and services.

The core recommendation made by the working group that a Group Head, Irish Language, be appointed to implement and steer RTÉ policy regarding the Irish language, was the first recommendation acted upon, with the appointment of Rónán Mac Con Iomaire to the role in late 2014.

Noel Curran,
RTÉ Director-General, August 2015.

CHAPTER ONE - PREPARATION OF THE RTÉ LANGUAGE SCHEME

This Language Scheme is prepared under *Section 11 of Acht na dTeangacha Oifigiúla, 2003* (the *Official Languages Act 2003*, hereafter the Act). This Act is the first piece of legislation to provide a statutory framework for the delivery of services through the Irish Language.

Section 11 (1)(a and b) of the Act provides that, for the purposes of promoting the use of the Irish Language for official purposes in the State, public bodies prepare a draft scheme specifying those of its services which the public body proposes to provide:

- exclusively through the medium of the Irish Language
- exclusively through the medium of the English Language, and
- through the medium of both the Irish and English Languages
- and the measures the body proposes to adopt to ensure that any service that are not provided by the body through the medium of the Irish Language will be so provided.

Note that the meaning of the word *services* in the context of the Act (and by extension, see section 2.6 of the *Guidelines under Section 12 of the Official Languages Act 2003*), refers to services provided to the public by a public body (and not to broadcasting 'services' offered by RTÉ to its various audiences across a range of platforms and devices).

The scheme must set out the measures the body proposes to adopt to ensure that any services that are not provided by the body through the medium of the Irish language will be so provided over a period of time and/or a series of schemes – each scheme being effective for a 3-year period or until or until a new scheme has been confirmed, whichever is the later.

This scheme is prepared according to the Guidelines under *Section 12* of the *Official Languages Act 2003* issued by the Department of Arts, Heritage and the Gaeltacht.

Publication of the Notice for Public Consultation

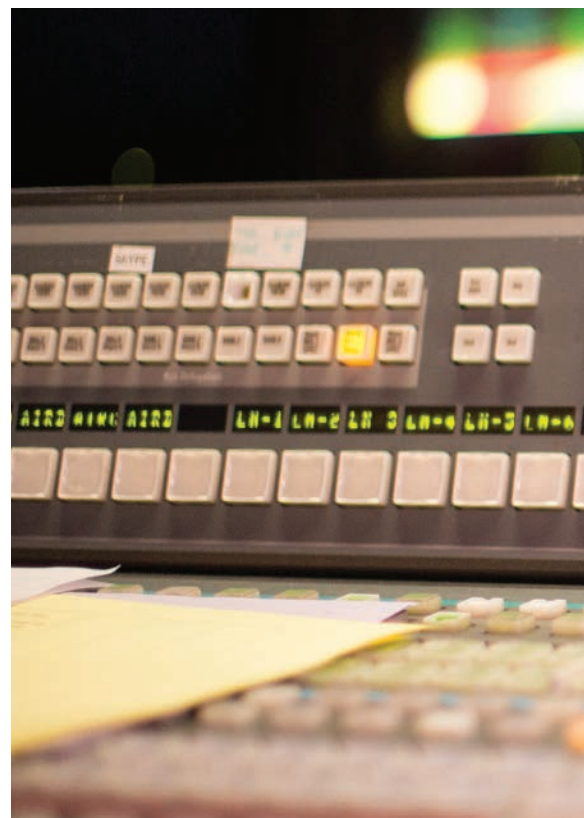
Under *Section 13* of the Act RTÉ published a notice in the *RTÉ Guide*, inviting submissions from any interested parties regarding the preparation of the draft scheme. This notice was also made available on our website, www.rte.ie and can be viewed at http://www.rte.ie/about/official_languages_act.html. In addition, RTÉ published the notice and broadcast its request for submissions from the public on several occasions, in both English and Irish, on RTÉ television, RTÉ Radio 1, RTÉ RnaG and RTÉ Digital.

This scheme was prepared taking submissions from 17 interested parties into consideration. Those submissions and the suggestions of the Director-General and the RTÉ Executive Board as well as the Irish Language Working Group were taken into consideration in the preparation of the scheme. Included also is RTÉ's experience of the demand for its services through Irish, much of which has been communicated directly to RTÉ in its ongoing engagement with the Irish public, both in terms of individuals and groups. RTÉ is very grateful for the contributions of each person and each organisation that contributed to the preparation of this scheme.

Commencement Date

This language scheme has been confirmed by the Minister for Arts, Heritage and the Gaeltacht. The scheme commences with effect from 01 September 2015 and will remain in force for a period of three years from this date, or until a new Scheme has been confirmed by the Minister pursuant to *Section 15* of the *Official Languages Act 2003*, whichever is the later.

RTÉ is very grateful for the contributions of each person and each organisation that contributed to the preparation of this scheme.



CHAPTER TWO - OVERVIEW OF RAIDIÓ TEILIFÍS ÉIREANN (RTÉ)

RTÉ is Ireland's National Public Service Media, a public statutory organisation owned by the Irish people. RTÉ has a statutory obligation to broadcast in the Irish language as the first national language of Ireland and since its establishment RTÉ has invested in Irish language programming across all genres and methods of output on television, radio, online, and on mobile telecommunications networks.

Section 114 of the Broadcasting Act 2009 regarding the objects of RTÉ states:

114 (2) In pursuit of the objects outlined in subsection (1), RTÉ shall—
(a) be responsive to the interests and concerns of the whole community, be mindful of the need for understanding and peace within the whole island of Ireland, ensure that the programmes reflect the varied elements which make up the culture of the people of the whole island of Ireland, and have special regard for the elements which distinguish that culture and in particular for the Irish language.

In Section 102 the preparation of an annual statement of performance commitments should include:

102. (2) An annual statement of performance commitments prepared by a corporation under subsection (1), shall address, inter alia—
(a) original children's programming, commissioned or produced by the corporation, relevant to the social and cultural needs and interests of children in Ireland and including animation and children's programming in the Irish language, to be broadcast by the corporation,
(b) Irish language programming to be broadcast by the corporation,

The importance of the Irish language is also mentioned in *Section 111* regarding Access to Archives and in *Section 120* regarding the duty of RTÉ to supply programme material in the Irish language to TG4. As detailed above, therefore, RTÉ has specific obligations to promote Irish cultural experience.

RTÉ's Vision:

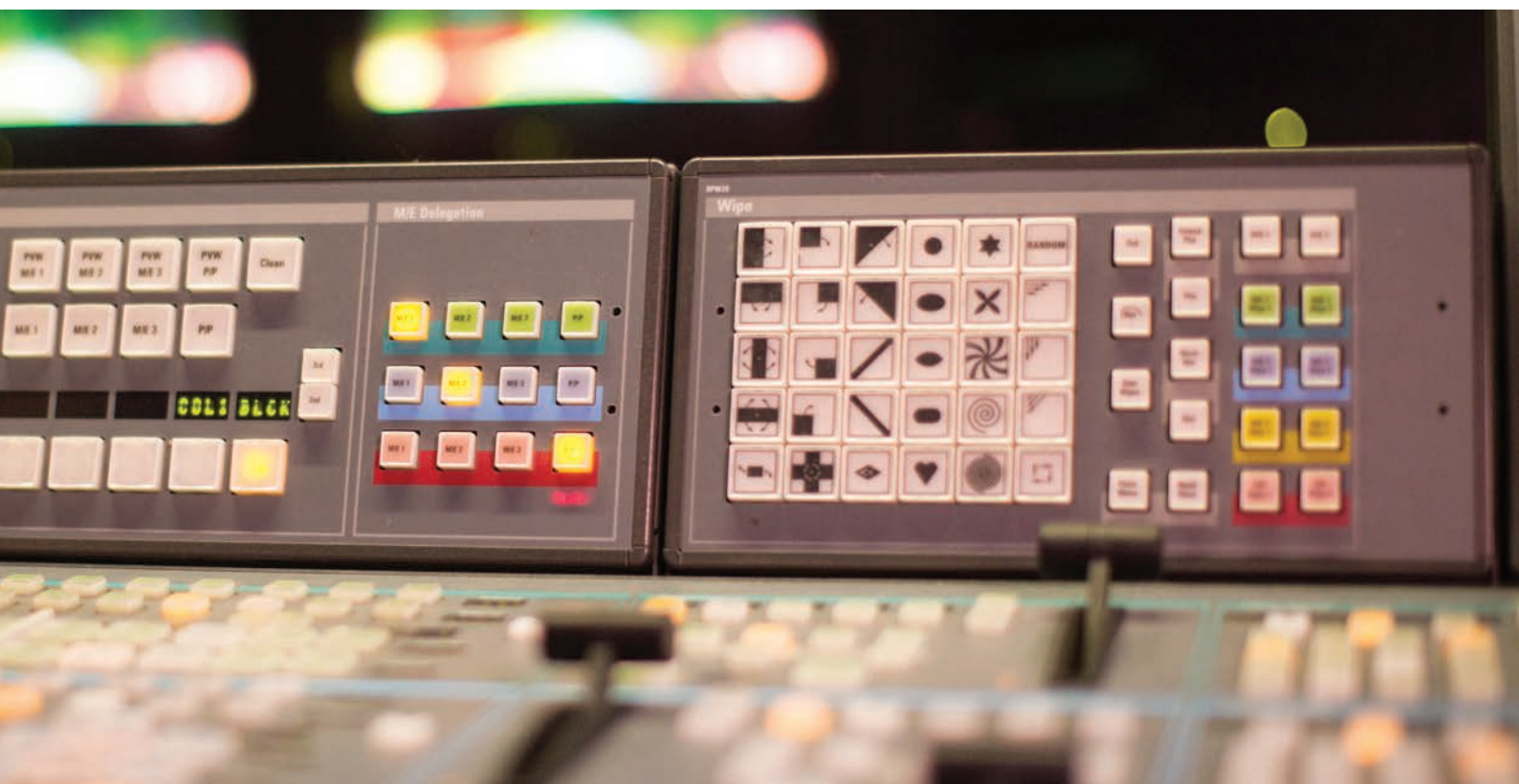
RTÉ's vision is to enrich Irish life: to inform, entertain and challenge; to connect with the lives of all the people.

RTÉ's Mission is to:

- Deliver the most trusted, independent, Irish news service, accurate and impartial, for the connected age
- Provide the broadest range of value-for-money, quality content and services for all ages, interests and communities
- Reflect Ireland's cultural and regional diversity and enable access to major events
- Support and nurture Irish production and Irish creative talent.

RTÉ's Values:

- Understand our audiences and put them at the heart of everything we do
- Be open, collaborative and flexible.
- Be creative, innovative and resourceful
- Be responsible, respectful, honest and accountable to one another and to our audiences.



CHAPTER TWO - OVERVIEW OF RAIDIÓ TEILIFÍS ÉIREANN (RTÉ)

Continued

RTÉ's Organisational Structure

The Board of RTÉ

The Board of RTÉ is charged by the Irish Government with overseeing the activities of the RTÉ Group. Under the *Broadcasting Act, 2009*, the RTÉ Board replaces what was previously known as the RTÉ Authority. It is a twelve member board appointed by the Government: six members are appointed on the nomination of the Minister; the Oireachtas Joint Committee on Communications, Energy and Natural Resources proposes four members to the Minister; the Director-General of RTÉ is an *ex officio* member; and one member of staff is appointed following election.

The RTÉ Executive

The RTÉ Executive manages RTÉ's Integrated Business Divisions (IBDs) and the Group's Shared Services (Finance, Internal Audit, Human Resources, Communications, Legal Affairs and Technology) on a day-to-day basis. RTÉ's six IBDs are as follows: Television, Radio, News and Current Affairs, Orchestras, Quartet and Choirs, Digital and 2rn (Network).

RTÉ Services

RTÉ is Ireland's most diversified media organisation, with a broad and recently expanded remit to deliver television and radio broadcasting, online and news services, performing groups and transmission networks, both analogue and digital.

Coordinating matters pertaining to the Irish language across all of these services is the RTÉ Group Head, Irish Language, whose role arose out of the 2014 publication of the Report of the RTÉ Irish-language Working Group.

Television

RTÉ One and RTÉ2 television normally air over 18 of the top 20 programmes of any year broadcast by any channel available in Ireland. They broadcast a comprehensive range of home produced and acquired programming across a wide range of genres, catering to mass and niche audiences. RTÉ's television services are RTÉ One, RTÉ One HD, RTÉ One +1, RTÉ2, RTÉ2 HD, RTÉjr and RTÉ News Now.



Radio

RTÉ operates four primary national stations (RTÉ Radio 1, RTÉ 2fm, RTÉ lyric fm and RTÉ Raidió na Gaeltachta) and five exclusively digital stations (RTÉ Radio 1 Xtra, RTÉ Pulse, RTÉ Gold, RTÉ 2XM and RTÉ Junior). Primary stations are available on FM, on digital radio (DAB), on satellite, on mobile and online; digital stations are available on digital radio and online. RTÉ's Radio Services cover news and current affairs, arts, drama and documentary, entertainment, sport, general music, classical and specialist music, Irish language output, specialist youth music programming, and the best of international public radio.

RTÉ also operates the only children's radio station in Ireland.

News & Current Affairs

RTÉ News and Current Affairs provide comprehensive, independent and impartial news and current affairs programming on television, on radio, online and via mobile networks, in both English and Irish. RTÉ News and Current Affairs also includes the Investigations Unit which produces high-profile investigative reports.

Digital

RTÉ operates four of Ireland's leading media services:

- RTÉ.ie - the most popular media website in Ireland, delivering RTÉ content to both Irish and international audiences through a first-class user experience and multiplatform, multi-device availability.
- RTÉ Player - Ireland's leading on demand television service, giving audiences choice and control to enjoy RTÉ programmes wherever and whenever they choose.
- RTÉ News Now - RTÉ's live/catch-up news service, online, on mobile and on Saorview.
- RTÉ Aertel - the leading free-to-air teletext service.

Digital is responsible for RTÉ's overall digital strategy, ensuring digital products and services are available wherever and whenever the audience requires, and among its other products are the RTÉ Player International app, RTÉjr apps/online and GAAGO.

Orchestras, Quartet & Choirs

RTÉ Orchestras, Quartet & Choirs encompasses two orchestras, the RTÉ National Symphony Orchestra, the RTÉ Concert Orchestra, two choirs, the RTÉ Philharmonic Choir and RTÉ Cór na nÓg, and supports a string quartet, the RTÉ Contempo Quartet. RTÉ Orchestras, Quartet & Choirs deliver a wide range of quality performances and participate in a broad range of complementary community and educational activities. In conjunction with this, RTÉ Orchestras, Quartet & Choirs continuously contribute, commission and première new works by emerging, and as well as by more established, composers.

2rn

2rn provides transmission and distribution services to the multiplex operator and to radio broadcasters. RTÉ provides carriage on the national DTT multiplex to television broadcasters. 2rn also rents tower space on its masts to local radio stations and a range of telecommunications service providers and operators.



RTÉ is Ireland's most diversified media organisation, with a broad and recently expanded remit

CHAPTER THREE - RTÉ SERVICES AND COMMITMENTS TO PROVIDING SERVICES IN IRISH

1. RTÉ and the Irish Language

As Ireland's National Public Service Media, RTÉ strives to create high-quality, distinctively Irish content. Central to achieving this is a commitment to the provision of Irish-language programming and services.

RTÉ delivers Irish language programming and content to audiences across many of its services. In doing so, RTÉ aims to serve the needs of those for whom Irish is a primary everyday language while also seeking to recruit new audiences to Irish language programming.

What follows is a short summary of RTÉ's current Irish language services, programming and audiences; details of RTÉ expenditure on Irish language programming and services; and information on the development of a new Irish language policy for RTÉ.

2. RTÉ's Current Irish Language Programming and Services

RTÉ Raidió na Gaeltachta

RTÉ Raidió na Gaeltachta's mandate is to provide a national Irish language radio service and began broadcasting on Easter Sunday, 1972. Describing the service during its 40 year celebrations in 2012, President Michael D Higgins said that "the importance of the station for Gaeltacht communities has been incalculable, both in bolstering the language and in terms of supporting communities in those areas."

The service, which has a cultural and linguistic function that sets it apart from any other national Irish radio service, delivers comprehensive international, national and local news and current affairs, entertainment, sports coverage, features, arts and music. In many ways, RTÉ RnaG is an Irish language radio service that is similar in content and quality to RTÉ Radio 1.

In September 2014, along with providing news bulletins for the RnaG service, RTÉ Raidió na Gaeltachta began the provision of Irish-language news bulletins for RTÉ Radio 1, RTÉ 2fm and RTÉ Lyric fm. Bulletins are provided for RTÉ Radio 1 three times every weekday, 12.30, 16.30 and 21.50, with one bulletin a day on weekends. Two bulletins

are provided daily for RTÉ 2fm, at 13:30 and 15:30, and at 12:30 for RTÉ Lyric fm.

The service also began a new partnership in June 2014 with Conradh na Gaeilge's Raidió Rí-Rá in providing Irish language chart music programming for young people.

Audiences:

2014 JNLR figures identified Raidió na Gaeltachta's weekly reach at 3%, or 100,000 listeners, which is a year on year weekly reach increase of 1% (15,000 listeners), and which are the highest JNLR figures in the station's history.

A 2011 report by the RTÉ Audience Research Department, using 2006 Census data and JNLR/MRBI figures, gives an insight into the regional breakdown of RTÉ RnaG daily reach among daily Irish speakers. See table below:

| Area/Broadcast Region | RTÉ RnaG daily reach: listeners | '06 Census: daily Irish Speakers | Est. % Share of Speakers/Listeners |
|-----------------------|---------------------------------|----------------------------------|------------------------------------|
| North West | 18,000 | 21,000 | 85.7% |
| South West | 3,000 | 6,000 | 50% |
| Co. Dublin | 4,000 | 11,000 | 36.3% |
| Co. Cork | 2,000 | 5,000 | 40% |
| North East | 3,000 | 6,000 | 50% |
| South East | 1,000 | 4,000 | 25% |
| ALL | 31,000 | 53,000 | 58% |

Nuacht RTÉ

RTÉ's multimedia nuacht service provides news programming on RTÉ One, on RTÉ News Now and delivers the nuacht service on TG4. RTÉ provides the daily Irish language television news bulletins, Nuacht, on both RTÉ One at 5.40pm and TG4 at 7.00pm. An additional daily bulletin commenced in August 2013, with a 5-10 minute Nuacht bulletin on RTÉ News Now, RTÉ's multimedia news service.

Nuacht RTÉ began providing a new online news service in conjunction with RTÉ Raidió na Gaeltachta in September of this year.

Nuacht journalists also feed into the Nuacht radio bulletins provided by RTÉ Raidió na Gaeltachta.

Audiences:

RTÉ One, daily 5.40pm - average audience share December 2013- November 2014: 8.12% (66,800 viewers)
TG4, daily 7.00pm - average audience share December 2013- November 2014: 0.56% (7,000 viewers)

Television & Radio

RTÉ commissions and produces Irish language programming, much of it in peak time. In 2013, RTÉ broadcast 28 new half hour programmes, plus a 1.5 hour Irish language drama programme, some of which were part-funded by outside funding schemes. In 2014, RTÉ broadcast 30 new half hour programmes, and including one-off documentaries such as *Ó Chúil Aodha go hOileán Í*, broadcast over 20 hours of Irish language programming. Among other



programmes broadcast were the series, *Abhainn* and *Scannall*, and the 1916-based miniseries, *Réabhlóid*.

On Saturdays at 8pm, RTÉ Radio 1 broadcasts an hour of Irish language programming from RnaG from 8pm, *An Scoth*. The audience for this slot has increased by 125% in over two years.

RTÉ 2fm has also broadcast a bilingual show on Sunday nights between 8pm and 10pm.

RTÉ also provide bilingual commentary on both television and radio coverage of State events.

Audiences:

The average audience for the Monday Irish language slot on RTÉ 1 at 7:30pm is 227,000 viewers, or 15.4% share. The peak audience for this slot in 2014 was for *Cé a Chónaigh I Mo Theachsa*, with an average of 302,000 viewers and 20.76% share.

RTÉ Radio 1, Irish Language programme Saturday Evening 20.00-21.00
April 2013-March 2014 – averaged 18,000 listeners

Digital

RTÉ rolled out a comprehensive online Irish language news service in September 2014, with a full national and international news service integrated into a redesigned RTÉ News and Current Affairs website and a refreshed RTÉ News Now mobile application, along with a regional news service on the RTÉ RnaG website. The new online Irish language news service was the first of its kind and is being delivered jointly by RTÉ Nuacht and the RTÉ RnaG news team.

All of RTÉ's Irish language programming and services are available to a global audience (live and catch-up) through RTÉ's online and mobile services – RTÉ.ie, RTÉ Player, RTÉ Radio Player, and RTÉ News Now.

RTÉ strives to create **high-quality, distinctively Irish content**. Central to achieving this is a commitment to the provision of Irish-language programming and services.

CHAPTER THREE - RTÉ SERVICES AND COMMITMENTS TO PROVIDING SERVICES IN IRISH

Continued

RTÉjr

RTÉjr is RTÉ's multimedia children's service comprising a dedicated advertising free TV channel, digital radio channel, website and mobile (iOS) application. RTÉ integrates the Irish language into its schedules for children both through the commissioning of original programming and through adopting a bilingual approach in some programme strands. All schedules contribute to *Seachtain na Gaeilge*.

On RTÉjr, the Irish language features in presentation links, individual programme series, interstitials and the channel song which means it has a natural presence throughout the day. This approach is one which works very well for the Under 7's audience and serves to help distinguish RTÉjr as a distinctly Irish children's media service.

In 2014, RTÉjr broadcast over 35 hours of Irish language children's programming, and a further 118 hours of bilingual programming.

Seachtain na Gaeilge

Each year during *Seachtain na Gaeilge* (in March), RTÉ significantly increases the use of Irish and the volume of Irish language programming across its services. This includes the increased use of Irish in continuity, by newsreaders and presenters and in special programming. For example, during *Seachtain na Gaeilge*, the *Book on One* (weekdays, 23.10 - 23.25 on RTÉ Radio 1) broadcasts a selection of short stories originally commissioned by RTÉ Radio 1 from leading writers in Irish.

3. RTÉ expenditure on Irish language programming and services

In 2014, RTÉ spent in excess of **€20 million** on Irish language output.

In 2014, RTÉ spent in excess of **€20 million** on Irish language output.



RTÉ Commitments to providing services to the public in Irish

As set out in Chapter 2, RTÉ has statutory obligations in regard to Irish language programming - further details of those functions and related service delivery can be found in RTÉ's Annual Reports and on its website. In addition to RTÉ's current Irish language programming and services provision, this section deals with the provision of other Irish language services to the public as well as RTÉ's commitments to providing services in Irish.

For the avoidance of any misunderstanding or doubt, this Scheme does not apply to, or affect, the content of the broadcasting services provided by RTÉ or any of the services, goods or applications which are ancillary to programming provided by RTÉ such as, but not restricted to, the following:

- English language programme websites
- Books, magazine and/or audio CDs or DVDs which contain programme material or elements thereof
- Copies of programme material
- Interactive applications

Central Communications

The RTÉ core identity, comprising name, logo, buildings signage and vehicles, and security signage, is currently displayed bilingually, with Irish first. RTÉ uses Irish-only branding in certain circumstances. RTÉ gives equal prominence to Irish and English in all on-campus signage.

The contents of RTÉ annual reports and other such corporate material are available in Irish online on our website rte.ie/about

RTÉ's social media output will have a bilingual consideration, with content published in Irish on a daily basis.

All RTÉ e-mails contain a dual-language security disclaimer.

All RTÉ e-mail responses from Info, Feedback and Complaints contain a dual-language auto-response and security disclaimer.

All press releases relating to Irish language issues will be issued bilingually. Where appropriate, a spokesperson with fluent Irish language skills will be available.

Speeches or statements of public interest given by RTÉ senior officials will be available in the language in which they are delivered.

From the commencement of the Scheme, RTÉ will ensure that all application forms (for example, for vacancies requiring Irish language fluency) and associated documentation, which are available bilingually, will be made available in both official languages on the RTÉ website.

From the commencement of the Scheme, all application forms/information leaflets/brochures will be available bilingually within the same cover, except where it is not feasible because of the size, nature or layout of the document.

From the commencement of the Scheme, RTÉ will ensure that where application forms and

information leaflets are provided as separate Irish and English language versions, that equal prominence is given to both versions at all public locations and that the Irish language version will be as readily accessible as the English language version. Customers will proactively be made aware of the availability of a separate Irish version by way of a footnote on the English version of the document advising that the document is available in the Irish language.

I.T. systems

All existing computer systems which require information in relation to members of the public to be input, for example names and addresses, are capable of handling the Irish language; and any new computer systems being installed will, where possible, be capable of handling the Irish language.

Irish language material can be uploaded to the RTÉ eCommissioning system. This allows external independent production companies to submit proposals for television programming online to RTÉ.

The telephone reception system has a bilingual greeting when callers contact RTÉ. Reception and Information office staff have been trained to deal with initial queries in Irish before transferring to a member of the Information Office who is available to deal with callers who wish to conduct their entire business through Irish.

RTÉ websites (www.rte.ie)

The 'About RTÉ' section of www.rte.ie which contains information on how RTÉ is managed and funded, how to contact various departments, how to make a Complaint, RTÉ corporate policies, corporate documents, Annual Reports etc. is available in Irish as well as in English. www.rte.ie/about/ie/

RTÉ launched a comprehensive online Irish language news service in September 2014, with a full national and international news service integrated into a redesigned RTÉ News and Current Affairs website and a refreshed RTÉ News Now mobile application, along with a regional news service on the RTÉ RnaG website. The new online Irish language news service was the first of its kind and is being delivered jointly by RTÉ Nuacht and the RTÉ RnaG news team. RTÉ will maintain and develop the online Nuacht service.



CHAPTER THREE - RTÉ SERVICES AND COMMITMENTS TO PROVIDING SERVICES IN IRISH

Continued

RTÉ's Irish language programming and services are available to a global audience (live and catch-up) through RTÉ's online and mobile services – RTÉ.ie, RTÉ Player, RTÉ Radio Player, RTÉ Player International and RTÉ News Now.

As part of the implementation of the Report of the RTÉ Irish-language Working Group report, RTÉ will, during the lifespan of this Scheme, provide additional online Irish language content in Irish, as per the RTÉ Irish language policy.

As RTÉ's flagship online broadcast platform, RTÉ will create a new version of the RTÉ Player, which will include an Irish language user interface.

Responding to the Irish-speaking public

The RTÉ telephone reception answering service is a pre-recorded message in both Irish and English. If members of the public wish to speak with someone in Irish they are either connected directly to an Irish-speaking member of the Information Office, or else they can leave a message and their call will be returned as soon as an Irish-speaking member of the Information Office is available to do so.

The Grúpcheannasaí Gaeilge provides a comprehensive written and verbal service in Irish to both the public and to RTÉ. Other key staff will be available to deal with verbal and written communications when the Grúpcheannasaí Gaeilge is not available.

Irish is the working language of a number of departments in RTÉ.

All correspondence received in the Irish language is answered in Irish.

Engagement with people in Gaeltacht areas is conducted through the Irish language where possible.

RTÉ will ensure that the official Irish language version of Gaeltacht place names are used in all its broadcasting and communications.

RTÉ Guide

The RTÉ Guide will continue to publish pieces as *Gaeilge* weekly, and these sections will be accompanied by a translation of key terms of the content.

Use of Irish on RTÉ broadcasting services

RTÉ encourages the use of Irish at any and all times in its programming across its various services, as is most apparent during *Seachtain na Gaeilge* and on national public holidays, such as St. Patrick's Day.

The Grúpcheannasaí Gaeilge will be promoting Irish language awareness and visibility throughout the organisation at all times and will actively encourage presenters and producers to participate in *Seachtain na Gaeilge* on radio, television and online.

As part of the implementation of the Report of the RTÉ Irish-language Working Group report, there will be an increase in the amount of Irish language content on RTÉ services over the lifespan of this scheme.

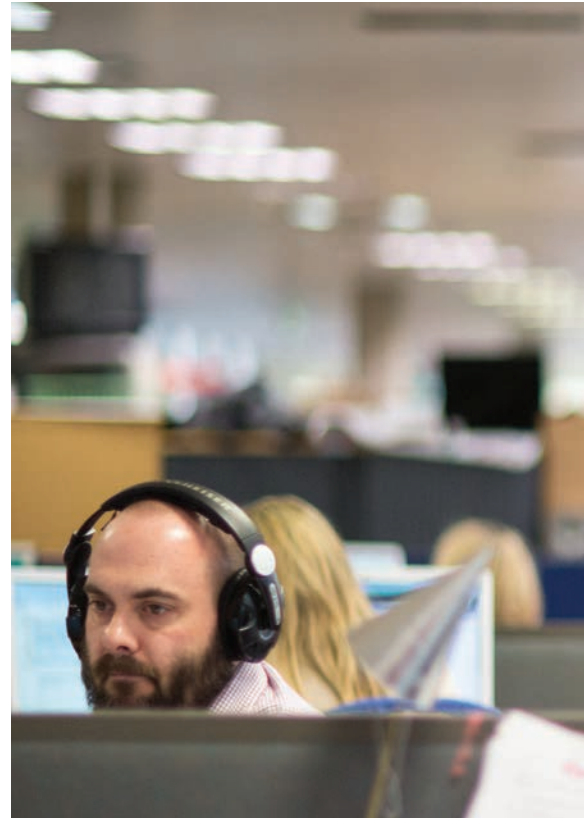
SAORVIEW (Irish Digital Terrestrial Television, DTT)

As an example of standard practice in this area from the recent past, the approach taken to the Digital Switchover project by RTÉ may be cited, where information material, whether printed or online, was and is made available in both Irish and English, along with all advertising.

Human Resource Management

Depending on the availability of staff members with fluent Irish language skills, RTÉ HR staff will offer general HR services in both the Irish and English languages, where possible.

- RTÉ has appointed the Grúpcheannasaí Gaeilge, whose function it is to take a leadership role in fulfilment of obligations under the *Acht na dTeangacha Oifigiúla, 2003* (the *Official Languages Act 2003*) and to promote the use of Irish throughout all of RTÉ's services and operations, in keeping with RTÉ's Irish language policy.
- From the commencement of the Scheme, RTÉ key staff will be identified to provide a service in Irish as required.
- Recruitment from the commencement of the Scheme:
 - In the recruitment of new staff, RTÉ will identify those positions for which fluency in Irish is a prerequisite
 - RTÉ will, when appropriate, insert into recruitment notices that knowledge of Irish will be an advantage. In any recruitment of front-of-office staff (receptionists, telephonists, information office staff) ability to communicate as *Gaeilge* (in Irish) will be prioritised.
- If Irish is mandatory for any position the advertising will be published in both languages.
- Interview Boards will ensure at least one member can conduct the interview in Irish if the position being recruited requires use of the Irish language. Interviews will be held entirely in Irish for roles that are fulfilled entirely through Irish.
- Performance Management System from the commencement of the Scheme
 - Availability of procedures in both Irish and English, including all forms etc., as required.
 - General HR information services, including organisational HR documentation, such as currently occurs with the RTÉ Staff Manual etc, to be made available, where required, on a bi-lingual basis.





There will be an **increase in the amount of Irish language content** on RTÉ services over the lifespan of this scheme.

Gaeltacht areas

Irish is the working language in all RTÉ Gaeltacht offices and studios.

Through RTÉ Raidió na Gaeltachta, RTÉ provides a full-time Irish language service which has a core Gaeltacht audience, along with all others interested in Irish language programming on radio. RTÉ Nuacht is also based in the Galway Gaeltacht, with an RTÉ Nuacht bulletin targeting a wide audience, and providing a Nuacht TG4 audience that is more specific to Gaeltacht and regional audiences.

RTÉ maintains staff and site offices in three Gaeltacht areas: Casla and Baile na hAbhann, Contae na Gaillimhe; Baile na nGall, Contae Chiarraí; and Na Doirí Beaga, Contae Dhún na nGall; as well as in a range of regional studios and sites throughout the country.

Partnerships

RTÉ will pursue complementary Irish language programming between RTÉ and TG4 so that RTÉ and TG4 may provide attractive, differentiated schedules in order to address the diverse expectations and language competencies in Irish audiences.

In keeping with the RTÉ Irish Language Working Group Report, RTÉ will seek, over the period of this scheme, to explore a range of joint projects in conjunction with relevant Irish language-related stakeholders, so as to further common objectives.

CHAPTER FOUR - MONITORING AND REVIEW

As part of its ongoing commitment to the further development of its Irish language services, RTÉ undertakes to monitor and review progress on a regular basis. A formal system for monitoring requests for services through Irish will be available and recorded in our Annual Report, on an ongoing basis.

The Grúpcheannasaí Gaeilge will progress the implementation of the recommendations of the Irish Language Working Group report, along with further developing Irish language output across all RTÉ services.

See a synopsis of the targets / commitments in Appendix One.

The Grúpcheannasaí Gaeilge will progress the implementation of the recommendations of the **Irish Language Working Group** report.

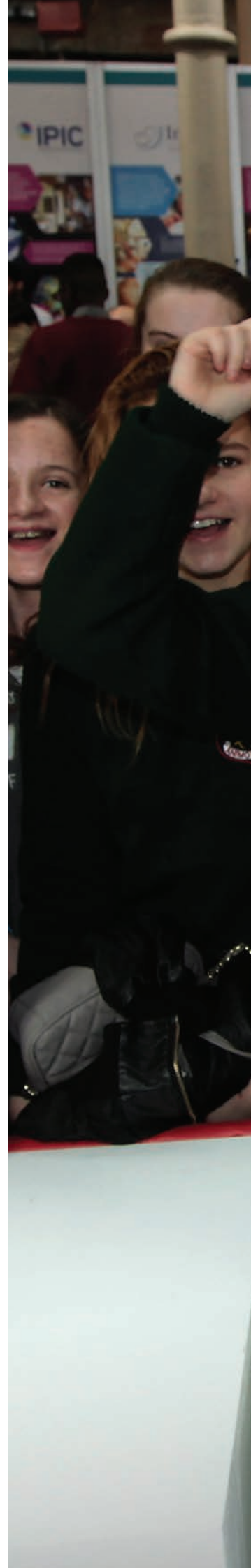
CHAPTER FIVE - PUBLICISING OF AGREED SCHEME

The contents of the Irish language scheme along with the commitments and the provisions of the scheme will be publicised to the general public by means of:

- Launch of the scheme.
- Advertisement of the scheme/Press Release.
- Circulation to appropriate agencies and public bodies.
- Inclusion of the scheme on the RTÉ website, www.rte.ie.

A copy of the agreed scheme will be forwarded to Oifig Choimisinéir na dTeangacha Oifigiúla.

The English language version of this scheme is the official version.





APPENDIX ONE - LIST OF COMMITMENTS

The following is a synopsis of the commitments already outlined.

Central Communications

From the commencement of the Scheme, (unless otherwise specified) the following commitments are made:

- All press releases relating to Irish language issues will be issued bilingually.
- RTÉ's social media output will have a bilingual consideration, with content published in Irish on a daily basis.
- RTÉ will ensure that all application forms (for example, for vacancies requiring Irish language fluency) and associated documentation, which are available bilingually, will be made available in both official languages.
- Where required, all such application forms/information leaflets/brochures will be available bilingually within the same cover, except where it is not feasible because of the size, nature or layout of the document.
- RTÉ will ensure that where application forms and information leaflets are provided as separate Irish and English language versions, that equal prominence is given to both versions at all public locations and that the Irish language version will be as readily accessible as the English language version. Customers will proactively be made aware of the availability of a separate Irish version by way of a footnote on the English version of the document advising that the document is available in the Irish language.

I.T. systems

From the commencement of the Scheme, the following commitments are made:

- All new computer systems being installed will be capable, where possible, of handling the Irish language.
- Training will be provided to all new Reception and Information office staff to deal with initial queries in Irish before transferring to a member of the Information Office, who is available to deal with callers who wish to conduct their entire business through Irish.

RTÉ websites (www.rte.ie)

From the commencement of the Scheme, the following commitment is made:

- As new corporate initiatives are undertaken, as for example, in the launching of the new Irish Digital Terrestrial Television (DTT) service, SAORVIEW in 2012, all public information will be provided in both languages.
- RTÉ will maintain and develop its online Nuacht service.
- RTÉ, during the lifespan of this Scheme, will establish a web-based Irish language site to serve as a locus for a range of content in all forms, and as a signpost to other Irish language resources in culture, media and education.
- As RTÉ's flagship online broadcast platform, RTÉ will create a new version of the RTÉ Player, which will include an Irish language user interface.

Responding to the Irish-speaking public

From the commencement of the Scheme, the following commitments are made:

- RTÉ will put in place an Irish-speaking member of the Information Office so as to provide a service to members of the public who seek to communicate with RTÉ through Irish. The Grúpcheannasaí Gaeilge will provide a comprehensive written and verbal service in Irish to both the public and to RTÉ. Other key staff will be available to deal with verbal and written communications when the Grúpcheannasaí Gaeilge is not available.
- RTÉ will ensure that the official Irish language version of Gaeltacht placenames are used in all its broadcasting and communications.

RTÉ's social media output will have a bilingual consideration, with content published in Irish on a daily basis.

Use of Irish on RTÉ broadcasting services

From the commencement of the Scheme, the following commitments are made:

- RTÉ encourages the use of Irish at any and all times in its programming across its various services, as is most apparent during *Seachtain na Gaeilge* and on national public holidays, such as St. Patrick's Day. RTÉ will encourage greater use of this bilingual approach throughout its programming.
- The Grúpcheannasaí Gaeilge will be promoting Irish language awareness and visibility throughout the organisation at all times and will actively encourage presenters and producers to participate in *Seachtain na Gaeilge* on radio, television and online.
- As part of the implementation of the Report of the RTÉ Irish-language Working Group report, there will be an increase in the amount of Irish language content broadcast on RTÉ services over the lifespan of this scheme.
- Interview Boards will ensure at least one member can conduct the interview in Irish if the position being recruited requires use of the Irish language. Interviews will be held entirely in Irish for roles that are fulfilled entirely through Irish.
- Performance Management System from the commencement of the Scheme
 - Availability of procedures in both Irish and English, including all forms etc., as required.
 - General HR information services, including organisational HR documentation, such as currently occurs with the RTÉ Staff Manual etc, to be made available, where required, on a bi-lingual basis.

In general, HR documentation will be translated into Irish as it is revised going forward.

Human Resource Management

From the commencement of the Scheme, the following commitments are made:

Depending on the availability of staff members with fluent Irish language skills, RTÉ HR staff will offer general HR services in both the Irish and English languages, where possible.

- RTÉ has appointed the Grúpcheannasaí Gaeilge, whose function it is to take a leadership role in fulfilment of obligations under the *Acht na dTeangacha Oifigiúla, 2003* (the *Official Languages Act 2003*) and to promote the use of Irish throughout all of RTÉ's services and operations, in keeping with RTÉ's Irish language policy.
- From the commencement of the Scheme, RTÉ key staff will be identified to provide a service in Irish as required.
- Recruitment from the commencement of the Scheme:
 - RTÉ will, when appropriate, insert into recruitment notices that knowledge of Irish will be an advantage.
 - In any recruitment of front-of-office staff (receptionists, telephonists, information office staff) ability to communicate as *Gaeilge* (in Irish) will be prioritised.
 - If Irish is mandatory for any position the advertising will be published in both languages. Interviews will be held in Irish only or:
- RTÉ will pursue complementary Irish language programming between RTÉ and TG4 so that RTÉ and TG4 may provide attractive, differentiated schedules in order to address the diverse expectations and language competencies in Irish audiences
- In keeping with the RTÉ Irish Language Working Group Report, RTÉ will seek, over the period of this scheme, to explore a range of joint projects in conjunction with relevant Irish language-related stakeholders, so as to further common objectives.

Partnerships

From the commencement of the Scheme, the following commitments are made:



