

today, tomorrow, together



RTÉ

RTÉ

Meáin Ghaeilge RTÉ | Action Plan 2015-2019

CONTENTS

Background	1
What is Meáin Ghaeilge RTÉ?	2
Meáin Ghaeilge Vision and Mission	3
Meáin Ghaeilge RTÉ – Goals	4
Meáin Ghaeilge RTÉ – Action Plan	7
Goal 1: Integrate the Irish language into everything we do at RTÉ	7
Goal 2: Become the home of innovation in Irish language content	10
Goal 3: Create a dynamic environment for Irish language content creation, making the best use of the talent, skills and creativity of Irish language-capable staff	13
Strategic Context	14
Irish Language Working Group Report 2014	14
Radio	14
Nuacht RTÉ	14
Television	15
Audience Views	16
Regulatory and Statutory Obligations	16
Staff, Systems & Funding	17

BACKGROUND

In March of 2014, RTÉ published the report of the Irish Language Working Group (ILWG). This group was set up by the Director-General to examine RTÉ's services in Irish and to provide a policy framework. The report set out RTÉ's core values and principles regarding the language, along with a series of proposals and recommendations regarding where the organisation should go next.

In order to ensure that the report and its proposals would be acted upon, one of the first recommendations to be implemented was the appointment of a Group Head of Irish Language, the first time in RTÉ's history that someone has been appointed with a central, cross-platform focus regarding all of RTÉ's Irish language services.

The role of the Grúpcheannasai Gaeilge is to ensure that RTÉ fulfils on a committed, cohesive and creative approach regarding the Irish language, tapping into the significant national goodwill towards the language, while also delivering on our remit and responsibilities to the Irish public.

The Working Group Report also recommends that RTÉ "rearticulate its overarching Irish-language policy, vision and goals and be clear about how these will be resourced, and expressed from time to time in output."

The purpose of this document is to clearly set forth the aspirations and goals for Meáin Ghaeilge RTÉ over the next five years and to detail how this vision will be realised.

“

If we regard self-understanding, mutual understanding, imaginative enhancement, cultural diversity and a tolerant political atmosphere as desirable attainments, we should remember that a knowledge of the Irish language is an essential element in their realisation.

Séamus Heaney

”

WHAT IS MEÁIN GHAELIGE RTÉ? ¹

The Irish language is many things in Ireland. It is the living community language of the Gaeltacht. It is the language of the schoolyard in hundreds of Gaelscoileanna around the country. It is something to be spoken while abroad in order to define one's identity. For some, it's a source of resentment. For others, it is nothing beyond italics on signposts.

For most of the Irish population, however, it is a positive. It's one of the primary elements that define Ireland as Irish, the key to unlocking our place-names and surnames, the key to unlocking our cultural identity, the key to accessing uniqueness in an increasingly global, mono-linguistic world.

Our language is not just part of our heritage and culture, it is an everyday component of the lives of thousands of Irish people. Reflecting life in Ireland through the provision of services in the Irish language is central to RTÉ's remit - we can see it as an obligation or as a significant opportunity.

The Irish language is part of what makes RTÉ unique. It is a key point of difference for us as we compete for the audience's attention, not just among the increasing number of commercial domestic radio and television services, but also among the scores of multi-national brands that have congested the Irish media ecosystem.

Gaeilge also presents an additional opportunity in terms of positive association, particularly among the key younger demographics, as well as potentially creating additional commercial value, as research by Millward Brown, IPSOS MRBI and Forfás shows.

As an organisation, RTÉ invests over €20 million per annum into Irish-language services and content. What we spend, who we serve and how we serve them has evolved over time. We have reached a situation where the language mainly resides on specific services and in defined slots in the schedule. While we can argue that our audience has been well-served, as resources continue to diminish, as audiences fragment and as technology evolves, we need to do things differently and we can always do things better.

Meáin Ghaeilge is a new approach to the Irish language in RTÉ, an approach that seeks to move what we do in Irish beyond the boundaries of specific business divisions, and beyond the sole responsibility of those employed in Irish-language services in RTÉ.

Traditionally, the core RTÉ Irish-language services (RTÉ Raidió na Gaeltachta, Nuacht RTÉ and Cláracha Teilifíse Gaeilge) have worked independently from one another. Rarely have RTÉ employees capable of working in Irish, but who operate outside of these services, been asked for their input into Irish language content creation. We need to start doing things differently.

The Meáin Ghaeilge approach:

- Gives a greater focus to RTÉ's commitment to the Irish language
- Brings together the Irish-language content on RTÉ's television, radio and digital services
- Champions creativity and innovation in Irish-language media
- Enables more efficient use of resources and effective delivery of services to our audiences
- Creates the choice of greater opportunity and diversity of work for Irish-speaking staff

Among the key actions outlined below, we will interweave Irish naturally throughout all our services, not just during Seachtain na Gaeilge, but through the entire year. We aim to create, through the establishment of an opt-out service, a youth-orientated Irish-language radio station. For the first time ever, you will have the choice on All-Ireland final day to select your television commentary in Irish or in English. The next version of the RTÉ Player will include an option to choose a navigational interface as Gaeilge. We will develop a centre of excellence in Irish-language media training in conjunction with NUI Galway. We will explore the piloting of a dedicated digital service in conjunction with other services, showcasing the best of Irish language programming.

Our language is not just part of our heritage and culture, it is an everyday component of the lives of thousands of Irish people. **Reflecting life in Ireland through the provision of services in the Irish language** is central to RTÉ's remit.

¹ Meáin Ghaeilge means Irish Language Media, encompassing all of RTÉ's Irish language services

MEÁIN GHAELIGE VISION AND MISSION

Who we serve:

Meáin Ghaeilge RTÉ is for all of the communities on the island of Ireland, and for people interested in the Irish language both at home and abroad. We serve and acknowledge equally the needs of the fluent speaker, the learner and the language agnostic.

We want to:

Bring the Irish language into the heart of everything that RTÉ does.

We will:

- Integrate the Irish language naturally and seamlessly into all RTÉ's channels and services.
- Create quality content and tell great stories through the Irish language.
- Fulfil the needs of all Irish-language audiences, from learners to fluent speakers.

A large, teal-colored sign with the white text 'RTÉ' in a bold, sans-serif font. The sign is positioned outdoors, with a building and gravel visible in the background.A white sign with black text that reads 'Ionad Teilifíse' and 'TV Centre'. A blue arrow points to the right, indicating the direction to the TV Centre. The sign is positioned outdoors, with a building and gravel visible in the background.



1. Integrate the Irish language into everything we do in RTÉ.
2. Become the home of innovation in Irish-language media.
3. Create a dynamic environment for Irish-language content creation, making the best use of the talent, skills and creativity of Irish-language capable staff.

1. Integrate the Irish language into everything we do in RTÉ

To achieve our vision of bringing the Irish language into the heart of everything RTÉ does, we need a new approach. We need to put Irish out there in a way that hasn't been done traditionally. Instead of focussing our efforts solely on dedicated services, we will begin to intersperse and interweave Irish throughout our schedules. We will use our range of platforms and the popularity of our services to open up Irish to new audiences and to give the Irish language a presence in mainstream Irish society.

This inclusive, integrated approach brings the language into the heart of RTÉ, and fulfils the spirit of broadcasting legislation, the Government's 20-year Irish language strategy, and the recommendations of the RTÉ Irish-language working group.

The aim is for the Irish language to become a part of the daily conversation on television, radio and online. Beidh an Ghaeilge fite fuaite i ngach a dhéanann muid, and heard naturally on all our services.

The model for this bilingual approach is a fusion of approaches taken for Seachtain na Gaeilge – which RTÉ champions successfully ever year – and for RTÉjr, where Irish is interwoven naturally throughout the schedule every day. To achieve this, we need to make the Irish language part of our everyday mindset so that content makers will consider the language in the day-to-day and use it in a manner that is a creative or editorial fit. If this is to work, it must be done with integrity and sensitivity. The approach, therefore, is neither prescriptive nor a one-size fits all.

Over the next five years, the Irish language will become more visible and audible across RTÉ's services. We will increase the amount of Irish heard on radio, with more Irish-language and bilingual programming on RTÉ Radio 1, RTÉ 2fm and RTÉ lyric fm. RTÉ Raidió na Gaeltachta will have a particular focus on growing its audience through inclusively, and on ensuring relevancy as media consumption patterns change.

The Irish language will be more prominent on television through a bilingual approach in continuity, promos and weather, as well as a new approach to Irish-language television programming. We will have more Irish in our news and in our sport, both on-line and on-air.

The result will be a cohesive, overall package of Irish-language content interwoven into the daily schedule, be it on television, on radio or online.

Summary of Related Actions:

Among the actions around the goal of integrating the Irish language into everything we do in RTÉ, we will increase the amount of Irish on television by returning the Cláracha Gaeilge department to a full time basis, while using Irish in television promos, continuity and weather bulletins.

We will adopt the Seachtain na Gaeilge approach of weaving Irish into all we do across the entire organisation, from radio to television, digital to RTÉ-related events and promotional material.

There will be additional Irish on radio, with a significant increase in Irish-language news output on RTÉ 2fm; all radio services will engage in additional usage of Irish in programming, in continuity and in promos.

A new Irish-language website will become a focus for digital output, along with material as Gaeilge being interspersed across existing services. The next version of the RTÉ Player will provide an Irish-language option for the navigational user interface.

Advertisers and advertising agencies will be incentivised and supported to provide advertising in Irish on television, radio and digital.

2. Become the home of innovation in Irish-language media

With almost 1.8 million Irish people claiming some competency in Irish (a 20% increase since 1996), and research showing 93% of the Irish public having positive aspirations towards the language, it is time to shift the mindset that Irish-language content is niche or should have a particular tone or focus.

We're looking to create new television and radio content, not on the basis of it being in Irish, but on the basis of it being great content in any language.

This will be done by identifying needs and wants, by reaching out and working in partnership with the core Irish language organisations, with government departments and with third-level institutes. We have an opportunity to make content through Irish not for the sake of it, not because it is in legislation, or because it is expected of us, but to create great television, great radio, and great online content, which happens to be in Irish.

Through emphasising innovation, championing creativity and encouraging experimentation, Meáin Ghaeilge can become a creative force within RTÉ, a space in which to try things out, a space in which failure can be risked, and in which things can be improved as a result.

We need to address the audience perception of Irish language programming being stale, and explore other themes and styles with a more forward-looking, contemporary editorial direction. By broadening the editorial focus, we can bring different people, fresh ideas and new collaborators to the table. We will explore formatted ideas crossing over into areas of lifestyle, arts, sport and entertainment.

We will actively seek funding through the BAI's Sound and Vision scheme and the Northern Ireland Screen's Irish Language Broadcast Fund, as well as seeking advertiser-funded opportunities for Cláracha Gaeilge. RTÉ's Irish-language output will become more visible at media festivals and competitions.

Along with providing more material in Irish, a core part of RTÉ's Irish-language strategy is to do so in a quality and innovative manner.

Summary of Related Actions:

Among the innovations proposed in our five year strategy, we will seek to create a new youth-orientated Irish-language radio service through an opt-out, by leveraging RTÉ RnaG's national transmission structure and RTÉ 2fm's contemporary music expertise. This coming September will see the piloting of an option to choose Irish or English language television commentary on All-Ireland final matches, with a view to rolling out the service on a phased basis within the sphere of GAA TV broadcasting. We will explore the creation of a pilot digital service in conjunction with various Celtic language broadcasters, with any service subject to relevant regulatory requirements and approvals.

In the digital space, we will create innovative content for language learners, from an app to a bespoke university-designed beginner's course, to a pilot online media course for transition year students.

MEÁIN GHAELIGE RTÉ – GOALS

Continued

3. Create a dynamic environment for Irish-language content creation, making the best use of the talent, skills and creativity of Irish-language capable staff

Given staff attrition over the past five to ten years, there is a reduced number of people who can work as Gaeilge in RTÉ. It is not possible to realize the ambition of increasing our Irish-language output without harnessing talent from across RTÉ, while tapping into the evident goodwill among many staff members towards the language. By creating cross-platform opportunities for staff to move into different areas and work on projects and secondments in a flexible way, we can leverage our strengths, bring staff together to learn, enhance their skills and broaden their experience and range of opportunities in a dynamic and exciting area.

RTÉ's Today, Tomorrow 2013-2017 outlines four capabilities that inspire the ambition for the development of Meáin Ghaeilge RTÉ:

The imperative to grow quality standards and increase the amount of Irish-language output can only be achieved through collaboration and teamwork across all our Irish-language services where staff with the necessary skills and abilities reside, and by presenting the same opportunity to Irish-speaking staff not currently working in the language. Through bringing new people in to work in Meáin Ghaeilge RTÉ, we hope to create a flexible, multi-skilled and dynamic area where creativity, learning and opportunity abound, such that Meáin Ghaeilge RTÉ can become a pioneering force for cultural and creative change in RTÉ.

In order to facilitate this, we need to build capacity in the Irish language across RTÉ through training, support structures and casual courses and opportunities to speak in Irish. By year five of this plan, we aspire to have an Irish language champion in each functional area.

In Television, Cláracha Gaeilge has tended not to engage in personality-led broadcasting. Over the coming years, we will seek to capitalise on opportunities for fluent speakers to work across the grades and to migrate far more easily between television and radio. Diminished staffing levels, coupled with the opportunity of technology, mean that we need to evolve our production model from a staff-numbers model to a skills-based one.

In this context, the loss of Irish-speaking staff over the past five to ten years can be seen as an opportunity to embed a new working culture in RTÉ's Irish-language services and Irish-language capable staff.

Summary of Related Actions:

RTÉ already employs some of the best and brightest people working in Irish-language media. We will seek to develop this further and harness our staff talent by creating cross-platform opportunities for Irish speaking staff who choose to do avail of them. Knowledge of the Irish language will be recognised as an advantage in relevant appointments and the strategy aims to create a situation where all areas of the organisation will have at least one staff member capable of working fluidly in both languages.

In terms of training, we will seek to develop a centre of excellence in Irish-language media training with the creation of a formal arrangement with NUI Galway, while also developing a structured language-training programme for staff, across all spectrums of ability.

FOUR CAPABILITIES THAT INSPIRE THE AMBITION FOR THE DEVELOPMENT OF MEÁIN GHAELIGE RTÉ.



MEÁIN GHAELIGE RTÉ – ACTION PLAN

Goal 1: Integrate the Irish language into everything we do at RTÉ

Area	Action	Year 1	Year 2-3	Year 4-5
Television	Increase the amount of Irish on RTÉ's television services			
	Restructure Cláracha Gaeilge from being a part-time to full-time department		X	and ongoing
	Cláracha Gaeilge will be allocated a defined budget for independent Irish language television project(s)	X	and ongoing	
	RTÉ, in conjunction with the independent sector, will commit to submitting multiple Irish language RTÉ One and RTÉ2 projects per BAI Sound and Vision Scheme round, along with seeking funding via other schemes such as the ILBF	X	and ongoing	
	Use a mixture of Irish and English in continuity announcements, identifying certain outputs that will always be linked to in Irish (e.g. GAA output) and build a structure around other links in conjunction with continuity in television and radio	X	and ongoing	
	Irish will be used in promos and social media activity relating to Irish-language programming, corporate promos and in promos where there is a natural fit for the Irish language	X	and ongoing	
	RTÉ2 will encourage the use of Irish across the service, particularly in regard to live programming	X	and ongoing	
	One television weather bulletin per day will be presented entirely in Irish, and with Irish being incorporated into other weather bulletins when possible		X	and ongoing
	Advertisers and advertising agencies will be incentivised and supported to provide advertising in Irish on TV, Radio and Digital		X	and ongoing
	Engage with RTÉ's Genre Heads regarding the approach to the integration of Irish language in commissioned and in-house programmes	X	X	and ongoing
	Create KPI targets for all Genre Heads around the incorporation of Irish language output in their specific area			
	RTÉjr will continue to develop its multilingual approach to broadcasting, acknowledging through its output the special place Irish holds in the station's ethos			X and ongoing
	RTÉjr will commission Irish and English language versions of selected animated series subject to funding on a case by case basis	X	and ongoing	

Through bringing new people in to work in **Meáin Ghaeilge RTÉ**, we hope to create a flexible, multi-skilled and dynamic area where creativity, learning and opportunity abound.

MEÁIN GHAELIGE RTÉ – ACTION PLAN

Continued

Area	Action	Year 1	Year 2-3	Year 4-5
Radio	Increase the amount of Irish on RTÉ's radio services			
	An agreed, defined amount of the RTÉ Independent Radio Production (IRP) budget will go toward Irish-language broadcasting across RTÉ's radio services	X	and ongoing	
	RTÉ, in conjunction with the independent sector, will commit to submitting multiple Irish-language projects per BAI Sound and Vision Scheme round, along with seeking funding via other applicable schemes	X	and ongoing	
	Presenters and continuity will use additional Irish on RTÉ Radio 1, using the same template used during Seachtain na Gaeilge	X	and ongoing	
	Create a development process for Irish-language radio drama, increasing output and support for material creation	X		
	Create a developmental internally-produced Irish-language programme on RTÉ Radio 1	Development	5+ hours p.a.	10+ hours p.a.
	Create and implement a structure that will ensure Irish-language arts and culture coverage on the various RTÉ radio services		X	and ongoing
	Presenters and continuity will use additional Irish on RTÉ lyric fm, using the same template used during Seachtain na Gaeilge	X	and ongoing	
	RTÉ 2fm to include more Irish language in on-air imagery and presenter content	X	and ongoing	
	Increase the usage of Irish across RTÉ 2fm with five bilingual bulletins on the hour, between 07:00 and 19:00, replacing the two current on-the-half-hour bulletins		X	and ongoing
	Increase the usage of Irish across RTÉ 2fm with interaction as Gaeilge between presenters and news readers at the new bulletin junctions		X	and ongoing
	Ensure that RTÉ Raidió na Gaeltachta achieves its stated goal of increasing audience and remaining relevant as media consumption patterns change, by overseeing the implementation of the service's three year strategy	X	and ongoing	
Create KPI targets for all RTÉ Radio 1 departmental heads around the incorporation of Irish language output in their specific area		X	and ongoing	

Area	Action	Year 1	Year 2-3	Year 4-5
RTÉ News	Increase the amount of Irish on RTÉ News & Current Affairs and RTÉ Sport			
	Articles as Gaeilge to be introduced across RTÉ.ie		X	and ongoing
	Reschedule television and radio Nuacht RTÉ bulletins to 'on the hour' time slots where possible and where appropriate	X		
	Encourage the use of Irish during news bulletins (sign-offs etc.), where appropriate	X	and ongoing	
	Seek to expand the online Nuacht service		X	
RTÉ Sport	Incorporate bilingualism into GAA coverage on radio and television		X	and ongoing

Area	Action	Year 1	Year 2-3	Year 4-5
Digital	Lead the development of Irish in the digital space			
	Creation of Digital Content Co-Ordinator Role (Irish language editing, publishing and social media responsibilities) in order to enable key digital developments		X	X
	Interweave Irish-language content through various existing and new RTÉ digital products		X	and ongoing
	Creation of an innovative responsive Irish-language website within RTÉ.ie		X	
	Provide Irish-language navigational user interface option for the new RTÉ Player on RTÉ-provided platforms		X	
	Create a dedicated on-demand Irish-language space on the new RTÉ Player, showcasing current and archive content		X	
Technology	Explore Irish language subtitling options with the various television platforms, starting with Saorview		X	
News	Introduce a daily Irish language entertainment news bulletin on RTÉ Ten		X	

	Action	Year 1	Year 2-3	Year 4-5
Central	Embrace the Irish language as a strategic component of RTÉ's brand identity			
	Incorporate Irish as an intrinsic element of RTÉ-related external events and promotional material	X	and ongoing	
	Corporate promos will incorporate RTÉ's Irish-language services and/or commitment towards the language, as part of the organisational identity	X	and ongoing	
	Increase the use of Irish on the Hub intranet service	X	and ongoing	
	Increase the use of Irish on the @rte Twitter account and explore additional Irish language content in other RTÉ social media spaces	X	and ongoing	
	Promote RTÉ's Irish-language output across all platforms in a coherent manner	X	and ongoing	

MEÁIN GHAELGE RTÉ – ACTION PLAN

Continued

Goal 2: Become the home of innovation in Irish language content

Area	Action	Year 1	Year 2-3	Year 4-5
Television	Revitalise our approach to television content			
	Broaden the editorial focus of Cláracha Gaeilge, internally and externally	X		
	Develop a 3-5 year Editorial planning map for Cláracha Gaeilge	X		
	Actively seek and develop format-based and AFP projects in Irish	X	and ongoing	
	Seek multi-platform opportunities for Cláracha Gaeilge	X	and ongoing	
	Explore the creation of a pilot digital service in conjunction with various Celtic language broadcasters, with any service subject to relevant regulatory requirements and approvals			X
Radio	Revitalise our approach to radio content			
	Explore the creation of a new opt-out national youth-orientated Irish language radio service by leveraging RTÉ RnaG's national transmission structure and RTÉ 2fm's contemporary music expertise			X
	RTÉ 2fm will sponsor and launch an Irish-language album, with songs recorded by high-profile Irish artists	X		
	RTÉ 2fm to formally introduce Irish-language songs into the playlist for the first time	X		
	Create a weekly youth-focussed bilingual show on RTÉ 2fm	X	and ongoing	
	RTÉ Radio 1 and RnaG will seek to jointly develop and broadcast independent productions		X	
	RTÉ Radio 1, in conjunction with the University of Ulster, will pilot the development of an online transcription project to tie in with an Irish-language radio production, where listeners can read and translate the broadcast as needed		X	
	RTÉ RnaG will create a partnership with Raidió na Life around the mutual sharing of content		X	
	Create a mobile RTÉ RnaG-specific app, promoting RnaG content, including educational material, to a domestic and international audience		X	
	Move RTÉ RnaG into a more contemporary space by creating and implementing a modern on-air imaging strategy	X		
	Examine partnerships between RTÉ RnaG and Irish-language television commissioning so as to develop radio follow-up strands		X	
RTÉ Sport	Revitalise our approach to Sport content			
	Pilot the option of choosing Irish or English language TV commentary on All-Ireland final matches, with a view to rolling out the service on a phased basis within the sphere of GAA TV broadcasting	X		
Digital	Revitalise our approach to Digital content			
	Develop greater digital additionality, where appropriate, in in-house and independently commissioned Irish-language television output		X	and ongoing
	Incorporate Irish-language projects into future proposed digital content strands		X	and ongoing



Area	Action	Year 1	Year 2-3	Year 4-5
Education & Outreach	Provide educational opportunities to the existing audience and to a potential audience			
Central	Explore partnerships and joint projects with industry and institutions so as to develop further the use of the Irish language both internally and externally	X	X	X
	Develop a pilot Irish-language media MOOC (Massive Open Online Course) for transition-level students in Gaeltacht schools and Gaelscoileanna	X		
Digital	Develop, with NUI Galway, a bespoke university-designed online Irish language course for beginners and hosting in on rte.ie/gaeilge. The course will be designed for both the domestic and international market		X	
	Develop a mobile app, using RTÉ content, aimed at Irish-language learners		X	
	Develop a learning project with the University of Ulster, aimed at intermediate and advanced learners, using transcribed RTÉ RnaG material linked to audio and an online dictionary		X	
	Present the Turas Teanga Irish language television course as an RTÉ Player box-set	X		
	Reformat and represent RTÉ's Easy Irish online course as a low-commitment, easy-access online language course		X	
	Explore the development of a course with NUIG Galway using RnaG archive aimed at advanced learners and fluent speakers.			X
Television	RTÉjr will develop an Irish language digital project aimed at young children			X

MEÁIN GHAELIGE RTÉ – ACTION PLAN

Continued

Area	Action	Year 1	Year 2-3	Year 4-5
RTÉ News	Embed Irish language in News output			
	Ensure coverage of national interest items relating to the Irish language	X		
	Seek to develop Irish-language related items on Nationwide		X	and ongoing
	Explore the use of Irish language clips within English-language bulletins, where appropriate		X	
	State events will by default have an Irish language component	X		

Area	Action	Year 1	Year 2-3	Year 4-5
Central	Audience and Archives			
Audience	Create an accurate data collection system for RTÉ RnaG and other Irish-language broadcasting		X	and ongoing
RTÉ Archives	Develop Irish language archive projects, in conjunction with external partnerships		X	and ongoing
	Create an RTÉ RnaG archive-based project in conjunction with Digital Repository Ireland, tying RTÉ Archives' RnaG collection in with other digital archives and making it accessible to the public		X	



Goal 3: Create a dynamic environment for Irish language content creation, making the best use of the talent, skills and creativity of Irish language-capable staff

Area	Action	Year 1	Year 2-3	Year 4-5
Central	Build capacity in Irish language across RTÉ			
	Language skills audit across RTÉ	X		
	Invite staff onto a panel willing to work/assist with Irish-language output			
	Explore the development of a centre of excellence in Irish-language media training and development with the creation of a formal arrangement with NUI Galway			X
	Implement an Irish-language support structure for presenters/announcers through the creation of a resource page on the Hub, along with live language support	X	and ongoing	
	Identify knowledge of the Irish language as an advantage in relevant appointments	X	and ongoing	
	Create an extended RTÉ Irish-language work experience role	X		
	Create a weekly Irish conversational session for staff	X	and ongoing	
	Develop a structured language training programme for staff, across all spectrums of ability, with L&D		X	and ongoing
	Create a situation where all areas in the organisation has at least one staff member that can work fluidly in both languages			X
Reintroduce the allocation of dedicated slots on Producer-Director training courses for people capable of working through Irish		X	and ongoing	
Introduce a language awareness element to extended editorial training courses (e.g. assistant producer training)		X		

Area	Action	Year 1	Year 2-3	Year 4-5
HR	Enable cross-platform working opportunities among Irish language staff			
	Create cross-platform and cross-IBD opportunities for Irish speaking staff who choose to do avail of them	X	and ongoing	
	Secondment opportunity in RTÉ RnaG, Nuacht RTÉ and other broadcasters for staff seeking to work in Irish, and seeking to gain experience and skills in differing areas		X	and ongoing

Area	Action	Year 1	Year 2-3	Year 4-5
Television & Radio	Team Up-skilling			
	Provide self-shooting and self-editing training for Cláracha Gaeilge staff, following it up immediately with an opportunity to implement the training in a working environment		X	
	Provide training in repurposing material for other uses (eg digital), creating content for an Irish-language website and social media		X	
	Provide training to radio and television staff in creating rich social media content so as to give added profile to self-promoted material		X	
	Independent front of camera talent development	X		
	In-house front of camera talent development	X		

STRATEGIC CONTEXT

Irish Language Working Group (ILWG) Report 2014

The remit of the ILWG was to prepare policy recommendations for Irish-language broadcasting across all RTÉ's platforms and services. A detailed report was published in early 2014 and makes specific recommendations concerning:

- Audiences, Media Content, Digital Media and Public Service Identity
- Implementation, Engagement and Analysis

The core recommendation around broadcasting in the report is that RTÉ needs to take "a more bilingual approach," or a normalisation approach to the Irish language, as it's referred to in the Government's 20 Year Irish Language Strategy.

"A sustained initiative should be designed and implemented, to reintegrate the regular use of Irish as part of a more bilingual approach across all platforms and schedules, reinforced by appropriate leadership and staff support."

Report of the RTÉ Irish-language Working Group

"RTÉ, as the national public service broadcaster, will normalise the use of Irish and English in their broadcasts, building on the success of Irish Language Week (Seachtain na Gaeilge)."

20-Year Strategy for the Irish Language, 2010-2030

The goals of this action plan are aligned with the key recommendation of the ILWG Report and specific recommendations have been incorporated into the projects and plans that will be implemented over the next five years.

Radio

RTÉ Raidió na Gaeltachta

RTÉ Raidió na Gaeltachta's mandate is to provide a national Irish language radio service. It delivers comprehensive international, national and Gaeltacht news and current affairs, as well as entertainment, sports coverage, features, arts and music. In many ways, RTÉ RnaG is similar in content and quality to RTÉ Radio 1. The service has a cultural and linguistic function that sets it apart from any other Irish radio service.

In September of 2014, RTÉ Raidió na Gaeltachta began the provision of Irish-

language news bulletins for RTÉ Radio 1, RTÉ 2fm and RTÉ Lyric fm. The service also began a new partnership in June 2014 with Raidió Rí-Rá in providing Irish language chart music programming for young people.

On Saturdays at 8pm, RTÉ Radio 1 broadcasts an hour of Irish-language programming from RTÉ RnaG. The audience for this slot has increased significantly, from 12,000 in 2010 to 20,000 in 2014. This programme is typically followed by the traditional Irish music programme *Ceili House*.

RTÉ 2fm recently broadcast a show in Irish on Sunday nights between 8pm and 10pm. The show was presented by Eoghan McDermott.

Nuacht RTÉ

RTÉ's multimedia Nuacht RTÉ team provides news programming on RTÉ One, on RTÉ News Now and on TG4, as well as feeding into the Nuacht RTÉ radio bulletins provided by RTÉ Raidió na Gaeltachta.

RTÉ provides the daily Irish-language television news bulletins, Nuacht RTÉ, on RTÉ One at 5.40pm (average 8% share, 65,000 viewers) and TG4 at 7.00pm (average 0.6% share, 7,000 viewers).

In 2013, RTÉ launched a new 5-10 minute Nuacht bulletin on RTÉ News Now, RTÉ's multimedia news service and RTÉ Nuacht began providing a new online news service in conjunction with RTÉ Raidió na Gaeltachta in 2014.

RTÉ Raidió na Gaeltachta and Nuacht RTÉ provide excellent services for native speakers on dedicated services. Recent restructuring has seen greater cooperation between the two services, resulting in enhanced online and radio output. It provides an example of the benefit and opportunity created by greater collaboration among our services - using RTÉ RnaG and Nuacht RTÉ staff strengths in the language to reach larger audiences with our Irish language content.



RTÉ Raidió na Gaeltachta has a cultural and linguistic function that sets it apart from any other Irish radio service.



RTÉjr

RTÉjr is an innovative, cross-platform children's offering, comprising a dedicated advertising-free television channel, digital radio channel, website and mobile app for the under sevens. RTÉ integrates the Irish language into its schedules for children, both through the commissioning of original programming in Irish and through adopting a natural, bilingual approach in some programme strands. Irish also features in presentation links, interstitials and the channel song, resulting in a natural presence throughout the day. RTÉjr broadcast a total of 33.5 hours in Irish in 2014 and 118 hours of bilingual programming.

Television

RTÉ produces and co-produces a number of hours of Irish-language programming, the majority of which are broadcast in peak-time on RTÉ One. In 2013, RTÉ broadcast 15.5 hours of Irish language television programmes, including an Irish language drama programme, more than half of which were co-funded

by external funding schemes. In 2014, RTÉ broadcast 13 hours of Irish language programmes, six of which were third-party funded or co-productions. Among the in-house programmes broadcast were the series *Abhainn*, *Gliondar*, *Cloch Le Cam* and *Scannal*; externally-funded projects included one-off documentaries such as *Ó Chúil Aodha go hOileán Í* and series *Guth na nGael* and *Deirfiúracha na hEolaíochta*. RTÉ has no dedicated commissioned spend for Cláracha Gaeilge Teilifíse.

The average audience for the Monday Irish-language slot on RTÉ One at 7:30pm is 227,000 viewers, or 15% share, although some programmes, such as *Cé a Chónaigh I Mo Theachsa*, can achieve audiences as high as 302,000 viewers and 21% share.

The Cláracha Gaeilge Teilifíse in-house team provides approximately seven hours of content for the RTÉ One schedule every year. The team is small and experienced and the core has

been there for some time. The output tends to be editorially retrospective and is exclusively shot on location, single-camera. With few exceptions, presenters/reporters don't appear on screen and many of the series are long-running.

Digital

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

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 app, 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 Nuacht RTÉ and the RTÉ RnaG news team.

STRATEGIC CONTEXT

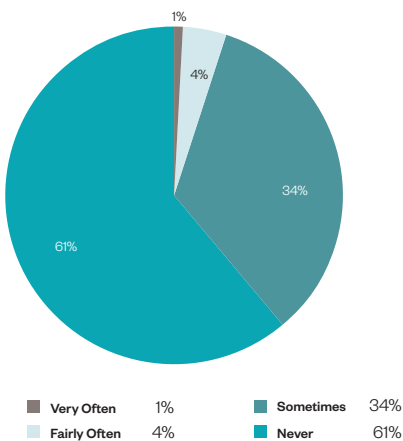
Continued

For the year to date, Nuacht RTÉ has had, on average, 238,000 page impressions per month and 40,000 unique browsers per month, 92% of monthly traffic comes from RTÉ News Now app. This compares with the RTÉ Raidió na Gaeltachta website, which has seen an average of 59,000 page impressions a month in the past year and 14,000 unique browsers.

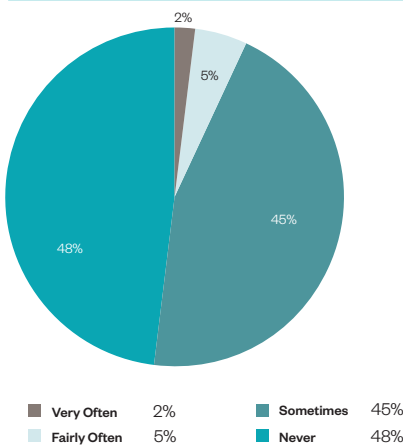
Audience Views

A short survey was conducted by RTÉ during April 2015. Respondents were asked how often they watched (1) Irish-language programming and (2) bilingual programming in English and Irish. One in three claimed to watch Irish-language programming and one in two watch bilingual programming at least occasionally.

IRISH-LANGUAGE PROGRAMMING



BILINGUAL PROGRAMMING



Charts: Regularity of watching Irish language and bilingual programming

When asked to rate the quality of RTÉ Irish-language programming, 41% rated it positively.

PERCEIVED QUALITY OF RTÉ'S IRISH LANGUAGE TV PROGRAMMES

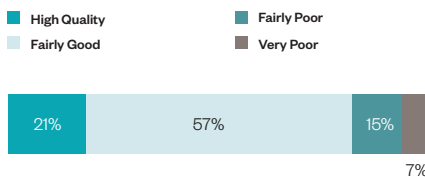


Chart: Quality of RTÉ programmes

Regulatory and Statutory Obligations

RTÉ's legal obligations are laid out in the Broadcasting Act 2009 which states that RTÉ must broadcast a "comprehensive range of programming" in both English and Irish, that reflect the cultural diversity of the island of Ireland. RTÉ has a specific remit to "provide programmes of news and current affairs in the Irish and English languages". Furthermore, RTÉ is legally required to report on its Irish-language programming for adults and children in its Annual Report and in its Annual Statement of Performance Commitments.

RTÉ also has a legal requirement to provide one-hour of programme material to TG4 per week.

20-Year Strategy for the Irish Language 2010-2030

The Government's 20-Year Strategy for the Irish language puts the onus on RTÉ to deliver on specific objectives:

- RTÉ, as the national public service broadcaster, will normalise the use of Irish and English in their broadcasts, building on the success of Irish Language Week (Seachtain na Gaeilge).
- RTÉ will continue to support and develop RTÉ Raidió na Gaeltachta so that a broad spectrum of high standard programmes will be delivered to those communities that listen to this service.
- development of a literary promotion brief by RTÉ and TG4, with a key role in literary awards, book programmes, profiling of authors and contributing to their visibility and media status, and cultivation of stronger links between writing for the media and for book publication as "complementary" activities.



For the year to date, **Nuacht RTÉ** has had, on average, 238,000 page impressions per month.

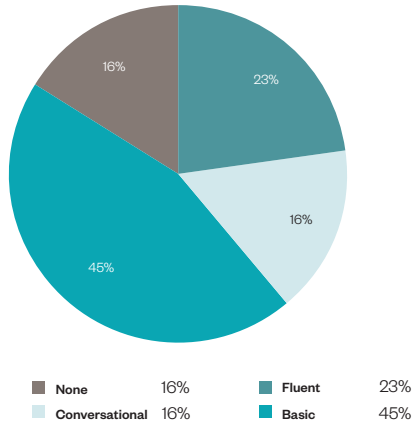
Staff, Systems & Funding

The reduction in staff numbers across RTÉ in recent years has been felt strongly in areas relating to Irish-language broadcasting, which has resulted in a reduction in the level of Irish-language competency throughout the organisation. Recent voluntary redundancy and early retirement packages have led to the exit of Irish-language capable employees who were recruited when knowledge of the Irish language was a specific requirement for the organisation. As this requirement no longer exists, overall organisational competency in the language is in a much worse place than it was ten or even five years ago.

As part of the work of the Irish-Language Working Group, an Irish-language survey ran over two weeks in September 2013. The aim of the survey was to help improve understanding of RTÉ's capacity to function bilingually.

In total, 684 people participated in the survey, 522 (76%) people responded in English and 162 (24%) responded through Irish.

CLAIMED FLUENCY IN SPOKEN IRISH

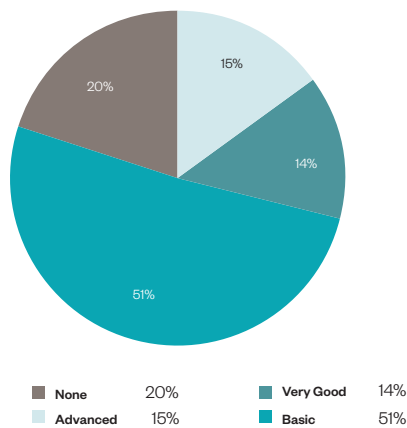


In answer to the question regarding the level of spoken Irish, 23% of people confirmed that they were fluent, while 16% described their level as conversational. The level of written Irish ranged from advanced at 15% to basic at 51%.

The majority of respondents, 69%, confirmed that they didn't use Irish in their everyday work.

Almost half of the respondents made additional comments, both in English and Irish. The comments were mainly positive with the main theme throughout being the request for Irish-language courses and conversational classes during lunchtime, evenings and to fit around shift work. Other comments included a desire to see greater use of Irish on the internal communications website and more signage in Irish in RTÉ.

CLAIMED LEVEL OF WRITTEN IRISH



RTÉ spent €21.3 million on its Irish-language output across all its services and obligations in 2014.



