

# Policy for the Promotion of Events and Initiatives on RTÉ

# 1.

## INTRODUCTION

This document outlines a policy framework to govern the promotion of events and initiatives on RTÉ.

The policy sets out the framework for promoting events and initiatives on RTÉ in a manner consistent with RTÉ's statutory remit, with the RTÉ Fair Trading Policy, and with the Coimisiún na Meán Commercial Communications Code.

### **Guiding Principle**

RTÉ runs, supports, and has a presence at numerous events each year.

The guiding principle is that any event - whether initiated by RTÉ or undertaken in partnership with others - must deliver public value and align with RTÉ's statutory public service objects.

Promotion of such events is undertaken with the aim of enhancing public value, and ensuring mutual benefit for both the event or initiative, and RTÉ's audience.

## 2. CONTEXT & RELEVANT POLICIES

### Key References

This policy has been developed with reference to definitions and principles set out in the Broadcasting Act 2009 (as amended), in RTÉ's Fair Trading Policy, and in the Commercial Communications Code.

### *The Broadcasting Act*

RTÉ's public objectives, functions, and statutory obligations are set out in sections 113 to 116 (RTÉ) and 117 to 119 (TG4) of the Broadcasting Act 2009 (as amended).

While each section is noted, in particular we note RTÉ's obligation to:

*(2) a) be responsive to the interests and concerns of the whole community ... and have special regard for the elements which distinguish that culture and in particular for the Irish language,*

*c) to establish and maintain orchestras, choirs and other cultural performing groups in connection with the services of RTÉ under paragraphs (a), (f), (g) and (h),*

*h) to organise, provide and subsidise concerts, entertainments, education and other activities in connection with a broadcasting service or for any purpose incidental to it and, in relation to any such concert or entertainment, to provide or procure accommodation and, if desired, to make charges for admission*

### *RTÉ's Fair Trading Policy*

RTÉ's Fair Trading Policy attests that RTÉ seeks to offer public value by working in partnership with others and supporting events and initiatives that are directly aligned to its public service objects and where support offered by way of promotion or otherwise, is to the mutual benefit of the event and/or initiative and RTÉ's audience.

The policy states that if an event or initiative is being supported through promotional airtime, the provisions of all relevant CnaM Media Service Codes and Rules with respect to exclusions on airtime minutage must be complied with.

In summary, this code provides that self-promotion or cross-promotion by RTÉ of its programmes (as defined in the Codes) and/or products ancillary to those programmes by way of announcements and/or trailers **do not constitute advertising**. In addition, these initiatives must adhere to the RTÉ promotions and partnerships internal guidelines.

The RTÉ Fair Trading Policy states that there are a number of initiatives educational, artistic, creative and other which are non-commercial in nature such as those, for example, which

support the Irish language, the RTÉ Supporting the Arts Initiative and which are organised and supported at a national level. All such arrangements must be editorially justified and must comply with relevant Codes as well as internal guidelines.

### **CnaM Commercial Communications Code**

The code makes the following exclusions:

*11.1 The following exclusions are not forms of commercial communication and are not required to comply with this Code. They shall, however, comply with the Commission's Code of Programme Standards.*

*a) 'Trailers' are considered programmes and not commercial communications once they relate to programmes carried on the same broadcasting service. Trailers for programmes on another broadcasting service aired without payment or similar consideration are considered crosspromotions when the broadcasting services are owned and controlled by the same broadcaster.*

*b) Public service announcements and charity appeals broadcast free of charge.*

### 3. RTÉ's POLICY

This policy sets out a classification framework for the promotion of events and initiatives on RTÉ in a manner consistent with RTÉ's statutory remit, the RTÉ Fair Trading Policy, and the Coimisiún na Meán Commercial Communications Code.

Guided by these documents, and in the context of the exclusions as prescribed in the General Commercial Communications Code, RTÉ proposes five classifications of events, the promotion of which (via "trailer" or other means) will be allowed for under the exclusions as defined.

#### **Classifications**

The following classifications define the types of events eligible for promotion under these exclusions, such that promotion of events in any of the categories below **will not constitute advertising**.

##### **1) RTÉ Owned**

These are events or initiatives ideated, owned and overseen by RTÉ. This category includes but is not limited to the RTÉ Radio 1 Folk Awards; the RTÉ Short Story Competition; RTÉ Storyland, etc. These events are core initiatives of RTÉ in the pursuit of RTÉ's public service objects and are considered by RTÉ to be part of its broader programming.

##### **2) RTÉ Titled**

These are events run in partnership with third-parties but to which RTÉ is the agreed title-sponsor. This category includes but is not limited to the RTÉ Choice Music Prize and the RTÉ All Ireland Drama Festival. These events are important initiatives of RTÉ in the pursuit of RTÉ's public service objects and are considered by RTÉ to be part of its broader programming.

##### **3) RTÉ Presence**

These are events run by third-parties at which RTÉ has a broadcast and/or other presence from which content and/or programming is generated. This category includes but is not limited to RTÉ at the Stripe Young Scientist; RTÉ at the National Ploughing Championships; RTÉ at the Fleadh Cheoil na hÉireann. These events allow RTÉ to support and foster relationships with key audience segments in the context of RTÉ's public service objects. RTÉ activity at or output from these events is considered by RTÉ to be part of its broader programming.

##### **4) RTÉ Supported**

These are "initiatives educational, artistic, creative and other which are non-commercial in nature" (RTÉ Fair Trading Policy) run by third parties and to which RTÉ agrees to offer

support in the form of “trailers” or promotion. These events demonstrate clear alignment between RTÉ’s public service objects and wider social policy, with a focus on (for example), the Irish-language, young people, education, STEM, diversity and inclusion, and arts and culture. These events include but are not limited to RTÉ / Cruinniu na nÓg and RTÉ / Seachtain na Gaeilge. This classification also covers events supported under the RTÉ Supporting the Arts scheme.

## **5) RTÉ Programmed**

These are events programmed by RTÉ, which may be broadcast and/or recorded. They are, in any case, considered by RTÉ as content (“programmes”) produced in the pursuit of RTÉ’s public service objects. These events include but are not limited to concerts and performances by the RTÉ Concert Orchestra or other performances or events originated or staged by RTÉ.