

Scéim Teanga

do RTÉ

2019-2022

Faoi Alt 15 d'Acht na dTeangacha Oifigiúla 2003

Language Scheme

for RTÉ

2019-2022

Under Section 15 of the Official Languages Act 2003

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Introduction from RTÉ Director-General

Since the submission to the Department of Culture, Heritage and Gaeltacht of its first Language Scheme for 2015-2018, RTÉ has undertaken a profound shift in approach to the Irish language, with the aim of interweaving the language through all that we do, instead of leaving it primarily the jurisdiction of dedicated Irish-language services.

With its Meáin Ghaeilge Irish-language action plan, RTÉ has sought to go beyond its obligations under the Official Languages Act by publishing a cohesive Irish-language policy, backed up with an implementation plan.

The implementation of the plan is carried out while being mindful of the relevant pieces of legislation that underpin RTÉ's responsibilities in relation to the Irish language; the Broadcasting Act 2009, the Official Languages Act 2003, and not forgetting the Government's 20-Year Strategy on the Irish Language.

But our new approach looks to go beyond those pieces of legislation and strategy. 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 – but we see it not as an obligation but 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 within the Irish media ecosystem.

Shortly before submitting our initial Language Scheme, we appointed for the first time a Group Head of Irish Language, through which we have increased our engagement with the Irish-speaking public and with Irish-language organisations. We recognise the importance of engaging with external stakeholders, and are working closely with Irish-language organisations and educational institutions.

As an organisation, RTÉ invests over €20 million per annum into Irish-language services and content. Our approach is a two-pronged approach, with the provision of core Irish-language services such as RTÉ Raidió na Gaeltachta, Nuacht, Cláracha Gaeilge and rte.ie/gaeilge, along with interweaving Irish through the rest of our services.

RTÉ welcomes the opportunity to continue its commitment to the Irish language with the submission of this Language Scheme for 2019-2022 to the Department of Culture, Heritage and the Gaeltacht.

Dee Forbes

RTÉ Director General, September 2018

Chapter One: Preparation of the RTÉ Language Scheme

This Language Scheme is prepared under *Section 15 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 Culture, 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 Culture, Heritage and the Gaeltacht. The scheme commences with effect from 01 April 2019, 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.

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:

To champion Irish culture by captivating audiences with trusted, engaging and challenging content; celebrating our country's rich diversity; and cultivating Ireland's talent.

RTÉ's Mission:

To enrich Irish life with content that challenges, educates and entertains.

RTÉ's Values:

As an organisation and individually, RTÉ will be outward looking, creative, respectful, sustainable and accountable, collaborative and transparent, and will demonstrate the following behaviours:

Outward Looking

Have a deep understanding of its audience and their needs. Invest time and energy in monitoring changes in the media landscape.

Creative

Be resourceful and innovative in how it makes its content. Be brave, take risks and be willing to learn from failures.

Respectful

Treat people, including staff and partners, with respect, even when it challenges. Nurture trust by being fair and open about the decisions it makes.

Sustainable and Accountable

Manage its business in a responsible manner. Be accountable to each other within RTÉ and to audience and stakeholders.

Collaborative

Work together, bringing the 'One RTÉ' organisation to life. Join forces with partners to meet the needs of RTÉ's audience.

Transparent

Make decisions openly. Be upfront about the reasons for the actions taken.

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

RTÉ has seen a significant restructuring, including a reconfiguration of the Executive Board, since RTÉ's first Language Scheme was submitted. As part of the renewal of all organisational structures, the Director-General has re-configured the Executive Board of RTÉ. Operations and Human Resources representation has been brought on to the Board, along with the creation of an Audience, Channels and Marketing division as well as a Content division. The Executive, under the restructuring, brings together the Director-General, and the heads of Content; News & Current Affairs; Audience, Channels and Marketing; Operations; Transformation and Technology; Finance; Corporate Affairs; and Human Resources

In its new strategy, RTÉ has set out that it will realise the new 'One RTÉ' structure through the following actions:

- The Audience, Channels and Marketing division will combine television, radio and online channels, as well as marketing and audience insights to bring audiences to the heart of RTÉ's decision making.
- The Content division will allow RTÉ to deliver the most compelling programming across television, radio and digital channels – creating bigger impacts and allowing RTÉ to address bigger themes and topics in more engaging ways.
- A new integrated Operations division will streamline production processes, allowing RTÉ to do new things and meet new audience needs.
- News and Current Affairs resources will be reallocated and structures changed to deliver a digital-first news service alongside broadcast news and current affairs output.

- Overall workforce numbers are being reduced through a voluntary redundancy scheme and some new skills will be added to RTÉ's existing pool of experience and talent.
- RTÉ will create a more collaborative working environment and some teams will be re-located across the Donnybrook campus.
- RTÉ will transform the way it works with others and build new partnerships that offer real public value and impact.
- Significant investments will be made in new technology, digital production and distribution infrastructure.
- The restructuring and related investments will be funded from the proceeds of RTÉ's sale of land assets in Donnybrook.

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 operates two free-to-air television channels, RTÉ One and RTÉ2, which together broadcast a comprehensive range of home produced and acquired programming across a wide range of genres, catering to mass and niche audiences. SAORVIEW, the Irish digital television (DTT) service includes the following RTÉ television channels and services: RTÉ One, RTÉ2 HD, RTÉ One +1, RTÉjr, RTÉ News Now, and RTÉ Aertel.

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 Services

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.

RTÉ also provides a range of other online services, such as the RTÉ Player International, RTÉ Radio Player, , RTÉjr apps/online and GAAGO.

Orchestras, Quartets & Choirs

RTÉ Orchestras, Quartets & 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, Quartets & 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, Quartets & 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.

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.

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.

Since 2017, Nuacht also produce a current affairs programme for TG4 called *7 Lá*. Nuacht RTÉ also provides an online news service in conjunction with RTÉ Raidió na Gaeltachta.

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

Television & Radio

RTÉ commissions and produces Irish language programming, much of it in peak time. In 2017, not including Nuacht or children's programming, RTÉ broadcast 28 hours of new programming, some of which were part-funded by outside funding schemes, including programmes such as *GAA Nua*, externally part-funded by the Broadcast Authority of Ireland, which achieved high audiences. Among other programmes broadcast were the series, *An Geansaí* and *Scannall*.

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 its first two years.

RTÉ 2fm broadcasts a bilingual chart music show on Friday nights between 8pm and 10pm, along with interspersing Irish throughout its weekly schedule.

RTÉ also provide bilingual commentary on both television and radio coverage of State events, along with dual-language commentary of the later stages of the football and hurling All-Ireland series.

Digital Output

RTÉ has a dedicated Irish-language service on RTÉ.ie, RTÉ.ie/Gaeilge, which provides a wide mix of daily online content. The service also produces a dedicated Irish-language podcast series called *Beo ar Éigean*.

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.

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 7s audience and serves to help distinguish RTÉjr as a distinctly Irish children's media service.

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 RTE Radio 1 from leading writers in Irish.

3. RTÉ expenditure on Irish language programming and services

In 2017, RTÉ spent in excess of **€24 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 <http://www.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.

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 placenames 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.

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

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.

The Grúpcheannasaí Gaeilge will progress the implementation of RTÉ's Meáin Ghaeilge Irish Language Action Plan, along with further developing Irish language output across all RTÉ services.

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

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.

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, or in Irish only.
- 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 on RTÉ's websites.
- 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 will maintain and develop 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.

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 RTÉ's Meáin Ghaeilge Action Plan, there will be an increase in the amount of Irish language content broadcast on RTÉ services over the lifespan of this scheme.

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 entirely in Irish for roles that are fulfilled entirely through Irish.
 - 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.

Partnerships

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

- 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 Meáin Ghaeilge Action Plan, 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.