

RTÉ

Corporate
Responsibility
2009

Audiences

Government
and Regulators

Environment

Business
interactions

Staff



Contents

Introduction

- 03** Foreword by the Director-General
- 04** Progress on objectives set in Corporate Responsibility Report 2008

Activities 2008/09

- 08** Meeting the needs of our Audiences
- 18** Our Staff
- 26** Our Business Interactions
- 35** Government and Regulators
- 39** The Environment

Looking Forward

- 44** Project 2025
- 46** Public Service Statement
- 47** 2010 Objectives



Foreword by the Director-General

Each January RTÉ publishes a *Statement of Commitments* which reflects RTÉ's statutory obligations and details the range of programming that will be provided in the coming year. Progress against these commitments is reported in the RTÉ Annual Report. Many of these commitments are not commercially driven and would be considered by other media organisations to be part of a corporate responsibility programme. Commitments to the arts, the Irish language, education, minority sports and regional programming would all be such examples.

Therefore recorded each year in the RTÉ Corporate Responsibility report is how RTÉ goes beyond these commitments, in how it deals with its audiences, staff, business partners, the Government and in relation to the environment.

2009 was a difficult year for many. Not only have the impacts of the economic recession been felt by families and communities across the country in the form of job losses, pay reductions and the loss of state services and supports but the persistent extreme weather conditions in the latter part of the year also caused considerable disruption and hardship.

For RTÉ, like many businesses, 2009 was a very challenging trading year, with advertising spending down globally and nationally our commercial revenues reduced dramatically. However notwithstanding these challenges, the projects and the progress against objectives detailed in this report is particularly heartening. It would be very easy in the light of cost savings and pay reductions for RTÉ staff to not go that extra mile to deliver that little bit extra. But this report is full of examples of RTÉ staff doing just that.

Whether it is an RTÉ reporter and crew wading through water to speak with a farmer cut off due to flooding; the recycling of carpets for use as mats for the elderly in the Pro Cathedral; a Cross Media project to celebrate the 70th birthday of Seamus Heaney; or the development of a specialised radio service for young children, what each of the projects in this report have in common is that they rely on RTÉ staff using their initiative to go beyond what is expected.

I congratulate and thank staff for their efforts in bringing to life the corporate values that make RTÉ an organisation that I am proud to work for.

Cathal Goan
Director-General, RTÉ

RTÉ is a Public Service Broadcaster (PSB), a non-profit making organisation owned by the Irish people. As a PSB, RTÉ's purpose is not a commercial one, but rather one that is rooted in providing a service or a series of services, as detailed in legislation, to the public.

Progress on Objectives set in Corporate Responsibility Report 2008

1. Meeting the needs of our Audiences

Objective

Progress

By Q1 2009, RTÉ will have agreed a cost-effective five year contract with the Athlone Festival Committee for the RTÉ All Ireland Drama Festival.

In October 2008 RTÉ committed to a five year contract as title sponsor which will run until the RTÉ All Ireland Drama Festival 2013.

RTÉ will continue to develop Cross Media projects, such as *Operation Transformation* and will create at least one new and significant Cross Media project during 2009.

RTÉ developed a number of significant Cross Media projects from Q4 2008 and through 2009. These included: *1918: Ireland and the Great War; Heaney At 70; Operation Transformation; Look of the Irish* and *Spend Clever, Live Better*.

By Q4 2008 RTÉ will be involved in a project aimed at senior second-level students which will show an application of science or technology, integrating an aspect of RTÉ's work with the curriculum.

RTÉ engaged in Science and Technology in Action presenting a case study of RTÉ web design and technology. This was circulated to all second-level schools in Republic of Ireland. In October 08 RTÉ became a sponsor of *Imagine 2009* in partnership with NUI Maynooth which was aimed at second-level students asking them to design a classroom of the future.

Senior management in Television, Radio and News & Current Affairs will agree specific, realistic and measurable targets with managers, editors and programme makers for ethnic and multicultural representation in all or parts of their respective output areas by end Q4 2008.

Intercultural representation was included as a Performance Development System (PDS) measure for all TV Commissioning editors in respect of performance in 2009. A similar commitment was made for Radio producers during Q4 2009 in respect of performance in 2010.

2. Staff

Objective

The new RTÉ Crèche will open in Q4 2008.

Progress

The RTÉ Staff Crèche opened in November 2008. See case study on page 22.

To enhance staff cooperation and improve internal communications RTÉ would like to significantly upgrade its current intranet. To begin this process RTÉ will complete a review of the existing intranet system and develop a clear roadmap for its redevelopment by Q4 2008.

Due to budget cutbacks the external review of the existing intranet system planned for 2009 was not carried out.

RTÉ is to provide intercultural awareness training for all HR staff, for all new staff (as part of induction training) and identify where intercultural training can be integrated into existing IBD training programmes by Q4 2009.

All RTÉ HR staff received introductory intercultural awareness training in late 2008 /early 2009. Due to the current economic climate there was a recruitment freeze during 2009, as a consequence there was no induction training during 2009.

3. Our Business Interactions

Objective

Beginning with CR 2008, each successive report will record any changes or amendments made to the *RTÉ Programme Standards and Guidelines* during the course of the preceding year.

Progress

There were no changes made to the *RTÉ Programme Standards and Guidelines* during 2009.

Following a comprehensive review of the systems and processes within RTÉ Television Independent Production Unit during 2008, an action plan outlining the implementation of new efficiencies in relation to timelines of commissioning decisions will be completed by Q2 2009.

During 2009 RTÉ Independent Productions introduced a new rolling commissioning system. See page 28 for details.

To support RTÉ's public procurement activities from commencement of the procurement activity through to selection of the successful supplier, Group IT is developing a new electronic public procurement system. The development of this system encountered unavoidable delays during 2008 and will be available for use in Q1, 2009.

Due to the current economic climate RTÉ postponed a number of capital projects during 2009 including a large number of technology projects. Procurement as an activity will be dramatically reduced for the foreseeable future and therefore the development of an electronic procurement system is not now a short-term priority.



4. Government and Regulators

Objective

By Q2 2009 RTÉ.ie will bring a range of live and on-demand video services to users around the world with the launch of a new online video player.

RTÉ will use *RTÉ Audience Opinion* to keep the Department of Communications, Energy and Natural Resources (DCENR) appraised in an appropriate way of the benefit of RTÉ as a Public Service Broadcaster.

Progress

RTÉ launched the RTÉ Player in Q2 2009. There has been a delay in the international version of the player due to an unforeseen delay in securing music rights.

Data from *RTÉ Audience Opinion* was used in the Licence Fee Adjustment Review 2008 which was submitted to DCENR in March 2009 and demonstrated RTÉ's fulfilment of its public service objects. This data also forms the basis of many of the key performance measures in RTÉ's *Performance Commitments 2009*. This data will continue to be used in the annual *Statement of Performance Commitments* and is also likely to be included in future strategy as performance indicators.

5. The Environment

Objective

A pilot car-sharing website will be launched during Q4 2008 to assist staff in arranging and planning car sharing to and from the RTÉ site in Donnybrook. This will be hosted on the staff intranet. To support and encourage participation in the scheme, a limited number of car spaces will be allocated to the scheme on a trial basis.

New bicycle shelters around the complex adjacent to the Radio Centre, TV Centre and the Stage 7 area are to be constructed by the end of Q4 2008.

Working with the Dublin Transport Office as a partner in the *One Small Step* campaign RTÉ will have a comprehensive workplace travel plan in place by Q2 2009.

RTÉ will continue to monitor and take necessary steps to incrementally reduce our waste to landfill and report same by Q4 2009.

RTÉ will continue to monitor and take necessary steps to incrementally improve our energy efficiency and report same by Q4 2009.

In support of the *International Year of Planet Earth*, RTÉ will launch a cross IBD initiative in Q4 2008 to help raise awareness amongst primary and post primary students of climate change.

Progress

Due to the current economic climate RTÉ postponed a number of projects in Q4 2008 and during 2009 including the development of a pilot car sharing website.

Due to the current economic climate RTÉ postponed a number of capital projects in Q4 2008 and during 2009 including the planned bicycle shelters adjacent to the Radio Centre, TV Centre and the Stage 7 area.

Due to the current economic climate RTÉ postponed a number of projects during 2009 including the development of a workplace travel plan. RTÉ did maintain a strong working relationship with the *One Small Step* campaign during 2009 and RTÉ was an active participant in the 2009 Pedometer Challenge. See page 21 for details.

RTÉ has continued to monitor waste management operations to reduce our waste to landfill. See page 41 for details.

See Page 40.

In November 2008 RTÉ organised a schools based competition to mark *International Year of Planet Earth*. The competition winners received a weather station (primary) or a Seismology unit (post primary). Training was given to a teacher in each winning school as to how to engage students with the prize.

Meeting the needs of our Audiences



- 10** RTÉ Junior
- 12** RTÉ Player
- 13** Performing Groups in the Community
- 16** Reporting the Floods
- 17** Heaney At 70



Ryan Tubridy spooks out Alex and Ana Brennock in preparation for his Halloween Special Ryan Reads Roald on RTÉ Junior.

RTÉ Junior

In the past, children's radio programmes had a tendency to pop up in the murky depths of a schedule like fish jumping in the water – there one second and gone the next. In its first year on air the Digital Radio station RTÉ Junior kept its head above water giving listeners uninterrupted children's radio every day from wake-up to bedtime.

Designed around a child's day and aimed at ages 2-12 RTÉ Junior wakes them up for school from 7am with a mixture of pop music, jokes and morning fun. The breakfast show series *Pop Pop*, presented by Louise Foxe produced more than 70 hours of exclusive programming in 2009. And if they're too young for school there's a whole morning of nursery rhymes, stories, lullabies and even some tunes for the grown-ups until lunch time.

The station had a few firsts for kids during the year. In March, RTÉ lyric fm staff member Ian McGlynn began a new weekly classical music series, *Klassical Kidz* on Sunday evenings. In September they teamed up with Young People's programmes in TV to launch *Den Radio* with presenter Daraine Mulvihill, a daily hour of music and fun which airs week days from 5 to 6 pm.

In November RTÉ Junior began the first weekly children's education series, *The Colour Chart* by Colm Flynn. With no budget for content all of these programmes were created, presented and produced voluntarily by RTÉ staff.

The BCI recognised Digital Radio's contribution to Irish radio by awarding funding through its Sound & Vision scheme to Garret Daly for his series, *In My Place*, a collection of five minute programmes each featuring a different child and the world around them - their friends, family, town and activities. The series airs on RTÉ Junior in 2010.

RTÉ Junior also teamed up with the National Children's Nurseries Association, NCNA to get behind their National Pyjama Day in March to help raise funds for the Make A Wish Foundation. One hundred and fifty digital radios have been procured for distribution to NCNA member crèches in the broadcast areas in 2010 so that they can use RTÉ Junior as their daily soundtrack. RTÉ Junior provides a lullaby hour for crèches and pre-school children at mid-day.

Designed around a child's day and aimed at ages 2-12 RTÉ Junior wakes them up for school from 7am with a mixture of pop music, jokes and morning fun.

➤ **click here!**
www.rte.ie/digitalradio/junior

The big highlight of the year was saved for Halloween when RTÉ Junior rolled out a week of exclusive programming for the mid-term break. Ryan Tubridy read stories by Roald Dahl and the Irish and international best selling author John Connolly read extracts from his own children's book, *The Gates* and presented a spooky music show for kids. John Kelly presented his own unique brand of music programming in *The Ghost Train*. RTÉ Junior teamed up with Roddy Doyle's creative writing centre, Fighting Words to co-produce a special Halloween show recorded live from St. Lawrence O'Toole Girl's School, Sherriff Street in Dublin.

Children's voices are the fuel of RTÉ Junior. In the last year volunteers from both within RTÉ and outside have travelled to schools and children's centres around the country to record their voices and pepper the schedule with their thoughts and opinions on a range of topics from best friends to favourite holidays.

RTÉ Junior is available online, on Chorus NTL digital, on DTT and on Digital radio receivers in the broadcast regions of Dublin, Cork, Limerick, Kildare, Laois, Louth, Meath, Offaly and Westmeath.

RTÉ Player



RTÉ Player, a catch-up web TV service on RTÉ.ie, was launched in April 2009. The new service gives Irish broadband users the opportunity to watch their favourite RTÉ Television programmes for up to 21 days after broadcast. It is a “click and play” service, which requires no registration, installation or download and makes up to 70 hours of television programmes available each week for the catch up period. The player was developed with a view to delivering a new and improved service to reflect audience needs and to offer viewers more choice in how they watch programmes.

Soap fans can catch up with all the drama on a seven day catch up of *Fair City*, *Eastenders* and *Home and Away*. *The Den*, *Den Tots* and *Two Tube* programmes are all available for catch up for 21 days. Entertainment flagship programmes such as *The Late Late Show*, *The Panel*, *All-Ireland Talent Show*, and *Naked Camera* are also available for 21 days. Popular international programmes such as *Mad Men*, *Top Gear* and *The Bill* are also available.

News and Sports fans can watch all RTÉ’s News & Current Affairs output and RTÉ’s top sports shows including *The Sunday Game*, *Monday Night Soccer* and *OB Sport*.

RTÉ Player has been developed using the latest MPEG 4 video compression technology and Flash media player. This will ensure the best user experience with fast access and high internet audio-visual quality.

Commenting on the launch of RTÉ Player, Múirne Laffan, Executive Director of RTÉ Publishing, said; “This is an exciting new opportunity for Irish viewers to access their favourite programmes. RTÉ Player will enhance our service to existing and new RTÉ audiences, extending the availability of our programmes and addressing the challenge to consumers viewing habits beyond traditional appointment to view. This is a significant enhancement to the consumer experience offered on RTÉ.ie”. An international version of the RTÉ Player is due to be launched in early 2010.



Documentary Series
Who Do You Think You Are
on RTÉ Player.

Performing Groups in the Community

RTÉ's Performing Groups play a unique role in Ireland as performers, promoters and composers of all kinds of music. From high-end classical with the RTÉ National Symphony Orchestra (NSO) and the RTÉ Vanbrugh Quartet to RTÉ Concert Orchestra (CO) concerts in the areas of jazz and big band, classical crossover, rock, traditional, cabaret, multimedia events, family concerts and more.

RTÉ NSO Residency in Donegal

Engagement with communities outside of Dublin is a key part of the work of RTÉ Performing Groups each year. In October 2008, the RTÉ NSO returned to Co. Donegal for a three-day orchestral residency. This was presented in association with County Donegal Vocational Education Committee and Donegal Music Education Partnership with the support of An Grianán Theatre and Letterkenny Institute of Technology. It was the seventh residency undertaken by the Orchestra and the second in Co. Donegal.

Direct engagement with local communities has always been a central feature of RTÉ NSO residencies. In 2008, the residency reached a total audience of 4,000 people between concerts; 12 fun-filled workshops in the Letterkenny Institute of Technology, Loreto College and An Grianán Theatre for primary school students from the age of six upwards; an open rehearsal for secondary school students; the mentoring of young musicians and a public evening performance in Letterkenny Institute of Technology.

In advance of the main residency, an 'Introduction to the Orchestra evening' was also held for teachers, to enable them to prepare students for the main residency itself.

This residency was distinguished by the involvement, for the first time in any residency, of a local youth orchestra. On a voluntary basis, eight members of the RTÉ National Symphony Orchestra, and conductor James Cavanagh, mentored and rehearsed the Orchestra in advance of the public performance. The Donegal Youth Orchestra's involvement then culminated with their participation in the public evening concert.

RTÉ's Performing Groups play a unique role in Ireland as performers, promoters and composers of all kinds of music.

RTÉ Concert Orchestra
Principal Conductor
David Brophy instructing
Rachel Guang Du
as part of the RTÉ
Concert Orchestra
mentoring programme.



Ballymun Community Project: A New Day

In February 2009, RTÉ Cór na nÓg and musicians from both the RTÉ NSO and the RTÉ CO under the RTÉ CO's Principal Conductor David Brophy collaborated with CityArts: Tower Songs and Ballymun Music Programme, under the auspices of DIT Community Links, in showcasing a set of four new pieces entitled A New Day in a public performance in The Helix.

With lyrics by three local teenagers, A New Day was composed in collaboration with Daragh O'Toole and performed by 210 primary and secondary school students from seven local schools in Ballymun, including an orchestra made up of 50 local primary school children.

Given the success of this performance, the RTÉ CO, RTÉ Cór na nÓg and a choir made up of Ballymun children were invited to record the piece for release in late 2009, with profits going to the Ballymun Music Programme. This recording, conducted by David Brophy, was made in May in Studio One in RTÉ Radio Centre and was on the market in time for Christmas 2009.

Music in the Classroom

The long-running Irish Times / RTÉ Music in the Classroom concerts involving both the RTÉ NSO and the RTÉ CO continued in 2008 and 2009. In 2008 they reached a total audience of over 36,000 in 38 concerts that took place in Dublin, Derry, Galway, Limerick, Louth and Cork. By the end 2009, the programme will also deliver 38 concerts, taking place in Dublin, Killarney, Cork, Galway, Castlebar and Limerick. It is expected that the total audience reached in 2009 will be in excess of 33,000.



Fergus O'Carroll of the RTÉ National Symphony Orchestra playing the French horn at a workshop as part of the RTÉ NSO Donegal Residency in 2008.

Reporting the Floods

In November 2009 communities in many parts of the South and West of Ireland suffered widespread and severe sudden flooding. Many homes, businesses and farms were destroyed; thousands of households, particularly in Cork city, lost drinking water for a number of days; and many others in rural areas became stranded as roads became impassable.

All of RTÉ's main News and Current Affairs programmes on both Radio and Television covered the immediate and long term affects of the flooding, the response of local communities and state services and the underlying reasons for increased flood vulnerability.

The *Six One News*, was co-presented by Brian Dobson in Cork on 20 November as the city flooded following the release of huge volumes of water at the Iniscarra dam. On Tuesday 24 November *Prime Time* anchored by Miriam O'Callaghan broadcast live from badly flooded Claregalway. On Monday 30 November *The Frontline* dedicated the entire programme to the issue and gave voice to those who had been displaced or directly affected by the floods. *Morning Ireland* carried daily reports and updates as communities struggled to deal with the full extent of the flooding.

RTÉ's regional correspondents and crews played a critical role in highlighting the impact of the sudden flooding on individuals and families, particularly those in the most remote rural areas. For two weeks RTÉ's news bulletins on radio and television carried daily reports and interviews with local people by Jim Fahy, Paschal Sheehy, Cathy Halloran, Jennie O'Sullivan, Teresa Mannion and others.

RTÉ has a clear statutory responsibility to provide comprehensive regional coverage. However the value of such a regional network can often only be realised during a crisis such as that which occurred November 2009. The quality and extent of the coverage was a clear demonstration of the strength of RTÉ's national coverage and the genuine commitment to local communities of RTÉ's regional teams.



A semi-submerged car demonstrates the severity of the flooding in Co. Galway. Photo by Joe O'Shaughnessy.

Heaney At 70

Seamus Heaney.
Photo by John Minihan.

➤ **click here!**
www.rte.ie/heaneyat70

Over the Easter weekend RTÉ celebrated Nobel Laureate Seamus Heaney's 70th birthday with a range of output on Radio, Television and Online. Ranging from a live interview with Marian Finucane to specially commissioned works by the RTÉ Vanbrugh Quartet, RTÉ's *Heaney At 70* celebration was a fitting and special tribute to one of Ireland's most exceptional talents.

Our Staff



- 19** Pronunciation Guide
- 21** One Small Step: Pedometer Challenge 2009
- 22** RTÉ Crèche
- 23** RTÉ Cycle to Work Scheme

Pronunciation Guide

Sample page of RTÉ's Pronunciation Guide.

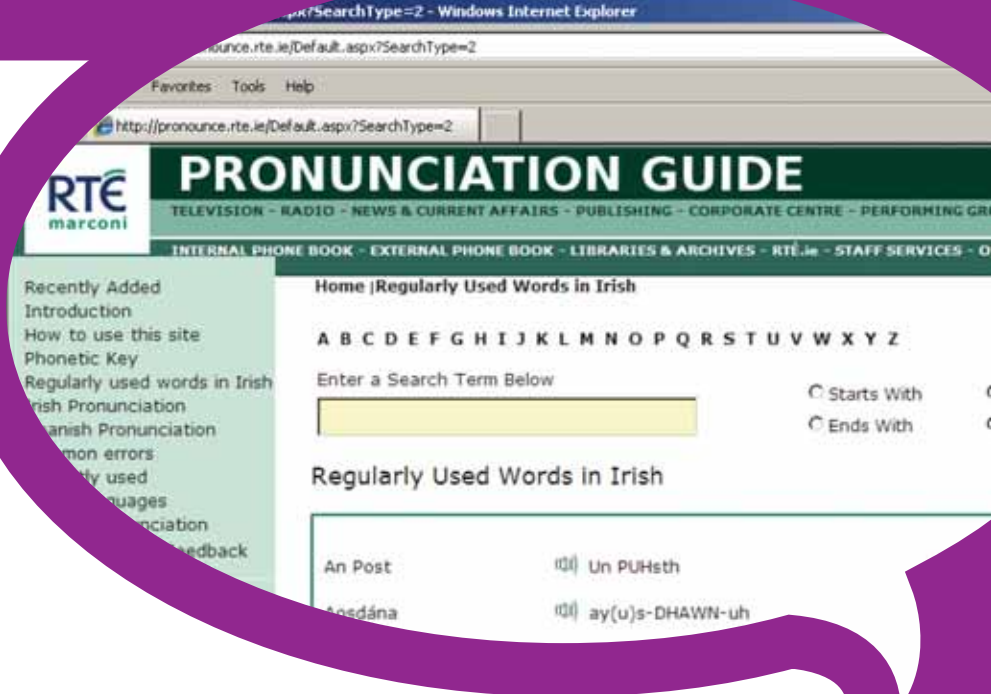
Designed for internal use, the online guide, built into the staff intranet, lists a selection of words, names and place-names commonly or recently used on RTÉ Radio or Television. Some have been chosen because they can be difficult to pronounce, others because they tend to be pronounced incorrectly. The system is dynamic and allows for new words to be added easily, which assists broadcasters to correctly pronounce names and new words that may become part of the news agenda. The guide not only helps users to correctly pronounce unfamiliar words and names in English, but also Irish and other languages, and is particularly useful for foreign names.

Each word has an audio representation which can be listened to by clicking a speaker icon beside the requested word. There is also a phonetic representation of the pronunciation of each word, using a specially designed system of symbols for each sound. The phonetic renditions are useful, particularly to indicate to users where the emphasis is within the syllables of the chosen word.

In February 2009 RTÉ launched an online pronunciation guide to assist broadcasters to pronounce words and names correctly on air.

The pronunciation guide is maintained by a group of journalists and broadcasters with technical support provided by IT with new words and names constantly being added. This ensures the guide is kept up to date by those who use and need it most.

As a Public Service Broadcaster, RTÉ aims for high and consistent standards of pronunciation across the different services and programmes. The guide is a practical and useful support for broadcasters as they go about their daily jobs.





Stride Right - Grainne Cordial, Nigel Gordon, Mark Siung from the TV Video Editing Department were the winners of RTÉ's Pedometer Challenge 2009.

One Small Step: Pedometer Challenge 2009

➔ **click here!**
www.onesmallstep.ie

In September 2009 staff in RTÉ as part of the One Small Step campaign and in conjunction with the Irish Heart Foundation, competed in the 2009 Pedometer Challenge. The aim of the Pedometer Challenge is to encourage people to walk and in so doing reduce an individual's carbon footprint, petrol costs and improve their health. However, it isn't just about walking to work, but rather about walking anywhere, anytime.

Teams of between three and six people were formed and each member was given a high quality pedometer and a card to record their daily steps. The DTO were offering on loan pedometers to each participating company for people interested in partaking in the challenge. (If desired these could be purchased after the challenge for €5 (RRP €10), this included a €1.20 donation to the Irish Heart Foundation). Team leaders received an email each week asking for their team's collective steps that week and progress on the team's performance was tracked on www.onesmallstep.ie.

Each week teams aimed to climb a virtual mountain e.g.

Week 1: 70,000 steps = The Matterhorn

Week 2: 80,000 steps = Kilimanjaro

Week 3: 90,000 steps = Mont Blanc

Week 4: 100,000 steps = Mount Everest

The DTO offered prizes for the top three teams (€100 each member, €50 each member and €20 each member).

Overall, 30 organisations/companies took part in the 2009 One Small Step: Pedometer Challenge with a total of 577 teams taking part. RTÉ had 22 teams participating. 'Stride Right' from RTÉ Television was the RTÉ winner with the highest number of steps at 476,520. 'Stride Right' was in 58th place nationally.

One Small Step is an initiative, which began in 2007 and led the Dublin Transport Office (DTO), to encourage car commuters to take personal responsibility for reducing congestion in the Greater Dublin Area. From the outset a number of large public and private sector organisations, including RTÉ, supported the initiative.

New RTÉ Crèche

RTÉ was one of the first organisations in Ireland to provide workplace childcare services for its employees. Since January 1987 RTÉ has provided subsidised crèche facilities for children of RTÉ staff in Donnybrook. For many years the crèche operated as the RTÉ Childcare Co-operative and a committee of parents was formed to oversee the management and general running of the service. A crèche manager handled day to day running with all major decisions being approved by the parents committee. By 2007, 12 fulltime staff cared for 45 children aged between three months and five years.

Much has changed in the area of childcare regulation since the original crèche opened in RTÉ. The development of the Childcare (Pre-school Services) Regulations in 1996 requires minimum standards of care and obliges providers to notify the Health Service Executive of their service and be available for inspection. Given the proposed increase in child numbers, required staffing levels and compliance issues, the parents committee decided that in the context of a new much needed crèche facility being constructed that a more formal and dedicated management structure was required, preferably delivered by an experienced independent operator.

In August 2007, following a review of current facilities, negotiations with staff representatives, and extensive research on current and developing pre-school childcare regulations and best practice models, RTÉ issued an invitation to tender seeking proposals for a suitable service provider to be licensed to occupy a new purpose-built crèche facility on the RTÉ campus. Careful consideration was also given to the design, location and development of the proposed new building (as detailed in CR 2008, page 21).

Aerial view of new RTÉ Crèche.



Following a construction period of a few months, in November 2008 RTÉ opened the new childcare facility for RTÉ staff. The new facility is purpose built to provide the best possible environment for children and replaces the original prefabricated crèche buildings that had been in place since 1987. The new facility is managed by WEE Care Day Nurseries and can care for up to 72 children from three months to five years old on a full time basis. There remains a Parents Steering Committee which meets quarterly to discuss any issues or concerns raised by parents with the crèche management.

RTÉ Cycle to Work Scheme

Paschal Sheehy - Southern Editor, RTÉ News

In January 2009 the Revenue Commissioners introduced a scheme which encourages employers and employees to co-operate to get more people to cycle to and from work.

The Cycle to Work Scheme – as it’s known – is very simple and the benefits are significant and obvious. RTÉ is one of the companies which signed up for the scheme and I am one of the (delighted) employees participating.

The scheme allows RTÉ to buy bicycles, cycling and safety equipment for its employees, to a maximum value of €1,000 each. The transaction is exempt from tax, meaning the cost of the bike is immediately reduced by almost 50% for someone on the higher rate of income tax. And the balance can be repaid to RTÉ by the employee over a 12-month period, minimising the impact on take-home pay. In my case I have been cycling for around

20 years. I found out very quickly that a career in journalism is incompatible with any aspirations I might have had in relation to team sports. So, at a relatively young age, I was forced to give up club football and club soccer. I simply couldn’t commit to turning up for training and for games at the same time as everybody else, because throughout my adult life I have worked in an environment where anti-social and unpredictable hours are a given.

This brings me to the Cycle to Work Scheme. Although you aspire to long, exhausting training spins, it’s actually the short, regular cycles that really lay a solid fitness foundation.

At the end of a tough, bruising year, here’s something you won’t hear too often from an RTÉ News reporter: good news!



Southern Editor
Paschal Sheehy
demonstrates one of the
benefits of the
Cycle to Work Scheme
as he cycles along the
Connor Pass in Co Kerry.
Photo by
Dominick Walsh.

When RTÉ was facing very serious challenges, the organisation continued to have the vision, the foresight and the smarts to adopt a scheme like this for its employees.

It was with this in mind that I applied for the Cycle to Work Scheme at RTÉ, and I couldn't have been happier with the result. First off, RTÉ had appointed Laurence Roche of Eurotrek Raleigh Ireland – a former Tour de France cyclist – to administer the scheme and when I couldn't find the bike I was looking for myself, he sourced a bike for me that would be impossible to equal either here, in the UK or on the Continent. I broke the bank and the bike cost €1,150.

I paid €150 of the cost directly. RTÉ paid €1,000 and with a tax exemption from the Revenue Commissioners that €1,000 was halved. The balance, roughly €500, I will pay through my salary, by foregoing roughly €20 every fortnight for the next year.

The benefits for all sides are clear. I get a great new bike without having to shell out over a grand in one go. And, while cycling to and from work won't be an option for me every day, I do hope to make it part of my fitness regime.

Almost 100 people have signed up for the Cycle to Work Scheme at RTÉ and I have no doubt that, in return for its input, RTÉ is getting 100 employees who are fitter -- physically and mentally -- energised and more motivated.

Then there's the impact on morale: I was genuinely gratified to know that at a time when RTÉ was facing very serious challenges, the organisation continued to have the vision, the foresight and the smarts to adopt a scheme like this for its employees.

In the overall scheme of things, this is probably a minor initiative and it certainly won't suit everyone. Nevertheless, I believe it's a significant gesture and that it says a lot about the organisation I work for and represent.

Our Business Interactions



- 27** Copy Clearance
- 28** Rolling Commissioning
- 30** RTÉ Supporting the Arts
- 31** Cross Media Opportunities
- 33** RTÉ: Keepers of Tradition

New Copy Clearance System

RTÉ operates what we call 'Copy Clearance' to ensure that all commercials aired on RTÉ Radio and Television services comply with all applicable laws and codes and are of a standard acceptable to RTÉ. This system comprises a Committee of experienced people from across the organisation clearing every commercial intended for Radio or Television transmission.

RTÉ must comply with an increasing amount of regulation in the area of commercial advertising. The Broadcasting Authority of Ireland is the official regulator in this regard and presently has in place a *General Advertising Code* and a specific *Children's Advertising Code*.

A more extensive code is operated by the Advertising Standards Authority for Ireland and almost every regulator, whether financial, consumer affairs, health or communications have specific rules in relation to advertising. A new voluntary alcohol code agreed with the Department of Health and Children became fully effective at the beginning of October 2008.

Over and above compliance, RTÉ rigorously checks all commercials before transmission because we recognise the importance of doing so. As Ireland's National Public Service Broadcaster RTÉ must aim to set its own standards, whether that is in our programme output, our corporate governance, or our commercial activity. The Irish listener and viewer who owns RTÉ and who annually contributes significant amounts to RTÉ's income through the licence fee rightly expects RTÉ to protect them, and their families, from offensive or misleading commercial messages. For these reasons RTÉ applies all codes fully and will, where appropriate, have constraints which go beyond the codes. For example, RTÉ is the most stringent broadcaster in relation to alcohol advertising. RTÉ does not accept advertising for fortune tellers or for chat lines and applies stringent conditions on premium phone line services.

As a dual-funded Public Service Broadcaster, RTÉ is in the business of generating revenue and selling advertising. To this end RTÉ's relationship with advertisers and advertising agencies is critically important and one which RTÉ is constantly trying to improve. In early 2009 RTÉ introduced a new system to support and help manage the Copy Clearance process.

The aim of the new system is to ensure that the Copy Clearance process is efficient and effective, that all relevant materials and correspondence is tracked and stored and available both for reference purposes and to verify adherence to the Copy Clearance process. The new intranet based system replaced a manually intensive system that was both time consuming and unreliable.

Central to the development of the new system were the needs of advertisers and advertising agencies, all of whom need quick, clear and consistent direction as to the status of commercials they have submitted to RTÉ for transmission. The new system now allows the Copy Clearance staff to concentrate on the key substantive issues of compliance rather than logistical process issues.

Rolling Commissioning

In 2009 RTÉ Independent Productions revised processes relating to the way RTÉ Television commissions programmes from the independent sector with the introduction of a rolling commissioning cycle. The change to a rolling commissioning cycle eliminated problems associated with what was previously an annual commissioning round – the late August deluge of proposals, the mammoth assessment phase and the subsequent bottlenecks created by commissioning of many projects across a range of genres for production all at once.

RTÉ is now in the market for TV programme ideas all year round. The rolling commissioning cycle allows RTÉ Independent Productions to adapt and be more responsive to a changing landscape more effectively.

RTÉ Independent Productions communicates programme requirements to the independent producer through the commissioning website in the form of commissioning briefs. These briefs are regularly updated to reflect new commissioning priorities to the independent producer. The key principle of rolling commissioning is to quickly reject proposals that don't meet our needs within a two week deadline, in order to spend time engaging with the most promising ideas.

Rolling commissioning means that commissioning editors are presenting material for sign off throughout the year in order to keep ahead of their slot requirements.

➔ **click here!**
www.rte.ie/commissioning



Rescue - A six part series which aired in April-May 2009 tells the stories of Irish rescues and their often unsung heroes.



Don Wycherley as Aunt Farticus Fume
in *The Giant Blue Hand* at The Ark.
Written by Marina Carr.
Directed by Selina Cartmell.
Photo by Ros Kavanagh.
This production was supported under
the RTÉ *Supporting the Arts* scheme.

RTÉ Supporting the Arts

➤ **click here!**

www.rte.ie/about/supporting_arts

A critical part of RTÉ's Mission is to: *Nurture and reflect the cultural and regional diversity of all the people of Ireland.* This includes, RTÉ believes, a specific remit in relation to supporting the arts and artistic expression – which it does in a variety of ways, including maintaining five Performing Groups and delivering arts programming on Radio and Television.

Beyond RTÉ's statutory commitment to the arts, RTÉ operates the *RTÉ Supporting the Arts* scheme whereby Radio and Television airtime is assigned to promote artistic endeavour and arts events throughout the island of Ireland. RTÉ allocates the air-time support in a fair and transparent fashion. In doing so it supports the art forms recognised under legislation, by the Department of Arts, Sports and Tourism and / or The Arts Council. RTÉ's support falls into one of two categories: free advertising or matching advertising. All decisions regarding support are made by the *Supporting the Arts* committee and are based on guidelines which are published on the RTÉ website.

The guidelines stress that all activities that receive support must be open to the public and that RTÉ will seek to ensure a balance on promotions on a regional basis.

To make the scheme as inclusive as possible three categories are recognised for support:

- Venues – including theatres, galleries, museums, arts centres etc.
- Festivals – grouping of events over two or more days around a particular theme, location, art form
- Once off events – a particular art form event, single, multiple performances in same venue or tour.

The *RTÉ Supporting the Arts* scheme is now well established and for many years has offered considerable practical benefit to the arts community. The benefit is two fold; firstly the association between the arts organisation and RTÉ gives the endorsement of a national organisation to what is often a local event. Secondly, the advertising on national radio and/or television helps to significantly raise awareness of the events and increase attendance.

During 2009 RTÉ received 128 external applications to the *RTÉ Supporting the Arts* scheme of which 55 received either partial or full support for advertising campaigns on RTÉ services. Applications were received for a broad range of arts events from all over the country.

Cross Media Opportunities

RTÉ is constantly looking to offer new and creative commercial opportunities for existing and potential advertisers. Advertisers are now more conscious than ever about delivering an ‘experience’ to their consumers, and this twinned with the continuing convergence of ‘offline’ and ‘online’ marketing activities has created the opportunity for RTÉ to develop and deliver creative integrated solutions to our key advertising and agency partners.

In recent years RTÉ has begun to leverage its unique position as Ireland’s leader in Television, Radio, Internet and Print, to offer advertisers creative campaigns integrated across all its media platforms.

Typically campaigns can involve the extension of a programme sponsorship to incorporate other integrated elements (such as a website), or they can be ‘custom’ built around a creative theme or genre.

In collaboration with commercial and editorial teams across RTÉ’s business divisions, Cross Media projects have been completed for many of Ireland’s leading brands. A number of high profile Cross Media campaigns have been recognised with industry awards.

In 2008 RTÉ’s Cross Media unit broke new ground with a live TV commercial for 11850. The ad which was produced and transmitted exclusively by RTÉ on Television, Radio and Online was the first of its kind in Europe and received huge publicity.

The collaboration of commercial, editorial, production and technical departments across RTÉ set a blueprint for future projects and on New Year’s Eve 2009, RTÉ again exclusively produced and simulcast a live commercial to mark the end of the Guinness 250th celebrations.

In 2009 notable Cross Media campaigns also included Bord Na Móna’s ‘In For The Night’ integrated sponsorship incorporating sponsorship of weekend movies on RTÉ Television, sponsorship of Weather on RTÉ 2fm, sponsorship of *The Will Leahy Show* on RTÉ 2fm with additional activity in the RTÉ Guide and on RTÉ.ie.

During the Summer of 2009 across RTÉ the Kellogg's Let's Get Active Cross Media campaign urged communities around the country to get up, get out, and get active. A selection of communities that had an active, fun or sporting event in August won the chance to have an RTÉ 2fm Roadcaster and Kellogg's Lets Get Active team attend their event. Full details and reports on the events were then featured on a dedicated, RTÉ hosted website.

In September 2009, RTÉ TV, Radio and Online helped audiences tackle the recession on the ground. The month-long Cross Media event RTÉ *Spend Clever, Live Better* brought experience, advice and encouragement on how to survive the challenging times and improve quality of life. Energy company Airtricity joined as a sponsor.

As digital technologies develop and converge in the coming years there will be new opportunities for advertisers and sponsors to engage with audiences. RTÉ will continue to work closely with our advertising and agency partners to develop integrated campaigns that maximise the commercial and creative opportunities offered by these new technologies.

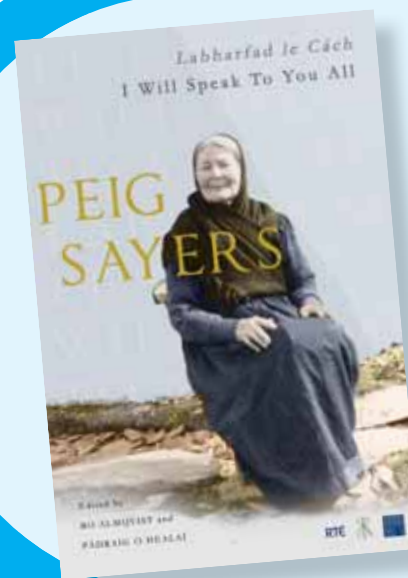


Rehearsal for the live commercial for 11850.

RTÉ: Keepers of Tradition

As a Public Service Broadcaster, RTÉ plays a critical role in documenting and preserving Ireland's cultural memory. RTÉ houses Ireland's largest collection of audio visual material. Along with hundreds of thousands of hours of radio and television programmes, RTÉ holds the state's most extensive library of commercial music as well as one of the country's largest photographic collections in addition to large archives of paper records, including programme scripts, music scores and manuscripts.

The RTÉ Television Libraries and Archives' collection, dating from RTÉ's opening night on New Year's Eve 1961, has become Ireland's most important collection of moving image material. In addition, the archive curates newsreel and amateur recordings dating back to the 1890s. Similarly the RTÉ Sound Library's collection of commercial discs represents a large selection of the music listened to and produced by the people of Ireland in the 20th century. RTÉ Sound Archive's collection of traditional music is considered one of the finest of its kind.



Peig Sayers:
Labharfad le Ceach -
I Will Speak To You All.



Vincent Campbell
The Long Note
programme - published
by Cairdeas na
bhFidiléirí.

As well as acquiring, documenting and preserving materials in the archive, RTÉ is constantly looking for ways to make archived materials accessible to the public. Each year through new compilations and through partnerships with artists, holders of private collections and publishers, RTÉ embarks on new projects that both add to its collections and showcase some of the cultural treasures already within its care.



[click here!](http://www.rte.ie/laweb)
www.rte.ie/laweb

During 2009 RTÉ produced the following:

Audio on CD (on the RTÉ label)

1. Seamus Heaney *Collected Poems* (definitive archive recordings of all 11 published collections)
2. Willie Clancy *The Gold Ring* (double CD of piping music from the RTÉ archives, together with recordings sourced from private collections)

Audio on CD (in partnership)

1. *The Humours of Tulla* (field recordings of archive music, song and poetry of the Tulla and East Clare area, published by the Tulla Comhaltas)
2. *Vincent Campbell* (remembering the Donegal fiddler as recorded on RTÉ Radio's The Long Note programme - published by Cairdeas na bhFidiléirí)
3. *Keepers of Tradition* (field recordings of concertina music from Clare - published by Cois na hAbhna Comhaltas)

4. *Echoes of Erin* (recordings from RTÉ Radio 1's Céili House programme, published by Comhaltas Ceoltóirí Éireann)
5. *A Selection Of His Music: Dermot Grogan* (recordings from RTÉ Radio's The Long Note programme published in association with the Coleman Centre)

Audio in books (in partnership)

1. *Peig Sayers: Labharfad le Cách - I Will Speak To You All* (two CDs of archive recordings sourced from the RTÉ and BBC archives, published in partnership with UCD and the Delargy Centre for Irish Folklore by New Island)
2. *Tídil Eidil Eró: Amhranaíocht Thraidisiúnta don Aos Óg* (two CDs of archive content from RTÉ RnaG's Baile na nGall archive in collaboration with Oidhreacht Chorca Dhuibhne and the Curriculum Development Unit in Mary Immaculate College, University of Limerick)

Books (published in association with RTÉ)

1. *Serving the state: the Public Sector in Ireland* (edited by Michael Mulrany, RTÉ Thomas Davis Lecture Series, published with the IPA)
2. *China and the Irish* (edited by Jerusha McCormack, RTÉ Thomas Davis Lecture Series, published with New Island)
3. *Century of Conspiracy: Irish Political Trials* (by Myles Dungan, published with the Royal Irish Academy)
4. *A Treasury of Sunday Miscellany* (edited by Marie Heaney, published with New Island)

Books (under licence)

1. *The Curious Mind* (by John Quinn, published by Veritas)

It should also be noted that in 2009 RTÉ presented a copy of the Heaney and Peig recordings to every public library in the country, a continuation of its donations policy that has been in existence since 2005.

Government and Regulators



36 Broadcasting Act 2009

37 RTÉ Access Services

Broadcasting Act 2009

The Broadcasting Act 2009 was signed by President McAleese on 12 July 2009 and became law with immediate effect. It is a comprehensive piece of legislation that took some time to come into law and it consolidates previous broadcasting legislation into one new Act. The Act affects RTÉ in a variety of areas.

The Act establishes the Broadcasting Authority of Ireland (BAI), and sets out the various obligations and purposes of public service, commercial and community broadcasters. The RTÉ Authority is now to be called the Board of RTÉ, and the organisation's full name is changed to Raidió Teilifís Éireann (formerly, Radio Telefís Éireann). The Act requires all broadcasters to comply with a range of codes, duties and rules, and to set up procedures for complaints and right of reply. Financial sanctions – fines – may now be imposed on broadcasters who fail to comply. The framework for digital broadcasting and analogue switch-off is created by the Act. It makes changes to RTÉ's obligations to fund independent programme commissions including, for the first time, the commissioning of radio productions. The funding for the Sound and Vision Scheme increases to an annual 7% of net TV Licence receipts and new categories of programmes now become eligible under the scheme. There are also new provisions relating to the TV Licence.

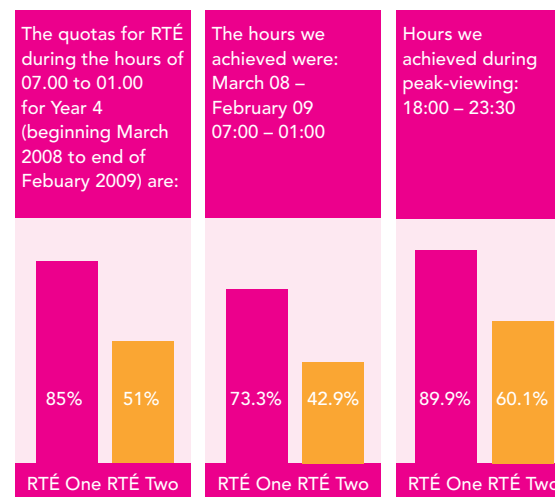
By the end of 2009 much of the new RTÉ Board was in place following appointment by the Minister. In early 2010 the final members of the Board will be appointed by the Minister following a selection process conducted by the Joint Oireachtas Committee on Communications, Energy and Natural Resources. Following these appointments a new Audience Council is to be appointed by the new Board. As prescribed in the Act a new *Statement of Strategy* is due to be provided to the Minister in January 2010. Section 101 of the Act requires that RTÉ prepare a *Public Service Statement* by mid July 2010, this is to be informed by a public consultation process (see page 46).

In anticipation of RTÉ becoming regulated under the new Broadcasting Act by the new Broadcasting Authority of Ireland, a new compliance unit was created in March 2009 to ensure that RTÉ fully complies with the provisions of the Act and manage reporting with the BAI. A key function of this unit will be the development and management of a new 'right of reply' mechanism as detailed in Section 49 of the Act.

RTÉ Access Services

The Broadcasting Act 2009 makes a number of provisions in respect of rules to be made by the new Broadcasting Authority of Ireland (BAI) to promote the understanding and enjoyment of programmes by persons who are deaf or hard of hearing and persons who are blind and partially sighted. The relevant provisions of the Broadcasting Act 2009 are sections 43 (1 -8).

In accordance with section 43(8) of the Act the BAI is to enforce the existing *Access Rules* as set out by the Broadcasting Commission of Ireland (BCI) (which has now been replaced by the BAI) and which came in to affect 1 March 2005. The *Access Rules* determine the levels of subtitling, sign language and audio description that broadcasters in Ireland are required to provide in accordance with their statutory obligations. The rules governing subtitling are based on a 10 year timeframe and in evaluating and measuring performance, percentage targets are calculated over an 18-hour broadcast day from 0700 – 0100. RTÉ makes detailed reports available to the BAI (previously the BCI) on a quarterly basis.



RTÉ remains the market leader in the provision of subtitling in Ireland and again increased subtitling quotas in 2009 despite financial restraints. During the period RTÉ concentrated on increasing our RTÉ Two subtitle coverage with a particular focus for young people’s programmes. This was achieved – especially in the peak viewing period. Overall RTÉ increased subtitle coverage on both channels with respect to the same period in 2008.

RTÉ remains the market leaders in the provision of subtitling in Ireland and again increased subtitling quotas in 2009 despite financial restraints.

Hands On

For over 20 years RTÉ Television has broadcast a regular television series for the deaf and hard of hearing. The current series, called *Hands On* is produced by Mind the Gap, a company with extensive experience in this specialist area. A team of deaf people is involved in the production and the series is valued by the deaf community. Seven new programmes and three 'best of...' programmes were commissioned during 2009. Some of these programmes were broadcast in the autumn of 2009 with a number to be broadcast in early 2010. The new series of was scheduled at 12.30 on Sunday afternoon on RTÉ One. This was a higher-profile slot than previous years. A new repeat slot was also added - the following Saturday morning at 09.15, RTÉ One - to make the programmes more accessible. *Hands On* is also available on demand on the RTÉ Player. Unlike most programming which is accessible for 21 days or less after transmission this period has been extended to two months in the case of *Hands On*.

RTÉ Aertel

The arrangement by which RTÉ Aertel provides two organisations, the Irish Deaf Society and the Irish Hard of Hearing Association, with pages on the teletext service for their Deaf Information and News Services (Pages 490 – 497 on RTÉ One) continued during 2009. The organisations continued to update their own content and RTÉ Aertel provided the platform for them to connect with their members. The organisations are not charged for the use of these pages and are the only organisations which enjoy this arrangement.

Preparing for DTT

During 2009 RTÉ offered technical and engineering expertise in the delivery of Audio Description to NCBI (National Council for the Blind of Ireland). This is in preparation for Digital Terrestrial Television (DTT) which will offer new opportunities for more accessible services.

The Environment



- 40** Energy Usage
- 41** Waste Management
- 42** Closed Loop Project

Energy Usage

RTÉ achieved a reduction of 19% in natural gas usage through prudent management of the gas heating systems on site and some capital expenditure in late 2008 to modernise boiler systems and their controls. The use of high-efficiency motors and drives along with the installation of higher specifications insulation, has contributed to this reduction.

In the case of electricity usage a reduction of 11% has been achieved again by applying prudent management of the air conditioning systems which are the single largest user of power on the Campus.

In Q4 2009 RTÉ installed three different types of energy-efficient LED lighting for a trial six month period, during this time RTÉ monitored reliability, power usage and lighting output. As this is emerging technology it is a prudent approach and the right selection will have a dramatic effect on RTÉ's energy usage going forward.

RTÉ achieved a reduction of 19% in natural gas usage through prudent management of the gas heating systems on site.

Waste Management

Recycling

RTÉ continued to monitor waste management operations to reduce our waste to landfill. Recycling figures for the year to date are shown below. The figure varies depending upon operations and the economic climate.

2009	January	February	March	April	May	June	July	August	September
Recycled (Tonnes)	38.82	44.36	34.99	25.47	33.30	31.51	36.46	27.39	40.49
Disposal (Tonnes)	15.35	23.92	17.95	13.24	15.12	13.17	15.61	13.23	19.83
Recycling Rate	72%	65%	66%	66%	69%	71%	70%	67%	67%

The above gives an average recycling rate of 68% for the period.

Elimination of Polystyrene from Canteen Operations

In February 2008 polystyrene was eliminated from canteen operations. Since then to the end of September 2009 we have eliminated approximately 347,000 polystyrene cups and 260,000 polystyrene containers from the waste stream.



Closed Loop Project

In line with our environmental policy, geared to continuous improvement, a closed loop project was commissioned for St Mary's Pro-Cathedral, Dublin between RTÉ, Greenstar and Advanced Flooring. The aim of the project was to reuse carpet samples, otherwise being discarded, to provide mats for the elderly and infirm patrons of the Pro-Cathedral.

Using recycled waste timber two cabinets were designed and made to neatly hold the carpet samples which can be availed of by the elderly and infirm as a soft mat under them whilst sitting on a bench. Canon John Faherty of the Pro-Cathedral is delighted with both the cabinets and the mats.

This is a small and simple project that demonstrates how business managers can use specific waste generated by their company in a way that is of value to others.

In the context of sustainability, a closed loop project is where waste products are used to create a new product which can come back to the originator of the waste or be of some value to someone else.



Cabinets of carpet mats for use by parishioners at the Pro-Cathedral as a result of the Closed Loop Project between RTÉ, Greenstar and Advanced Flooring.

Looking Forward



Project 2025

In 2002 a project was undertaken to develop a long-term approach to the orderly modernisation and renewal of the facilities at Montrose.

To ensure Irish viewers continue to receive the best quality services, over the next 20-30 years, RTÉ must invest in new digital broadcast production and transmission facilities. However, housing these new technologies in the current buildings on the site is not feasible as many of the buildings date from the 1960s and are operationally unsuitable.

Following detailed analysis and examination of all options available, RTÉ has determined that the best approach in terms of cost, technical requirements and flexibility is to re-configure the existing site and incorporate all facilities into a single new building.

Project 2025 has been planned in five distinct stand-alone phases with the commencement of each phase determined by availability of funding and business requirements. It envisages the gradual replacement over a 10-15 year period of most of the current 1960 and 1970s buildings on the Donnybrook site with a purpose-built complex of studios, production areas, rehearsal and performance spaces and staff offices. Crucially the project guarantees uninterrupted continuity of our services to the Irish public during the construction period.

When completed the new facility seeks to ensure a high level of flexibility in the use of space and to enable greater production capability across existing and emerging platforms. It also seeks to generate substantial energy savings and operating efficiencies and is structured so that facilities can be made available for use by independent media companies and suppliers.



Project 2025 model showing how the RTÉ campus will develop over the next 15 years.

Over the next 10 to 20 years space will begin to become available on the site which it is envisaged has the potential to be developed with multiple partners for a variety of purposes. In particular it is envisaged that the location would be attractive as a cluster of broadcasting and production related companies and other internet technology based enterprises.

The announcement of the plans for the development of the Donnybrook site signals an exciting future for RTÉ. The Project 2025 plans are both ambitious and practical and if realised will secure RTÉ's future position at the centre of the Irish media landscape for many years to come.

Public Service Statement

The Broadcasting Act 2009 (section 101) requires that RTÉ prepare a *Public Service Statement* by mid July 2010. The *Public Service Statement* is intended to replace the existing Public Service Broadcasting Charter (2004). The purpose of the *Statement* is to set out “principles to be observed” and “activities to be undertaken” by RTÉ in fulfilment of its public service objectives. The *Statement* will be subject to Ministerial review in consultation with the Broadcasting Authority of Ireland and a copy (or revision thereof) will be laid before the Houses of the Oireachtas.

In the process of preparing the *Statement*, RTÉ is required to engage in a process of public consultation. While the Broadcasting Act 2009 stipulates that the *Statement* must be informed by a public consultation process, the form and scope of this process is to be determined by RTÉ.

For RTÉ the purpose of any public consultation process is, first and foremost, to gather the views from a broad cross section of people living on (the island of) Ireland. RTÉ will endeavour to hold as open and inclusive a process as possible to ensure both majority and minority view points are heard and considered. Ultimately the RTÉ *Public Service Statement* should clearly define RTÉ’s obligations under Section 114 of the Broadcasting Act 2009. It also provides an important opportunity for RTÉ to engage with its audience to better understand what they hope and expect from their Public Service Broadcaster.

The consultation process will begin in early spring 2010.

2010 Objectives

1. Meeting the needs of our Audiences

- RTÉ will continue to develop Cross Media projects, such as *Operation Transformation* and will create at least one new and significant Cross Media project during 2010
- In 2010 RTÉ will build on its long running commitment to support the Young Scientist and Technology Exhibition by increasing interactivity at the event and increasing programme engagement
- Building on its successful first year in 2009 the *All-Island Schools Choir Competition* will be developed further in 2010
- An international version of the RTÉ Player will be launched in Q1 2010.

2. Staff

- To enhance staff cooperation and improve internal communications RTÉ would like to significantly upgrade its current intranet. RTÉ will complete an internal review of the existing intranet system and develop a clear roadmap for its redevelopment by end Q3 2010.

3. Our Business Interactions

- Following the enactment of the Broadcasting Act 2009 and the subsequent development of new BAI codes and standards the *RTÉ Programme Standards and Guidelines* will be reviewed and amended in Q1 2010
- RTÉ will continue to enhance its Cross Media sponsorship and advertising opportunities for clients during 2010
- Beginning with CR 2009, RTÉ will report on the *RTÉ Supporting the Arts* scheme for the preceding year.

4. Government and Regulators

- To fulfil RTÉ's statutory obligations to deliver a cost effective high quality service for the Irish abroad, RTÉ will provide international access to the RTÉ Player by end of Q1 2010
- By July 2010 RTÉ will have completed a comprehensive public consultation process to inform the preparation of a *Public Service Statement*
- By end Q4 2010 RTÉ will have in place an accessible 'right of reply' mechanism for persons whose honour and / or reputation has been impugned by an assertion of incorrect facts or information in a broadcast.

5. The Environment

- RTÉ will continue to monitor and take necessary steps to incrementally improve our energy efficiency and report same by Q4 2010
- RTÉ will continue to monitor and take necessary steps to incrementally reduce our waste to landfill and report same by Q4 2010.

