



# Plan for Raidió Rí-Rá 2021-2023

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# Programme

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## Appendix

### Appendix A: Current Raidió Rí-Rá schedule

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Éist linn oíche Mháirt-Aoine 21:00-22:00 ar 92.6-94.4 & 102.7 FM

# RAIDÍO RÍ-RÁ AR RNAG



Cairt-stáisiún ceoil  
ag craoladh go hiomlán  
trí Ghaeilge ar-líne ag  
[ww.rrr.ie](http://ww.rrr.ie), ar DAB  
agus ar an aip

Clár ceoil ag craoladh ar Raidió na Gaeltachta le Cillian de Búrca agus Niamh Ní Chróinín ó Raidió Rí-Rá, cairt-stáisiún Gaeilge don aos óg ar-líne ar [ww.rrr.ie](http://ww.rrr.ie), ar DAB in áiteanna áirithe agus ar an aip iOS agus Android. Beidh na hamhráin is déanaí ó na cairteacha á gcasadh ar an gclár mar aon le caint ar na scéalta popnuachta is déanaí ó shaol an cheoil agus na scanánaíochta

## 1. Executive Summary:

Raidió Rí-Rá has made huge progress since its establishment on 1 March 2008. The station has been broadcasting online 24 hours a day nonstop since then. Four periods of between 1 and 3 weeks full-time FM broadcasting in different areas (in Galway, in Dublin, in Cork and including in Limerick) have run successfully, with live shows from 07.30 to 21.00 every day. Raidió Rí-Rá's roadshow makes regular visits to schools in the country. Teachers are using the station's podcasts in the classroom. We have a Facebook page with over 16,000 followers. Our Twitter page has over 6,800 followers and over 5,900 people follow us on Instagram. Live shows and 'as live' shows are now being broadcast online, on DAB and on our app every day from 07.00 to 22.00. This has all been done with only one fulltime employee and many volunteers and with help from the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media.

The station needs to be progressively developed and established as a full-time station broadcasting on multiple different platforms, particularly on FM. TG4 has certainly been successful since its establishment. One of the main reasons for its success is that TG4 has shows in Irish for young people (no radio station targets young people through the medium of Irish). TG4 has given momentum to the Irish language among the people of Ireland and it has fostered courage among the Irish-speaking community. The next step to be taken in the good work carried out by TG4 is the development of a full-time Irish-language radio station on FM for young people. Raidió Rí-Rá is ready for this challenge but we need the government's support.

A three year step-by-step plan is laid out in this document to show how this full-time station can be developed. A summary of the steps follows:

2021	Expand the current service	Make arrangements for broadcasting on FM in Dublin; expand the DAB service; develop new platforms, such as SAORVIEW, srl; develop the station's live shows during periods on FM, online and on DAB from October onwards.
	Main aims	Make strategic arrangements with RTÉ and TG4; Amend legislation to recognise Raidió Rí-Rá; Confirm FM frequencies with the Commission for Communications Regulation
	Staff	Expand voluntary staff; employ more staff; Manager appointed 2016
2022	Expand the service	Broadcast fulltime on FM 365 days a year in Dublin, Cork, Letterkenny agus Galway from 1 January 2020; expand DAB service; live shows from 07:00 – 00:00, develop new platforms, such as SAORVIEW etc.
	Location	One studio in Uimhir 6 - Lárionad na Gaeilge Dublin, Harcourt Street
	Staff	Expand voluntary staff
2023	Expand the service	Broadcast on FM and fulltime on DAB 365 days a year in 32 counties from 1 January 2021; live shows from 07:00-00:00
	Location	Two studios in Uimhir 6 - Lárionad na Gaeilge Dublin, Harcourt Street
	Staff	Expand voluntary staff; Employ other staff

Raidió Rí-Rá received €75,000 in 2020 from the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media but we need extra support in order to carry out the major development of the service. The financing for that major development i.e. to provide a full-time service with the appropriate staff, should come from the television license or from direct Government funding as Raidió Rí-Rá is a public broadcasting service. It is a company without share capital and does not exist to earn a profit.

The total licence fee revenues amounted to some €221 million in 2018. From that fund only €450,000 plus transmission costs are required to broadcast Raidió Rí-Rá on a full-time basis (0.19% of the television licence). In 2020 €625,000 will be needed (0.29% of the television licence). And in 2021, €1.5 million will be needed to broadcast full-time throughout the country (0.69% of the television licence). We believe that the station's studio should be based in Uimhir 6 - Dublin's Irish-Language Centre at Uimhir 6 Sráid Fhearchair.

**The need for a youth-based radio station is recognised in the Government's 20-year Strategy for the Irish Language. The Government as a whole and Raidió Rí-Rá can together overcome that challenge in partnership with one another without costing the state much money. This would result in an extremely positive outcome for the Irish language among young people. We believe that this could also be done as a cross-border proposal by setting up a universal Irish station for young people throughout the whole island.**

## 2. Progress of Raidió Rí-Rá 2008 – 2019 on a voluntary basis:

It is clear from the figures below that Raidió Rí-Rá is gradually increasing its listenership. On average, 24,008 people listen to Raidió Rí-Rá online every month. The station is available on other platforms too, but we are unable to estimate listenership figures for these platforms.

Statistics from StreamSolutions on streaming with Raidió Rí-Rá	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Listeners per month (more than 5 minutes)	2,503	3,428	4,045	4,490	5,195	6,542	7,327	9,576	11,112	12,334	19,773	24,008
Average listening time (in minutes)	38	81	64	57	66	71	79	64	72	69	74	94

Raidió Rí-Rá is gradually adding to the various ways you can listen to the station. The following platforms are included:

- DAB
- FM (with a provisional licence, from time to time)
- App for iOS and Android
- Online
- Rí-Rá ar RnaG

### Raidió Rí-Rá's Recent Progress

Raidió Rí-Rá have been broadcasting on RTÉ Raidió na Gaeltachta for the past three years. *Rí-Rá ar RnaG* airs every Tuesday-Friday 21:00-22:00. You can listen to a weekly podcast from the show on iTunes. Other new podcasts are available weekly on Raidió Rí-Rá's website. New interviews with musicians, actors, bloggers etc. can be read weekly at [www.rrr.ie](http://www.rrr.ie). Raidió Rí-Rá attends many festivals, concerts agus other events, interviewing people attending and posting photos and videos online. Many people around the country are now working with Raidió Rí-Rá, recording from different event across the country.

### 3. Raidió Rí-Rá's Vision, Mission and Objectives

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#### Raidió Rí-Rá's Vision

To provide a top quality full-time national radio station for young people through Irish on multiple platforms.

#### Raidió Rí-Rá's Mission

To cater for young people in particular, and their radio preferences for music, chat and enjoyment on the radio, and to build a contemporary Irish language music industry around this.

#### Raidió Rí-Rá's objectives

- a) To provide a national Irish language station broadcasting on FM to the 32 counties of Ireland, and to the world on other platforms.
- b) To implement the following objective outlined in the Government's *20-Year Strategy for the Irish Language 2010-2030*: 'A youth-focused radio to target young people will be developed using both the internet and conventional radio broadcasting.'
- c) To focus mainly on the 12 to 30 age group
- d) To strengthen the Irish language's image among young people but particularly among young people in the Gaeltacht, students of Irish-medium schools, third level students and other young people with an interest in the language
- e) To create a self-sustaining station within 5 years (excluding transmission costs)
- f) To have a strong team of volunteers working in the station, particularly students from third level colleges and transition year students, with one presenter employed alongside them on every show as the main presenter
- g) To encourage young people to use Irish more
- h) To provide a platform to musicians who sing in Irish and to create and sustain a contemporary Irish language music industry
- i) To increase the number of Irish language listeners
- j) To create social situations for young people to use Irish
- k) For 15% of music on Raidió Rí-Rá to be from Irish music groups with 5% of that in Irish





## **4. Need for Raidió Rí-Rá broadcasting nationwide on FM**

### **1. The 20-Year Strategy for the Irish Language**

It is clear that the Irish Government recognises the importance of, and the opportunities associated with, an Irish language radio station for young people in *The 20-Year Strategy for the Irish Language 2010 – 2030*: ‘A youth-focused radio to target young people will be developed using both the internet and conventional radio broadcasting’. (Page 39)

### **2. Community survey**

Furthermore, in the survey entitled, “Finding and Listening to Radio in the 21<sup>st</sup> Century,” co-financed in 2005 by the Department of Community, Rural and Gaeltacht Affairs, the Broadcasting Commission of Ireland and Foras na Gaeilge, 75% of the public showed support for a radio station through the medium of Irish aimed exclusively at young people.

### **3. Survey of Raidió Rí-Rá FM service listeners**

93% of Raidió Rí-Rá listeners who took part in a survey after FM services said that the station should be available live on FM all the time. 84% of these also said that the station encouraged them to use their Irish more.

According to 2017 JNLR results, 68.6% of people (aged 15-34) listen to the radio on FM or AM at home or in the car. This figure is very high compared to 2.5% (aged 15-34) who listen to the radio on computers and 9.1% (aged 15-34) who listen to the radio on mobile devices.

### **4. There is currently no full-time service targeting young people available through Irish on FM**

According to the table below, different Irish language services are provided by local and national radio stations throughout Ireland. However, no single service is always available. That’s not all; the majority of the Irish language programmes targeting young people are usually on at unsuitable times of the day or are bilingual programmes.

Station	Irish Language Programmes targeting young people	Day and time
2fm	The National Chart Show	Friday: 20:00-22:00
	Doireann & Eoghan	Monday-Friday: 06.00–09.00
Raidió na Gaeltachta	Anocht FM	Every day: 21.00-01.00
	Rí-Rá ar RnaG	Tuesday-Friday: 21.00-22.00
Spin 1038	Pop Raidió	Saturday: 10.00-13.00
	Irish Alternative	Sunday: 11.00-12.00
	Top 40 na hÉireann	Sunday: 18.00-20.00
Spin South West	Pop Raidió	Saturday: 09:45-11:45
	Spin ALT	Sunday 10:45-13:45
	Top 40 na hÉireann	Sunday 18:45-20:45
FM 104	Deireadh Seachtaine	Sunday: 08.00-10.00
98 FM	Totally Irish	Sunday: 21.00-23.00
IRadio	Ceol i rith na hOíche	Monday-Aoine: 23:50-05:50
Local stations	Top 40 na hÉireann	Different times & dates

### **5. There is a need to provide a service through Irish for young people starting from 12 years old which is not being provided by any commercial or national broadcaster**

None of the National Public Broadcaster’s or the commercial stations target young people on FM in Irish from the age of 12 years old. Also, digital service, are not broadcasting programmes in Irish.

Station	Platform	Age Group
2FM	FM	25-44 bliana
Lyric FM	FM	25+ bliana
Radio 1	FM	35+ bliana
Raidió na Gaeltachta	FM	Gach aois
RTÉ Junior	Digital – no programme in Irish	Young
RTÉ Gold	Digital – no programme in Irish	Older
RTÉ 2XM	Digital – no programme in Irish	Older
RTÉ Pulse	Digital – An Seinnliosta	Young
RTÉ Chill	Digital – no programme in Irish	Older

### **6. The station has an opportunity to be the first Irish language chart-station in the country**

Because the Irish language is recognised as one of the aspects that can be organised on a country-wide scale, there is an opportunity to broadcast in the 32 counties on FM and to develop a station in the north or in conjunction with an already established station, such as Raidió Fáilte.

## 5. FM Research

In the first image below, you'll find JNLR results showing that a large amount of young people are still tuning into radio on FM. The second image below shows results from a Kantar Millward Brown survey question highlighting that 59% of people agree that there should be an Irish language radio station for young people on FM. Both RTÉ and TG4 have agreed to support us in various ways if Raidió Rí-Rá was to broadcast on FM. Details of that support are in the third image below.

Database - OUO Basic Internal use only JNLR July 2016 - June 2017 [Weekday 12-mth wt]  
Base: All Adults

Weekday

Reach x Device Percentages  
Universe Estimate All Adults

### Listening by device - Reach

15-34		2015-3	2016-3	2017-2	2017-3
Reach x Device		15-34	15-34	15-34	15-34
Total (Weekday)		1,195	1,162	1,236	1,236
	Row %	33.20%	32.10%	32.90%	32.90%
	Unweighted Numbers	4363	4,412	4,226	4,176
On am/fm at home/in car	%	71.3%	68.8%	68.50%	68.60%
On Pc/Laptop	%	3.1%	2.8%	2.90%	2.50%
On mobile device	%	9.3%	9.9%	9.50%	9.10%
On TV set	%	0.6%	0.7%	0.50%	0.50%
On DAB	%	0.3%	0.2%	0.50%	0.60%
Didn't listen	%	22.4%	24.3%	23.90%	23.80%

Reach x Device	Total	15-34	35+
Total (Weekday)	3,755	1,236	2,519
Row %	100.0%	32.9%	67.1%
Unweighted Numbers	12,427	4,226	8,201
On am/fm at home/in car	%	78.2%	83.0%
On Pc/Laptop	%	1.9%	1.4%
On mobile device	%	4.4%	1.9%
On TV set	%	0.6%	0.6%
On DAB	%	0.7%	0.8%
Didn't listen	%	18.0%	15.1%

### An Irish Language Radio Station for Young People (in the south)

Three out of five want there to be an Irish Language Radio Station for young people



KANTAR

Q.11. An Irish Language Radio Station aimed at young people and available on FM should be funded from the current license fee (in the south=1,000)

Conradh na Gaeilge 15

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## 6. Participation of young people with Raidió Rí-Rá

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### **1. Raidió Rí-Rá's music choice**

Firstly the music choice must be suitable for young people. Raidió Rí-Rá's music playlist is created first and foremost from music from the national charts. In addition Irish language music and Irish music is mixed into the playlist.

### **2. Raidió Rí-Rá's Roadshow**

Raidió Rí-Rá's Roadshow will be central to the station's marketing strategy. Raidió Rí-Rá benefits from the fact that so much interest is shown by teachers, third level colleges, summer colleges, etc. in the station's roadshow as they understand that the roadshow and the station itself help to motivate young people to speak Irish. Therefore, the door is open for the station to visit numerous centres and attract loyal listeners. Among the centres, are:

- Schools
- Youth clubs
- Summer Colleges
- Sporting Events
- Third level events
- Club Raidió Rí-Rá
- On the street (i.e. in different towns around the country)

In addition, it is worth noting that we are in continuous contact with schools throughout the year. We communicate daily by phone and email. Many schools contact the station looking for work experience and other opportunities. We also have an electronic newsletter with resources that teachers can use in the classroom.

### **3. Volunteer presenters & researchers**

Raidió Rí-Rá currently has a volunteer staff of 120 people and about 25 of these are active as presenters and researchers on a weekly basis. We often have third level students on work experience for anything between three months and a year. More than 30 other second and third level students are on work experience with us during the year from a period of between 3 months and a year.

### **4. Facebook, Twitter, Instagram & Periscope**

We are engaging with the latest technology and young people's social networks in order to reach them. Raidió Rí-Rá's Facebook page has 16,000+ followers and 6,600+ followers on Twitter. We have 4,000+ followers on Instagram. Facebook, Twitter and Instagram are in use, in particular, to spread information about the station and we receive many messages during live shows. We use Periscope to live stream from particular events.

### **5. Club Raidió Rí-Rá**

Raidió Rí-Rá strongly believes that it has a duty to create social situations for young people to use Irish. Therefore, Raidió Rí-Rá will be active in organising alcohol-free music discos for secondary school students and night clubs for third level students and other young adults.

### **6. The Irish discount Card**

The Irish discount cards, An Gaelchárta, have been circulated with Raidió Rí-Rá's website details to young people during the summer and to third level students, to schools and to Gaeltacht summer college for the past number of years (<150,000 circulated since 2010). We have a database now with over 4,000 young people who want to be kept continuously informed about Rí-Rá.



## 7. Raidió Rí-Rá's 3 Year Plan – Steps towards a fulltime FM service

	2021	2022	2023
<b>Shows / Service</b>	'Live' shows Schedule of 3 hour long live shows every day Mix of music and repeat show from 00.00 to 07.00	Live shows from 07.00 to 00.00 Mix of music and repeat shows from 00.00 to 07.00	Live shows from 07.00 to 00.00 Mix of music and repeat shows from 00.00 to 07.00
<b>Service on other platforms</b>	<ul style="list-style-type: none"> <li>Available on FM in Dublin from 1 December 2019</li> <li>Available on <a href="http://www.rrr.ie">www.rrr.ie</a></li> <li>Available on iOS and Android</li> <li>Available on DAB in Dublin, Cork and in Waterford (Galway and Limerick before the end of the year)</li> </ul>	<ul style="list-style-type: none"> <li>Available on FM in Dublin, in Cork, in Letterkenny and in Galway</li> <li>Available on <a href="http://www.rrr.ie">www.rrr.ie</a></li> <li>Available on iOS and Android</li> <li>Available on DAB in Dublin, Cork, Waterford, Galway and Limerick</li> <li>Available on SAORVIEW &amp; UPC</li> </ul>	<ul style="list-style-type: none"> <li>Available on FM throughout the island</li> <li>Available on <a href="http://www.rrr.ie">www.rrr.ie</a></li> <li>Available on iOS and Android</li> <li>Available on DAB in Dublin, Cork, Waterford, Galway and Limerick</li> <li>Available on SAORVIEW &amp; UPC</li> </ul>
<b>Service for the public</b>	Raidió Rí-Rá roadshow at the following locations: <ul style="list-style-type: none"> <li>Schools</li> <li>Youth Clubs</li> <li>3<sup>rd</sup> Level events</li> <li>Summer Colleges</li> <li>On the street (i.e. in different towns around the country)</li> </ul>	Raidió Rí-Rá roadshow at the following locations: <ul style="list-style-type: none"> <li>Schools</li> <li>Youth Clubs</li> <li>3<sup>rd</sup> Level Events</li> <li>Sporting events</li> <li>Summer Colleges</li> <li>Raidió Rí-Rá Club</li> <li>On the street (i.e. in different towns around the country)</li> </ul>	Ród-seó Raidió Rí-Rá ag na hionaid seo a leanas: <ul style="list-style-type: none"> <li>Schools</li> <li>Youth Clubs</li> <li>3<sup>rd</sup> Level Events</li> <li>Sporting Events</li> <li>Summer Colleges</li> <li>Raidió Rí-Rá Club</li> <li>On the street (i.e. in different towns around the country)</li> </ul>
<b>Location for the studio</b>	Uimhir 6 - Lárionad na Gaeilge, 6 Harcourt Street, Dublin 2	Uimhir 6 - Lárionad na Gaeilge, 6 Harcourt Street, Dublin 2	Set up a second studio in Lárionad na Gaeilge, 6 Harcourt Street, Dublin 2
<b>Cost</b>	FM transmission cost <sup>1</sup> : €80,000 (to arrange with RTÉ) Staff cost: €314,008 Administrative costs, marketing, rent, etc...: €95,732 <b>Total Cost: €489,740</b>	FM transmission cost: €320,000 (to arrange with RTÉ) Staff cost: €361,338 Administrative costs, marketing, rent, etc...: €103,354 <b>Total Cost: €784,692</b>	FM transmission cost: €1,100,000 (to arrange with RTÉ) Staff cost: €380,383 Administrative costs, marketing, rent, etc...: €158,354 <b>Total Cost: €1,638,737</b>
<b>Funding / Income</b>	Raidió Rí-Rá: €10,000 (collected money / sales) Department of Culture, Heritage and the Gaeltacht: €75,000 National Broadcasting Fund: €450,000 ( <i>this is equal to 0.20% of the national licence in 2018</i> ) <b>Full Income: €535,000</b>	Raidió Rí-Rá: €75,000 (collected money / sales / advertising) Department of Culture, Heritage and the Gaeltacht: €0 National Broadcasting Fund: €625,000 ( <i>this is equal to 0.28% of the national licence in 2018</i> ) <b>Full Income: €775,000</b>	Raidió Rí-Rá: €145,000 (collected money / sales / advertising) Department of Culture, Heritage and the Gaeltacht: €0 National Broadcasting Fund: €1,500,000 ( <i>this is equal to 0.68% of the national licence in 2018</i> ) <b>Full Income: €1,645,000</b>
<b>Big plans for 2020/21</b>	<ul style="list-style-type: none"> <li>Make strategic arrangements with RTÉ and TG4</li> <li>Amend legislation to recognise Raidió Rí-Rá</li> <li>Confirm FM frequencies with the Commission for Communications Regulation</li> </ul>		

<sup>1</sup> Meastachán faighte ó Digital Radio Limited

## 8. The Role of Raidió Rí-Rá in Creating a Contemporary Irish language Music Industry

A contemporary Irish language music industry is badly needed. Young people are very interested in music and we must cater for this.

### **1. Current contemporary Irish language music industry – the need for a central focal point**

Seachtain na Gaeilge has done fantastic work with the series of albums 'CEOL' and 'Albam Rí-Rá' on which many of the big Irish music bands and international musicians have played in Irish. In addition, some music bands, like John Spillane, Kíla, Seo Linn etc. have released music in Irish. No central focal point exists to allow for the coordination of the current situation or for future development. Raidió Rí-Rá will provide this central point.

### **2. Platform for songs in Irish**

The album series 'CEOL' has not succeeded in encouraging other radio stations in the country to play songs in Irish, apart from during Seachtain na Gaeilge, even though the music is on a par with the English language versions. Raidió Rí-Rá provides an ongoing platform for music through the medium of Irish. The songs are inserted into the schedule and a particular number of them are played every day. This platform is extremely important and the number of listeners must be increased in order to encourage bands to compose songs in Irish.

### **3. Albam Raidió Rí-Rá**

As mentioned already, the 'CEOL' albums have provided good quality music from big music artists through Irish since 2005. Since 2013 RTÉ 2Fm have been on board with the album also. Musicians such as Ed Sheeran, Kodaline, Picture This and Gavin James recorded songs for the latest CEOL albums agus 50,000 copies of the album were circulated in 2016 and in 2017, between hard copies and free downloads with a promotional code. In September 2018, 350,000 copies of CEOL 2018 were distributed to secondary school students in every school in the country. Each primary school also received a copy. The album, which includes songs from Wheatus, Picture This and JP Cooper has been hugely popular since its release. We're working on CEOL 2020 at the moment.

### **4. Club Raidió Rí-Rá**

Irish language music is used alongside big international bands and others on Raidió Rí-Rá's nightclub and disco playlists.

### **5. Battle of the Bands**

On the most basic level, new music bands must be encouraged to compose songs in Irish. This is done through battle of the bands competitions and the songs are then used in Raidió Rí-Rá's ongoing schedule.



## 9. Schedule & Proposed Target Markets

After three spells of broadcasting on FM, broadcasting online for 10 years, broadcasting on the app and broadcasting on DAB, Raidió Rí-Rá's proposed target markets and schedule are explained below:

### Monday - Friday

Time	Target market
07.00-10.00	Age: 12-30 years
10.00-13.00	Age: Primary schools – Secondary schools With a daily roadshow in primary schools
13.00-16.00	Age: Secondary schools – Third level With a daily roadshow in secondary schools
16.00-19.00	Age: 12-30 years
19.00-21.00	Age: 12-30 years With a roadshow in youth clubs & at third level events
21.00-00.00	Age: Third level – 30 years

### Saturday and Sunday

Time	Target market
08.00-11.00	Age: 12-30 years
11.00-14.00	Age: 12-30 years
14.00-17.00	Age: 12-30 years With a roadshow at sporting events
17.00-20.00	Age: 12-30 years
20.00-00.00	Age: Third level – 30 years Coming live from Club Raidió Rí-Rá



## 10. Raidió Rí-Rá's Staff Plan

As mentioned already, Raidió Rí-Rá will be operating independently. There will be a full-time individual acting as a main presenter on every radio programme and an ancillary staff made up of third level students and others helping with every show. Technical services will be contracted rather than employing someone.

Full-time individuals are needed on the shows to:

- ensure continuity on the shows
- inspire loyalty among Raidió Rí-Rá listeners
- ensure that the programmes are on a par with or of a higher standard than programmes on other commercial and public radio stations

Below is a list of the positions, and the basic duties involved, needed by the station:

Duties	Position	2021	2022	2023
· Manage the station from day to day · Recruit and manage staff · Seek sponsorship and marketing for the station	1. Manager Leas-Phríomhoifigeach	€65,185	€67,541	€69,884
· Undertake day to day administrative duties · Deal with inquiries from the public · Provide support for the manager	2. Administrator Clerical Officer	€20,859	€21,830	€22,805
· Seek marketing for the station · Plan and execute a marketing plan · Seek sponsorship for station competitions	3. Marketing Higher Executive Officer	€46,081	€47,458	€48,831
· DJ on a 3 hour show 5 days a week (07.00-10.00) · Manage the show's voluntary staff · Coordinate the Roadshow in schools and summer colleges	4. Presenter (senior) Executive Officer	€27,464	€29,418	€30,924
· DJ on a 3 hour show 5 days a week (19.00-22.00) · Manage the show's voluntary staff · Manage night shows from 22.00 to 07.00	5. Presenter (senior) Executive Officer	€27,464	€29,418	€30,924
· DJ a 3 hour show 2 days a week on weekends (13.00 - 16.00) · Manage the show's voluntary staff · Manage weekend shows	6. Presenter (senior) Executive Officer	€27,464	€29,418	€30,924
· DJ on a 3 hour show 5 days a week (16.00-19.00) · Manage the show's voluntary staff · Manage the Roadshow in 3 <sup>rd</sup> level colleges and youth clubs	7. Presenter (junior) Clerical Officer	€20,859	€21,830	€22,805
· DJ on a 3 hour show 5 days a week (13.00-16.00) · Manage the show's voluntary staff · Provide support for the roadshow in 3 <sup>rd</sup> level colleges and youth clubs	8. Presenter (junior) Clerical Officer	€20,859	€21,830	€22,805
· DJ on a 3 hour show 5 days a week (16.00-19.00) · Manage the show's voluntary staff · Provide support for the roadshow in schools and promotion of the station in public	9. Presenter (junior) Clerical Officer	€20,859	€21,830	€22,805
Total yearly wage before employer tax		€277,094	€290,573	€302,707
Employer tax and pension of 5%		€43,642	€45,765	€47,676
<b>Yearly Total</b>		<b>€320,736</b>	<b>€336,338</b>	<b>€350,383</b>

## 11. Budget 2021-2023

### Raidió Rí-Rá's Budget 2021-2023

INCOME	2021	2022	2023
In the bank	€0	€13,260	€3,568
Advertising	€0	€50,000	€100,000
Sponsorship	€0	€10,000	€25,000
Grant from Chiste na Gaeilge	€75,000	€75,000	€0
Grant from the National Broadcasting Fund	€418,000	€625,000	€1,500,000
Collecting money / sales	€10,000	€15,000	€20,000
<b>Total</b>	<b>€503,000</b>	<b>€788,260</b>	<b>€1,648,568</b>
<b>Expenditure</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Salary, tax & pension	€294,008	€336,338	€350,383
Staff costs	€20,000	€25,000	€30,000
Office costs	€10,000	€10,000	€10,000
Rent	€4,456	€25,000	€35,000
Equipment	€20,000	€2,000	€2,000
Technical services fee	€20,000	€25,000	€30,000
Radio licence	€923	€1,000	€1,000
PPI / IMRO	€5,000	€5,000	€5,000
Insurance	€3,000	€3,000	€3,000
Professional fee & costs	€2,104	€2,104	€2,104
Publicity	€20,000	€20,000	€50,000
Internet	€10,000	€10,000	€20,000
Bank costs	€250	€250	€250
<b>Total expenditure</b>	<b>€409,741</b>	<b>€464,692</b>	<b>€538,737</b>
Broadcasting cost / transmission*	€80,000	€320,000	€1,100,000
<b>Overall Total Expenditure</b>	<b>€489,741</b>	<b>€784,692</b>	<b>€1,638,737</b>
<b>TOTAL</b>	<b>€13,259</b>	<b>€3,568</b>	<b>€9,831</b>
% of national licence in 2018	0.20%	0.28%	0.68%
<b>*Transmission costs relevant to these areas:</b>	<b>Dublin only</b>	<b>Dublin, Galway, Cork, Letterkenny</b>	<b>32 counties</b>



## 12. Co-operation agreed between Raidió Rí-Rá, RTÉ and TG4

DEIS IONCHUR						POTENTIAL INPUT
IONCHUR	Raidió Rí-Rá	CnaG	RTÉ - RnaG	RTÉ - 2FM	TG4	INPUT
<b>Fisiciúil:</b>						<b>Physical:</b>
Seirbhís reatha & branda	<input checked="" type="checkbox"/>					Current service & brand
Stiúideonna	BÁC, Corcaigh, Gaillimh	Uimhir 6 - forbairt	Sa Ghaeltacht	BÁC		Studios
Láithreoirí	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Presenters
Seinnliosta	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		Playlist
Infreastachtúr (cas is brí leis seo?)	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Infrastructure (what does this include?)
<b>Bolscaireacht:</b>						<b>Promotion:</b>
Margaíocht	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing
Meáin shóisialta	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Social media
Struchtúr for-rochtain	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				Outreach structure
<b>Sain-scileanna:</b>						<b>Expertise:</b>
Teicniúil	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			Technical
Raidió don aos-óg	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		Youth radio
Acmhainní daonna		<input checked="" type="checkbox"/>				Human resources
Airgeadais		<input checked="" type="checkbox"/>				Financial
Fís					<input checked="" type="checkbox"/>	AV
Graifíc & dearadh					<input checked="" type="checkbox"/>	Graphics & Design
Taighde & tuisicint lucht éisteachta / féachana		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	Audience research & understanding of audiences

## Appendix A: Raidió Rí-Rá's Current Schedule

Monday – Friday		
Time	Show	Presenter
07.00	Expresso Ceoil	Éagsúil
10.00	Léim Thart	Ruairí Mac Aodhgháin
12.00	Ceapaire Ceoil	Seán Ó Dubhchon
14.00	Pop Picnic	Martina Ní Liatháin
16.00	Après Obair	Jeaic Ó Conghaile
18.00	Top 40 Oifigiúil na hÉireann	Laoise de Cantalún
20.00	Anocht	Mark Gleeson
22.00	An Meascán	-
Saturday – Sunday		
Time	Show	Presenter
07:00	Expresso Ceoil	Éagsúil
10.00	An Lón Leisciúil	Louise Ní Bheirne
14.00	Athchraoladh	Éagsúil
16.00	Pop Picnic	Sinéad de Barra
18.00	Top 40 Oifigiúil na hÉireann	Daithí Ó Dáibhín
20.00	Anocht	Aoife Egan
22.00	Tús Maith Leath na hOíche	-

Various voxpops are presented regularly by other presenters, such as Pop News, Movie News, Sport News etc.

