

OFCOM



## An Ghaeilge agus Cúrsaí Craoltóireachta

### The Irish Language and Broadcasting

Márta 2015 | March 2015

#### Cúlra | Background:

Is é Conradh na Gaeilge fóram daonlathach phobal na Gaeilge agus saothraíonn an eagraíocht ar son na teanga ar fud na hÉireann uile agus timpeall na cruinne.

Is í príomhaidhm na heagraíochta an Ghaeilge a athréimniú mar ghnáth-theanga na hÉireann.

Ó bunaíodh é ar 31 Iúil 1893 tá baill an Chonartha gníomhach ag cur chun cinn na Gaeilge i ngach gné de shaol na tíre, ó chúrsaí dlí agus oideachais go forbairt meán cumarsáide agus seirbhísí Gaeilge. Músclaíonn an mhóreagraíocht seo pobal na hÉireann, tugann sí tuiscint úrnua dúinn ar ár n-oidhreacht luachmhar agus cothaíonn sí meas ionainn ar an gcultúr Gaelach.

Tá 180 craobh agus iomaí ball aonair ag Conradh na Gaeilge, agus bíonn baill uile an Chonartha ag saothrú go dian díograiseach chun úsáid na Gaeilge a chur chun cinn ina gceantair féin.

Tá breis eolais faoi obair an Chonartha le fáil ag [www.cnag.ie](http://www.cnag.ie).

Conradh na Gaeilge is a democratic community for the Irish language community and the organisation works for the benefit of the language across Ireland and around the world.

The main aim of the organisation is to see Irish as the ordinary language of Ireland.

From its establishment on the 31st July 1893, members of Conradh na Gaeilge have been active in promoting the Irish language in every aspect of this country's life, from legal matters, to education, to developments in the media and Irish language services.

There are 180 branches and many individual members of Conradh na Gaeilge, and all members of Conradh na Gaeilge work hard to develop the use of Irish in their own areas.

More information about the work of Conradh na Gaeilge is available at [www.cnag.ie](http://www.cnag.ie).

## Craoltóireacht trí mheán na Gaeilge

Léirigh suirbhé a rinneadh i 2013/2014 go bhfuil eolas ar an Ghaeilge de chineál éigin ag 15% den daonra i.e. tuiscint, cumas labhartha nó scríbhneoireachta. Is ardú é seo ón 13% a raibh eolas ar an Ghaeilge de chineál éigin acu i 2011/2012. Mar gheall go n-aontaíonn nach mór ná leath (49%) de dhaoine feasta gurb í an Ghaeilge chuid tábhachtach de chultúr í an Ghaeilge

Tá éileamh soiléir ann do chláracha Gaeilge a chraoladh, mar atá le seirbhísí a chur ar fáil trí mheán na Gaeilge i ngach eile réimse den tsaol poiblí. Léirigh suirbhé a rinne Millward Brown, coimisiúnaithe ag Conradh na Gaeilge i 2015 go bhfuil 54% de dhaoine feasta den bharúil gur chóir seirbhísí Gaeilge a chur ar fáil do dhaoine ar mhian leo iad.

Mar gheall air sin, ba chóir go bhfuil na CSP airdeallach air seo agus iad ag obair le freastal ar riachtanais a lucht féachana.

Faoi láthair, caitear leis an Ghaeilge ar bhealach éagsúil ón Ghàidhlig nó ón Bhreatnais i dtaca le maoiniú, cláracha atá ar fáil nó ar na dualgais atá ar na CSP de. Níl aon craoltóireacht trí mheán na Gaeilge curtha ar fáil ag UTV, Channel 4 nó ag craoltóir poiblí ar bith eile seachas de BBC NI agus de TG4. Dífriúil ón Ghàidhlig nó ón Bhreatnais, níl aon staisiún i léith ann do theanga na Gaeilge. Cé gur síníodh amach seirbhís TG4 le linn an trasnú digiteach i 2012, tá míchothromas ann go foil sa bhealach go gcomhlíonann craoltóirí poiblí a ndualgais i dtaca le teangacha mionlaigh agus réigiúnacha.

Léiríonn na staitisticí thíos líon na lucht féachanna do chláracha maointithe ag an CCG i 2013-2014. Léiríonn na figiúirí seo go n-éiríonn go maith leis na cláracha atá curtha ar fáil trí Ghaeilge.

## Irish Language Broadcasting

In 2013/2014, a survey showed that 15% of the population have some knowledge of Irish, i.e. can understand, speak or write Irish. This is an increase on the 13% of the population who had some knowledge of Irish in 2011/2012.<sup>1</sup> Considering that almost a half (49%) of adults agree that Irish is an important part of culture, the failure of the PSBs to ensure that sufficient programming is broadcast through Irish shows a failure to adequately consider the needs of the audience and to act accordingly.<sup>1</sup>

There is a clear demand for Irish language programmes to be broadcast, in line with the demand for services to be made available through Irish in every aspect of public life. A Millward Brown survey commissioned by Conradh na Gaeilge in 2015 showed that 54% of adults in the north are of the view that services should be available in Irish for those who seek them.<sup>1</sup> Therefore, the PSBs ought to be aware of this and should ensure that they work to meet the needs of their audience.

As the situation currently stands, the Irish language is given much different treatment to either Scots Gaelic or the Welsh language in terms of funding, available programming and the obligations that are on PSBs to meet the needs of Irish speakers. No programming in the Irish language is currently provided by UTV, Channel 4 or any of the other public broadcasters licensed as PSBs aside from BBC NI and TG4. Unlike Scots Gaelic or the Welsh language, there is no dedicated channel for the Irish language. Even though the reach of Irish language station TG4 was extended during the 2012 digital switchover, there remains an inequality in the way that the PSBs carry out their broadcasting obligations in relation to indigenous and minority languages. The viewing statistics below show the viewing figures for ILBF funded programmes in 2013-2014. The figures show that the Irish language programming which is currently available is very well received.<sup>1</sup>

| <b>Project</b>   | <b>15minute+ Reach</b> |
|--|------------------------|
| Aistear na nGael   | 16,000                 |
| Amhráin Aduaidh  | 6,000                  |
| Amhrán an FhirBháin                                      | 8,000                  |
| Art agus Tomaí sanEoraip                                 | 23,000                 |
| Athchuart arTranslations                                 | 16,000                 |
| Bí ar an Eolas ar...an Aimsir/AnChruinne/an ChorpDhaonna | 19,000                 |
| Cuisle   | 37,000                 |
| Deartháireacha - AnSagart agus AnRock Star               | 14,000                 |
| Féilte is Fleadh   | 46,000                 |
| Fleadh   | 31,000                 |
| I Lar an Aonaigh   | 15,000                 |
| Imirce   | 17,000                 |
| It's a Blas  | 27,000                 |
| Luí na Talún   | 26,000                 |
| Opry an Lúir   | 187,000                |

|   |        |
|---|--------|
| Scúp  | 52,000 |
| Taisce Shean Uladh- Treasures of Ancient Ulster | 43,000 |
| Wolfland  | 18,000 |

Léiríonn na lucht féachana móra do na cláracha seo go bhfuil éileamh mhór ar chraoltóireacht Gaeilge. In ainneoin an obair mhaith atá á dhéanamh tríd an Chiste Craoltóireachta gaeilge, is mór an obair atá fós le déanamh le héileamh an phobail a chomhlíonadh. Tá an maoiniú reatha don CCG le críochnú i 2016. Mar sin de, ba chóir ardú maoiniú a fheiceáil i líne leis an ardú éilimh ar chraoltóireacht trí mheán na Gaeilge, mar aitheantas ar chaighdeán na gcláracha atá á chraoladh faoi láthair.

Maidir le craoltóireacht raidió, tá méid craoltóireachta teoranta ar fáil ag Raidió Uladh trí mheán na Gaeilge, ach tá an t-ábhar seo teoranta mar gheall ar heaspa stáisiúin i léith don Ghaeilge. Mar a deir an comhairliúchán féin, cuirtear ábhar trí mheán na Gaeilge ar fáil ar an stáisiún pobal-bunaithe, Raidió Fáilte. Áfach, faoi láthair níl Raidió Fáilte ar fáil ach i gceantar Bhéal Feirste amháin agus ar líne, rud a chiallaíonn go bhfuil bearnaí móra i gcraoltóireacht ábhair Gaeilge ag leibhéal réigiúnacha.

The success of the programmes which are currently being produced shows that a clear demand exists for Irish language programmes. Despite this good work that has been done through the Irish Language Broadcasting Fund, there remains much work to be done in order to meet public demand. The current funding for the ILBF is due to expire in 2016. Therefore, the funding made available should be increased in line with the increased demand among the population for Irish language programming, as recognition of the standard of the programming which is currently being produced.

In relation to radio broadcasting, BBC Radio Ulster does broadcast a limited amount of airtime through Irish, but this content is limited due to the lack of a dedicated station for the Irish language. As the consultation document notes, Irish language content is provided on the Belfast-based community radio station, Ráidíó Fáilte. However, Ráidíó Fáilte is currently only available in the Belfast area and online, which means that there are still significant gaps in the broadcasting of Irish language material at a regional level.