

## Section 1

# Key commitments Annual Report Form

## 1.1 Community Radio Form: Year Ending 31 December 2013

### Station details

#### Licence Number

CR000044BA/2

#### Station Name

Raidió Fáilte 107.1fm

#### Launch Date

15/09/2006

#### Web address where you will publish this report.

[www.raidiofailte.com](http://www.raidiofailte.com)

#### When will the report be published / available to view?

Immediately upon completion

## 1.2 The year in numbers

Please specify the station's achievements in the year under review in numbers as follows:  
(some of this may be a repetition of the information supplied in the financial report)

Average number of live hours per <b>week</b> (live material is created at the same time as it is broadcast)	22
Average number of original programming hours per <b>week</b> (original material includes live plus pre-recorded material, but does not include repeats or automated output). [This figure cannot be less than the station's live hours alone]	46
The percentage of your daytime output that is <b>speech</b>	38
Total number of people trained during the <b>year</b>	41
Total number of volunteers involved during the <b>year</b>	57
Total number of volunteer hours per <b>week</b>	133
If appropriate, a list of languages you have broadcast in	Irish is the language of the station with occasional use of English, Polish, Spanish & French

(There may be some repetition of this information in other sections such as programming.)

**Please indicate whether your station key commitments have been delivered during the reporting period: 1 January to 31 December 2013**

### 1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> <li>Daytime output typically comprises 70% music and 30% speech output. Outside morning and evening peak listening hours, and during evenings, overnight and at weekends, a greater percentage of music-based output may be broadcast.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Music content consists of Irish traditional, folk and a broad range of music genres and includes output from local groups and musicians. In addition, station output may include specialist music programming, reflecting the broader interests of members of its community.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Speech output includes regular news bulletins (including local, community and Irish language stories), as well as current affairs, arts information, discussion and magazine programmes covering a range of community and Irish language topics. Output may also include outside broadcasts and material recorded at community events, as well as specialist music and arts magazine programming. Overnight output may include pre-recorded and automated material.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Output is predominantly in the Irish language, with the occasional use of other languages.</li> </ul>	√	
<ul style="list-style-type: none"> <li>The service consists of predominantly original, locally produced output during weekday daytimes. Between 08:00 and 18:00 at least 50% of output is normally original content.</li> </ul>	√	

**Explanatory notes re non-delivery (if applicable):**

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### 1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> <li>Raidió Fáilte provides Irish language output for the community.</li> </ul>	√	
<ul style="list-style-type: none"> <li>The station provides output to meet the needs of learners of the language of different abilities and in different contexts both in Belfast and further afield as well as those who actually speak and understand the Irish language. Raidió Fáilte also caters for those who are interested in Gaelic culture generally, especially music and song.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Raidió Fáilte encourages discussion across the range of the station's speech and music based output, with some programmes specifically geared for debate and discussion. For example, each week there is typically a programme of news, views and discussion, covering a wide range of topics, involving telephone interviews, live studio discussions, pre-recorded pieces.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Raidió Fáilte's standpoint is to support the Irish language community and defend its right to be sustained, encouraged and developed with the help of government. Raidió Fáilte is neutral and exercises the role of facilitator to debate and discussion within the community. The</li> </ul>	√	

station seeks to stimulate and encourage debate within all sections of the community on a wide range of issues provided it does not promote sectarianism or racism in any way.		
<ul style="list-style-type: none"> <li>Raidió Fáilte provides regular programming aimed at those who wish to learn Irish. Independently, and in conjunction with others we have a language course suitable for community radio, geared towards learners who might not necessarily be able to attend classes.</li> </ul>	√	
<ul style="list-style-type: none"> <li>The station's arts and literature output deals with Irish language writers and their work, as well as dealing with wider topics of general interest to those seeking to learn about the arts.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Raidió Fáilte provides a normalised context in which the language can be used, contributing hugely to the facilities available for learners.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Raidió Fáilte provides training in radio broadcasting and administration for those not employed by the organisation. Training opportunities are advertised regularly (on Raidió Fáilte and in the media). The station also works in conjunction with other relevant institutions to provide top-quality broadcast training.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Raidió Fáilte works with a wide range of organisations working within the Irish language community in Belfast and further afield to ensure that the station continues to be well placed to consolidate its position at the very heart of the Irish language community.</li> </ul>	√	
Additional social gain objectives:		
<ul style="list-style-type: none"> <li>Raidió Fáilte plays a pivotal role in promoting the Irish language on a cross-community basis. Raidió Fáilte brings the Irish language, including Irish classes and traditional music, into people's homes and vehicles all over the city, irrespective of their background or where they live or where they feel comfortable visiting. Raidió Fáilte contributes to the 'normalisation' of the Irish language and to the 'inclusivity' of the Irish language community.</li> </ul>	√	

**Explanatory notes re non-delivery (if applicable):**

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**1.5 Key commitments: Access and participation**

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> <li>The Manager of Raidió Fáilte engages widely with the various sectors of the Irish language community and by any other means ensures people are aware of the opportunities for training, volunteering and participating with Raidió Fáilte.</li> </ul>	√	
<ul style="list-style-type: none"> <li>If individuals express an interest in being involved in the operation of the station, management and staff will seek to provide relevant training opportunities. Raidió Fáilte intends to have space for at least ten volunteer broadcasters at any time.</li> </ul>	√	

**Explanatory notes re non-delivery (if applicable):**

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### 1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> <li>Cairde Raidió Fáilte (Friends of Raidió Fáilte) is a forum for members of the community who wish to be associated with the work of Raidió Fáilte. Meetings of Cairde Raidió Fáilte are open to members of the community and are advertised on social media sites, on the internet and in Irish language media. Meetings are held as often as deemed necessary but at least one per year. Advisory committees, working committees as well as sub-committees, or community focus groups, can advise on various aspects and subjects of the station's output and liaise regularly with the Station Manager to pass on views of the general membership as well as to advise on any and all topics.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Cairde Raidió Fáilte can decide to co-opt members to any committee in order to increase its effectiveness as a link with the community and as a platform for development. Any committees set up by Cairde Raidió Fáilte will liaise on a regular and frequent basis with the Raidió Fáilte Station Manager in order to contribute to and participate in the management of the service.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Members of the community are encouraged to take part in Raidió Fáilte as broadcasters or in other capacities on a voluntary basis. The station regularly broadcasts invitations to the community to encourage them to engage directly with the station, in order to ensure that the project is run as a community partnership initiative.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Raidió Fáilte seeks feedback from the target community in order to attain maximum accountability. The station conducts formal and informal surveys amongst the target community in the area of benefit, to establish levels of awareness of and satisfaction with the service.</li> </ul>	√	
<ul style="list-style-type: none"> <li>Suggestions and any complaints from members of the community are passed to the Station Manager who, in consultation with other relevant members of the station team, will investigate and take action in line with agreed policies and procedures.</li> </ul>	√	

**Explanatory notes re non-delivery (if applicable):**

### 1.7 Volunteer inputs

Please provide details of the contribution made by volunteers to the station and its operation of the station, such as:

- The approximate number of hours worked on average per volunteer per week.
- Any other information to help Ofcom understand the input of volunteers to the station.

The training courses, conducted in Irish, which we organise on a regular basis throughout the year, and which are widely publicised in the media and social media outlets was the major route through which we attracted volunteers this year. We have had people travelling hundreds of miles each week (from as far as Derry, Sligo, Dundalk) to attend the courses. The courses are usually held over a 4 or 5 week period with a general training session at

the weekend and one-to-one mentoring sessions during the week.

During 2013, some of the courses were targeted at specific key workers in the Irish language community, specifically development officers working with various Irish language organisations. This allowed these key workers to consider ways that their work can be given added value by inputting reports etc to the station. While this did not result in 'volunteers' producing shows regularly at the station (a number of the development officers work in Irish language organisations outside of Belfast), it allowed them to understand how they can use the Raidió Fáilte service to enhance their work. We feel that this has helped us provide an improved radio service by helping give coverage to a wider range of Irish language activities for our listeners, as well as helping the various Irish language organisations publicise and showcase their activities.

There is a pool of around 40-50 volunteers who were regularly involved in the station during the year. This number may fluctuate during the year with volunteers taking a break for holidays, exams, studies etc and then returning after a period to the station. Overall the standard of the shows produced by the volunteers is of a high quality, as testified by Raidió Fáilte being awarded the Radio Academy Nations & Regions Award 2013 for the N Ireland region. Volunteers put considerable thought and energy into their shows and including preparation, studio time and post production time volunteers would generally spend between 3 – 4 hours per week on their show.

Some volunteers contributed in ways other than producing shows, assisting at managerial and director level with financial and organisational advice, with high level language and translation and other skills which prove invaluable in keeping the Raidió Fáilte project operating as a cost effective, respected and valued part of the Irish language community, and the wider community, in Belfast and beyond.

## 1.8 Significant achievements

In 2013 Raidió Fáilte was involved in a wide range of activities in support of its overall aim of broadcasting a good quality Irish language radio service 24 hours each day:

- delivering training in broadcast and sound editing skills\*\*;
- engaging in outreach and cross community work;
- supporting other organisations in the Irish language and wider community;
- recording and broadcasting a wide range of events and activities of relevance and importance to the Irish language community and the wider community; and
- building a unique Irish language digital archive, based largely on material broadcast by Raidió Fáilte.

\*\*Raidió Fáilte organised 5 training courses in broadcasting and sound recording and editing skills. One course was directed towards Irish language development officers in Belfast and further afield. This helped train key individuals working in the Irish language community in radio presentation skills and help spread knowledge and information about Raidió Fáilte among a wide group of Irish language organisations. Another of the training courses was directed specifically on producing radio drama involving a local community group and a local professional Irish language drama group. These courses are supported by funding from the Northern Ireland Screen - Irish Language Broadcast Fund.

This year Raidió Fáilte was delighted to win the 2013 Radio Academy Nations and Regions Award for the Northern Ireland region. Beating off stiff competition from other stations,

Raidió Fáilte won the award, gaining high praise from the Radio Academy judges who stated that *“despite stiff competition from other excellent stations, Raidió Fáilte won out through its ambition and breadth.”* The judges went on to say *“It was a total joy to listen to this entry and a real treat for the ears --- Raidió Fáilte oozes passion for its language, its audience, and for radio itself in everything that it does. It works hard to promote and preserve not just a language, but also creative and authentic radio.”*

Other activities/achievements:

Raidió Fáilte is involved in working to develop a major £2m capital project (called Lónra Uladh) for an Irish language broadcasting, training and archiving centre. This has involved a major investment in time and energy and many meetings including presentations to and meetings with officials in a number of Government departments and Belfast City Council. This work is ongoing and hopefully will result in the creation of an iconic building, close to Belfast City Centre and linked to the developing Gaeltacht Quarter which will have a positive effect on an area of major social disadvantage and help promote the Irish language in Belfast and further afield.

Raidió Fáilte has been heavily involved in discussions with the Irish language cross border body for the promotion of the Irish language, Foras na Gaeilge, around new funding models for Irish language organisations. The new model which has been agreed will include a funding stream for Irish language community radio.

Raidió Fáilte hosted a three-day visit to the Raidió Fáilte studios in Belfast, as part of a Grundtvig partnership involving co-operation amongst European Community radio stations broadcasting in minority languages based in Austria, the Basque Country in the French and Spanish states and the Republic of Ireland. In addition members of the Raidió Fáilte team partook of a three day visit to the Basque Country in the Spanish and French States. The exchange of experiences and good practice, as well as the building of a network of European contacts which resulted from this Grundtvig partnership, has proved of great value to the work of Raidió Fáilte and to the other partners.

Arising from our contacts made through the Grundtvig partnership, the Raidió Fáilte Manager was invited to attend and speak in the European Parliament, Brussels at a conference of AMARC (the world wide association of community radios). The Raidió Fáilte Manager was consequently appointed to a committee of AMARC to promote minority languages in community radio.

In addition, the Raidió Fáilte Manager was appointed to the judging panel for the radio entries in the prestigious Celtic Media Festival 2013, held in Wales.

In this period also, the Raidió Fáilte Manager made a presentation to the Committee of Experts (COMEX) of the European Charter of Minority or Regional Languages on how the UK Government has fulfilled its obligations under the European Charter with regard to Irish language broadcasting.

Raidió Fáilte was represented at and recorded for broadcast ‘Voces in Artes’, a major seminar based on European minority languages in the arts, held in Dublin. At this event, the station cooperated with the Dublin-based Irish language community radio station, Raidió na Life and the broadcast was carried on both stations.

Members of the Raidió Fáilte team met with representatives of the Irish National Music Archive in Dublin to help develop our plans for the growing Raidió Fáilte sound archive.

Members of the Raidió Fáilte team attended the annual conference of the British & Irish Sound Archives in Douglas on the Isle of Man to discuss best practice with regard to preserving and presenting the growing and important Raidió Fáilte sound archive.

Raidió Fáilte was present in Belfast City Hall at the launch of a CD of Irish language school choirs. Raidió Fáilte co-sponsored the production of the CD.

Raidió Fáilte hosted two students on a three month work experience project from the University of Ulster

As part of their course, a group of student teachers, studying to teach in Irish language medium schools visited Raidió Fáilte with their course leader, to learn of the work of Raidió Fáilte

Raidió Fáilte was represented at a seminar in the N Ireland Assembly buildings at Stormont to discuss how to improve the connections between the Assembly and the community sector.

Raidió Fáilte has attended and broadcast many events supporting the ongoing campaign of 'Líofa', spearheaded by the Minister of Culture, Arts and Leisure at the Stormont Executive with the aim of encouraging more people from all backgrounds to learn and speak the Irish language, thereby increasing the number of Irish speakers in N Ireland

## 1.9 Significant difficulties

	YES	NO
Do you wish this section to be kept confidential?		√
<p>As reported in previous years, a major concern remains the restricted broadcast limit of 5km for community radio stations. There is demonstrated demand from Irish speakers outside of Belfast for our broadcast range to be extended to allow them to receive the Raidió Fáilte service on the airwaves. This unnecessary and arbitrary restriction remains a great source of disappointment and frustration. Unfortunately it appears that this point will continue to be ignored.</p>		

## 1.10 Audience research

Please provide a summary of any audience research/ data you have collected during the year.

As a community radio station closely involved with our target audience of Irish speakers our most regular source of feedback come through direct contact with our audience. Feedback of this sort remained almost invariably positive in 2013.

We get regular feedback from the internet, through e-mails and also with social media particularly Facebook. We have reached the allowed limit of Facebook friends (~5,000) who are in contact regularly and again who give positive feedback and 'like' the shows and activities that we publicise on the site

Our on-line survey continued to show a high level of satisfaction with the Raidió Fáilte service. More than 90% of those responding stated that they regard the standard of broadcasting as being 'good' or 'very good'.

The survey showed that Raidió Fáilte continued to attract listeners from a wide range of age groups with the percentages being fairly evenly spread over the age ranges;  
more than 20% of listeners on line are under 30 years of age,  
almost 20% of listeners on line are between 31-40 years of age,  
around 25% of listeners on line are between 41-50 years of age,  
almost 20% of listeners on line are between 51-60 years of age  
almost 15% of listeners on line are over 60 years of age

Raidió Fáilte listeners have a wide range of ability as regards their fluency in the Irish language. Of those responding;

- 29% Stated they were fluent in the Irish language
- 25% Can conduct a basic conversation
- 38% Are learning or are interested in learning Irish
- 7% Have no knowledge of Irish

Surprisingly the majority of those responding to the online survey do not consider themselves fluent in the Irish language. It is encouraging that Raidió Fáilte is succeeding to reach out to a large percentage of people on-line, who are seeking to learn or improve their grasp of the Irish language.

## Section 2

# Declaration

**I hereby declare that the information given in this annual report is, to the best of my knowledge and belief, true and correct.**

<b>Signature</b>	
<b>Name</b>	Áine Nic Gearailt
<b>Position</b>	Stiúrthóir Cuideachta /Company Director
<b>Station</b>	Raidió Fáilte 107.1fm
<b>Email address</b>	oifig@raidiofailte.com
<b>Telephone number</b>	028 9031 0013 / 028 90 322811
<b>Date</b>	2014 04 08

### Section 3

## Checklist

Please ensure that you have done the following:

- Read the Annual Report Guidance Notes.
- Checked that all sections of both forms (i.e. this document and the accompanying spreadsheet) are completed.
- Ensured that the declaration is signed and dated by a member of the board of the corporate body which has been awarded the community radio licence, and that the person has the authority to act on behalf of the board.

### ***Then***

Submit your form by email to [community.radio@ofcom.org.uk](mailto:community.radio@ofcom.org.uk)

**Annual report forms must be returned to Ofcom by Wednesday 9 April 2014.**

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