

In the Community



As a Public Service Broadcaster, RTÉ's commitment is first and foremost to its audience.

RTÉ forms an important and integral part of Irish society through indigenous programming and broadcasting. As a Public Service Broadcaster, RTÉ's commitment is first and foremost to its audience and exists to serve their national broadcasting needs. Communities make up our audiences and shape how we operate on a daily basis, both on a national and local level. We interact with all communities within our dynamic society in many ways, beyond the provision of programmes. The following are examples of activities that RTÉ sponsors and partners in the many diverse communities that together form our audience.

Partnerships

Festival of World Cultures

In 2005, RTÉ became a media partner of what is considered by many to be Ireland's premier intercultural event. The festival, which is held in Dun Laoghaire on the last weekend of August every year, includes a wide range of street events, theatre, music and craft fairs in an effort to facilitate the promotion of multiculturalism in Ireland.



National Ploughing Championships

The National Ploughing Championships provide RTÉ with an opportunity to actively engage with the farming and wider rural community at an intrinsically Irish event. For the duration of the Championship, RTÉ hosts a stand where members of the public are welcome to see how live broadcasts are aired, and to meet and greet people they are used to listening to on radio, or watching on TV.

RTÉ Supporting the Arts

RTÉ is proud to operate the *Supporting the Arts* scheme which offers individuals and groups engaged in artistic activities throughout Ireland the opportunity to have their activities promoted on RTÉ Radio and/or RTÉ Television. Details of the scheme and how to apply are on www.rte.ie/about/supporting_arts.html

Sponsorships

RTÉ People in Need Telethon

Since its inception in 1988, over €34 million has been raised by People in Need through the RTÉ People in Need Telethon. The Telethon, organised and hosted by RTÉ, supports the fundraising activities of all the communities in Ireland that are motivated to collect money for smaller local charities.



BT Young Scientist and Technology Exhibition

RTÉ is proud to sponsor the Social and Behavioural Sciences category at this annual exhibition. Along with hosting a stand for the duration of the exhibition, RTÉ gives students a chance to become a news reporter or weather presenter for a day. Teachers and members of the public are also invited to enjoy the live broadcasts, chat to the presenters and enter competitions.

For more on RTÉ in the community, please see our Corporate Responsibility Report:

www.rte.ie/about/cr_report_english.pdf
www.rte.ie/about/cr_report_irish.pdf