



## Irish Language Update

As the national broadcaster and a listed public body, RTÉ has an obligation to ensure the highest quality of Irish language across our advertisements and broadcasts. This is especially important as we are now advertising on RTÉ Raidió na Gaeltachta, Ireland's national Irish-language radio station, for the first time in its 50 year history. This audience in particular will expect commercial messages in a structure familiar to them.

### Making an Irish Language Ad?

Here are some things to think about to ensure that your advert is of the best possible quality and that it resonates with both our audience and your potential customers.

An Coimisinéir Teanga states that the language should be of a high standard, and to maintain this RTÉ abides by the Caighdeán Oifigiúil<sup>1</sup> (Irish Language Standard) when reviewing scripts, but we encourage variation. **All dialects and accents are welcome** and encouraged in your ad copy and VO.

**Submit early:** Remember that your script will need to be cleared by RTÉ Copy Clearance prior to transmission, so the earlier you submit the better. As well as ensuring advertising meets all the regulations, RTÉ Clearance also provides guidance. Please email [askrteclearance@rte.ie](mailto:askrteclearance@rte.ie) with any queries and we will assist you.

**Consider the listener:** RTÉ Raidió na Gaeltachta listeners are passionate about the Irish language. It is the language they communicate in daily. Advertising that is equally passionate about getting it right will connect best with them.

Aim to match the standard of Irish on RTÉ Raidió na Gaeltachta. To nail this, you'll need a Voice Over artist that is a fluent Irish speaker, be they from the Gaeltacht or not. A VO artist reading a script phonetically may sound wrong to a fluent speaker. Ensure the script and VO has a flow, feels natural and that each word is pronounced correctly.

### The easiest way to ensure they have the appropriate proficiency is to ask:

'Would this VO artist have the appropriate level of Irish to be interviewed on RTÉ Raidió na Gaeltachta as a contributor?'. This will help us to match the quality of our advertising and our broadcasts across all platforms.

**Draft your script in Irish:** Automated translators/ Translation software don't understand the tone and intricacies of the language. We would recommend both [teanglann.ie](http://teanglann.ie) and [focloir.ie](http://focloir.ie) as they are far more accurate and will help you to deliver a natural script and a clear message in your advert. Think of your message as if it was in Irish. It doesn't have to be word for word, as long as the message is the same.

### Use the resources:

- An Coimisinéir Teanga has [presentations](#) on the Official Languages (Amendment) Act, 2021.
- [Foras na Gaeilge](#) also provides a list of accredited translators which may be useful to you.

We trust that this update will be of assistance to our clients and agencies when drafting Irish language copy. We will be running a webinar on Irish language advertising on the 3rd July 2024. Please ensure you are [subscribed to our ezine](#) and connected to our [LinkedIn page](#) to find out more.

<sup>1</sup> An Caighdeán Oifigiúil: The form of Gaeilge that is the standard or state norm for spelling and grammar in official publications.



Téigh i dteagmháil linn:

Áirithintí raidió: [radio.bookings@rte.ie](mailto:radio.bookings@rte.ie)

Áirithintí digiteacha: [digital.bookings@rte.ie](mailto:digital.bookings@rte.ie)

Fiosruithe ginearálta: [mediasales@rte.ie](mailto:mediasales@rte.ie)



Éist anseo:

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