

8. THE MEDIA

Beart / Action 8.1 - Lee Valley Outlook – An Múscraíoch

Create a section in the Lee Valley Outlook magazine where ‘Irish language’ items will be published. This will create awareness and a connection between the Gaeltacht community and those outside the Gaeltacht.

Beart / Action 8.2 - Raidió na Gaeltachta

To encourage Raidió na Gaeltachta to connect with the youth of Gaeltacht Mhúscraí by producing more programmes that involve them. This will raise young people’s awareness of this important national station.

Beart / Action 8.3 - Cúla 4, TG4 - Múscraí

Campaign for Cúla 4 to make more regular visits to the primary schools in Gaeltacht Mhúscraí. These programmes / visits will help young people to become more aware of TG4 which in turn will encourage them to watch more Irish language programmes.

Beart / Action 8.4 – Gaeltacht Campaign - The Late Late Toy Show

Start a national campaign to introduce an ‘Irish language’ section into the Late Late Toy Show.

Beart / Action 8.5 – Bloggers & Vloggers

To recruit bloggers and vloggers that would tell us about ‘their’ language journey as part of the Language Plan. – challenges, highpoints etc.....

- A family raising their children through the medium of Irish
- A local organisation
- A sixth class child in Primary school – follow him/her along the 7-year journey.