



'What Has Europe Ever Done for Us?'

Report on the radio series for the Communicating Europe Initiative

12th January 2021

Introduction

'What Has Europe Ever Done for Us?' was a series of 7 programmes broadcast every Friday on KCLR between 23rd October and 4th December 2020 inclusive

The programmes were embedded into 'The Way It Is' talk show presented by Sue Nunn and each one was 20 minutes in length. It was produced by reporter Susan Clark who introduced interviews and information she had gathered on the topic under discussion

Topics and Contributors

The series 'What Has Europe Ever Done for Us?' was broadcast on the dates below and covered the topics outlined in Table 1

Table 1

| Date | Topic |
|--------------------------------|--------------|
| 23 rd October 2020 | Farming |
| 30 th October 2020 | Communities |
| 6 th November 2020 | Diversity |
| 13 th November 2020 | Arts |
| 20 th November 2020 | Education |
| 27 th November 2020 | Young People |
| 4 th December 2020 | Women |

Each of the 7 x 20-minute topics were broken down into 3 -4 interviews with a total of 23 different people interviewed over the course of the series. The details of these interviews are outlined below in Table 2

Table 2

| Topic | Interview 1 | Interview 2 | Interview 3 | Interview 4 |
|---------------------|--|--|---|--|
| Farming | Victor Brannigan (Farmer and employee at Kilkenny Leader Partnership) on the Rural Social Scheme | Pat Fitzgerald CEO of Beotanics Kilkenny on the Horizon 2020 Smart Protein Programme | John Bryan, Kilkenny farmer and former President of the Irish Farmers Association on the CAP | |
| Communities | PL Curran, Head of Development in St Laurence O'Toole's Athletics Club, Carlow town on grants received | Bridget Fox, Myshall Community Centre, Carlow on grants received | Peadar Casey, Enterprise Development Manager at IT Carlow | Dean Klatt of Seed Golf. Carlow on the New Frontiers Programme |
| Diversity | Helena Power of the Kilkenny Traveller Community Movement funded by the European Social Fund | Samuel Morgan from the Sudanese Community living in Kilkenny on training funded by the European Social Fund | Stephanie McDermott, Community Activist and Lecturer in Equality and Diversity at Carlow College | |
| Arts | Medb Lambert and Sighile Hennessy from the Equinox Theatre, Callan, Co Kilkenny on Creative Europe Project | Hollie Kearns, Learning and Public Engagement Curator at the Butler Gallery, Kilkenny on grants received | Emma-Lucy O'Brien CEO and Artistic Director of VISUAL Arts Centre, Carlow | |
| Education | Kawther and Rebecca students at St Catherines Community Services Centre in Carlow funded by the European Social Fund | Mr O'Flaherty and some of his 6th class students from St Patricks de la Salle, Kilkenny who recently took part in the Bluestar Programme | Thomas Byrne TD, Minister of State for the Department of Foreign Affairs and Trade with responsibility for EU Affairs | |
| Young People | Alicia from Italy and Carolina from Germany, who volunteer with KCAT Arts Centre Callan, Co Kilkenny under the European Solidarity Corps | Diarmuid Byrne and Sam Watson from Equiratings who won Carlow's Best Young Entrepreneur | Sean Kelly MEP for Ireland South | Dillon O'Reilly Aerospace Engineering Erasmus student at IT Carlow |

| | | | | |
|--------------|---|--|--|--|
| Women | Hilary Hughes of Brand Stories with Hil, Kilkenny a participant on the Bright Start Programme | Parliamentary assistant Rose Nr Cleirigh | Grace O'Sullivan MEP for Ireland South | |
|--------------|---|--|--|--|

These contributors can be broken down into Community Groups, Businesses, Education Centres and Expert Contributors as outlined below in Table 3

Table 3

| | | | | | | |
|-------------------------------|---|---|---|---|---|--|
| Community Groups = 5 | St Laurence O'Toole's Athletics Club, Carlow | Myshall Community Centre | Kilkenny Traveller Community Movement | The Sudanese Community | St Catherine's Community Services Centre Carlow | |
| Business/Employee = 6 | Beotanics Kilkenny | Seed Golf, Carlow | Equiratings, Carlow | Brand Stories with Hil, Kilkenny | Farmer/CK LP Officer | EU Parliamentary Assistant |
| Education Centres = 5 | KCAT x 2 Callan, Co Kilkenny | IT Carlow | St Patricks de la Salle Primary School, Kilkenny | The Butler Gallery, Kilkenny | VISUAL Arts Centre, Carlow | |
| Expert Contributor = 6 | John Bryan, Kilkenny farmer and former President of the Irish Farmers Association | Peadar Casey, Enterprise Development Manager at IT Carlow | Stephanie McDermott Community Activist and Lecturer in Equality and Diversity at Carlow College | Thomas Byrne TD, Minister of State for the Department of Foreign Affairs and Trade with responsibility for EU Affairs | Sean Kelly MEP for Ireland South | Grace O'Sullivan MEP for Ireland South |

Listenership

According to the latest JNLR Ipsos/MRBI report into radio listenership published 5th November 2020, 'The Way It Is' had an average quarter hour daily listenership of 7,000 people, reaching 34% of the population in our franchise area of Carlow and Kilkenny.

Social Media Engagement

To generate interest and to get people to tune into the series, we posted Instagram photos of contributors and tweeted in advance of the show about the topics being covered on that particular

day. We also tweeted during the series to highlight points that people may have made that demonstrated the positive role the EU played in their lives. Post broadcast the series was podcast to our website and a link to listen back was posted on the KCLR Facebook page.

Below is a table that shows the reach of these posts.

Table 4

| Date of Facebook Post | Topic | Reach |
|--------------------------------|---------------|--------------|
| 24 th October 2020 | Farming | 6,763 |
| 31 st October 2020 | Communities | 5,658 |
| 7 th November 2020 | Diversity | 4,924 |
| 14 th November 2020 | The Arts | 1,912 |
| 21 st November 2020 | Education | 2,414 |
| 28 th November 2020 | Young People, | 4,734 |
| 5 th December 2020 | Women | 5,590 |

Conclusion

From a KCLR point of the view the series 'What Has Europe Ever Done for Us?' was enjoyable to make and gave us an opportunity to engage with local community groups, businesses, and education centres in an alternative way due to the framework that the series provided. We were pleased with listener engagement through texts and calls to the programme and believe that the series achieved its aim which was to explore the impact that the EU has made within our local community.