

# Appendix 1L – Oireachtas TV Short-Form Programming Strategy

## Purpose of this Document

This document provides guidance for scheduling, managing and distributing the short-form editorial content library used on Oireachtas TV when live parliamentary proceedings are not in session or when scheduled proceedings run short.

The objective is to ensure this material is treated as a structured editorial resource that supports public understanding of the Oireachtas and Irish civic life, rather than as unstructured filler content.

## Editorial Positioning

All short-form interstitial material should be described internally and externally as:

Oireachtas TV Short-Form Programming

These pieces serve several important functions:

- Provide context around parliamentary democracy
- Promote civic education and understanding
- Highlight national heritage and democratic history
- Showcase events and activity within the Houses of the Oireachtas
- Support accessibility and public participation

## Content Categories

For scheduling and cataloguing purposes, all content should be assigned to one of the following editorial categories.

### 1. Parliament Explained

Content explaining how the Oireachtas works.

Examples include:

- History of the Dáil
- Committee chair profiles
- Roles within parliament
- Institutional explainer videos

### 2. State & Parliamentary History

Historical content related to the Irish state or parliament.

Examples include:

- Proclamation signatories
- Historical features

- Presidential history
- cultural or commemorative series

### 3. Civic Moments

Content connected to civic observances and awareness days.

Examples include:

- International Women's Day
- Europe Day
- National commemorations

### 4. Oireachtas Events

Coverage of institutional events in Leinster House.

Examples include:

- Report launches
- cultural events
- exhibitions
- visiting delegations

### 5. Representing Ireland

Content connecting parliament to constituencies and citizens.

Examples include:

- constituency profiles
- public engagement initiatives

### 6. Access to Democracy

Content highlighting accessibility or participation initiatives.

Examples include:

- ISL app promotion
- accessibility initiatives

## **Scheduling Principles**

Short-form programming should be treated as a rotating editorial library.

The following principles should apply:

- The same clip should not be broadcast more than once within a 24-hour period.
- Clips from the same category should not appear within two hours of each other.
- Episodes from the same series should not appear within 48 hours of each other.

Content should be scheduled in a repeating category sequence to maintain variety.

## **Category Rotation Model**

Example rotation order:

1. Parliament Explained
2. State & Parliamentary History

3. Civic Moments
4. Oireachtas Events
5. Representing Ireland
6. Access to Democracy

This sequence should repeat throughout the broadcast day when selecting interstitial programming.

### **Duration Bands for Scheduling**

Clips should be grouped by duration to match available schedule gaps.

2–4 minutes: short breaks

5–7 minutes: moderate delays in proceedings

8+ minutes: extended adjournments or suspensions

Schedulers should select content appropriate to the length of the broadcast gap.

### **Series Scheduling Rules**

For series content (for example multi-part historical features):

- Consecutive episodes should never be broadcast back-to-back.
- There should be a minimum four-hour gap between episodes.
- A series should not dominate the schedule within a single day.

### **Content Lifecycle Management**

All content should be managed through three lifecycle stages.

Active Library (0–24 months)

Content used frequently with high editorial relevance.

Archive Rotation (2–5 years)

Content used occasionally but still of historical or educational value.

On-Demand Archive

Content removed from broadcast rotation but retained for digital viewing.

### **Removal or Retirement Criteria**

Content should be removed from broadcast rotation when:

- Information is out of date
- The material relates to a past event with limited continuing relevance
- Updated versions of the content have been produced
- Production values are no longer consistent with current output

## **Broadcast Frequency Limits**

To avoid viewer fatigue:

- No individual clip should normally exceed 8–10 transmissions per week.
- Transmission logs should be monitored to identify overused items.

## **On-Demand Distribution**

Short-form programming should also be published on digital platforms under a unified editorial label.

Recommended umbrella title:

Inside the Oireachtas

This collection could include playlists such as:

- Parliament Explained
- State & Parliamentary History
- Civic Ireland
- Inside Leinster House

## **Social Media Use**

New short-form pieces should also be repurposed for social media.

Recommended formats:

- 30 second clips
- 60 second clips
- 90 second clips

## **Editorial Scheduling Label**

Where possible, programme listings should group these items under a consistent label such as:

Oireachtas Insight

Suggested description:

Short features exploring the history, work and people of Ireland's Parliament.

This would obviously only be possible where gaps are being filled in non-live programming.