

## **NCH Submission to the Independent Future of Media Commission**

The National Concert Hall (NCH) welcomes the establishment of the Future of Media Commission to assess the public service media and the challenges they face.

In an evolving media landscape, it is more important than ever before that our national media have a strong foundation for the future in which to reflect and promote important aspects of Irish life. Arts and culture is one area of Irish life that is particularly dependent on a strong and diverse media sector, including quality, independent journalism and a vibrant and sustainable public service broadcaster.

As Ireland's national cultural institution for music, the NCH's mission is to foster and celebrate the appreciation, knowledge, enjoyment and pure love of music as an integral part of Irish life. For us to deliver on this, the NCH is dependent on working with all of the media sector, from public service broadcasting to private, regional, independent and newly emerging outlets.

We are very grateful to Irish media for the support that has been given to the NCH in promoting the power and importance of music to people. This has been particularly vital during this challenging last year in which the Covid-19 pandemic has impacted the arts sector in such a detrimental way.

The NCH enjoys a close relationship with many media organisations, including RTE, to ensure that music can be enjoyed by all. The transfer of the National Symphony Orchestra from the national broadcaster to the NCH at Earlsfort Terrace this year is another important step in achieving this. The overall aim of the proposed transfer of the National Symphony Orchestra to the NCH is to enable the orchestra to be sustained and strengthened; to provide world class symphonic music in Ireland; and to build an enhanced and combined creative, engaged and imaginative programme which will greatly enhance the current offering of the combined organisation.

This enhanced relationship will allow a unified artistic vision, an outward-facing and inclusive ethos, bringing Irish musical excellence to communities, to the nation and to the world - in person, online and through an ongoing broadcast-relationship with RTE and wider media outlets.

RTE Lyric FM is another platform upon which the NCH can effectively promote and reflect its work in the classical music space. RTE Lyric FM is a vital national cultural and music channel and its future safeguarding is central to classical artists being able to reach wide audiences across Ireland and overseas.

The NCH is committed to developing and diversifying our programming and audiences while building on our existing strengths and our relationships with our many loyal supporters. This journey to enhance our offering and ensure it is fit for purpose in today's Ireland, is very exciting.

The breath, depth and diversity of our programme of events and our work in music education is reflected in our growing audiences and visitors and represents all ages and demographics. Our ambition is to continue to enrich people's lives through music across the island of Ireland. Forming closer working relationships with all media and embracing new forms of engagement online is key to this. It can however only be achievable if independent journalism and quality public service broadcasting is sustained appropriately.