



Bainisteoir Gnó  
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Deputy Mattie McGrath

16<sup>th</sup> February 2022

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Dear Deputy McGrath

**PQ 6171/22**

***To ask the Minister for Health if a full breakdown will be provided of the payments made to RTE by his Department or the HSE since March 2020; and if he will make a statement on the matter.***

In planning our media buy, we take the expert advice of our media agency on the best use of our available budget to reach our target audience. RTÉ is an important channel for our public health behaviour change and communications campaigns, including COVID-19 and COVID-19 vaccine. Their print, radio, online and digital audiences are significant and give us the opportunity to reach large numbers of the adult population, quickly and efficiently. Our total spend with RTÉ from March 2020 to 31 January 2022, across all of their media assets is a total of €5.014M excluding VAT, media fees and production costs.

I trust this addresses your question. If I can be of any further assistance, please do not hesitate to contact me.

Mary Brodie

Communications Division.