



Gŵyl Cefni Live on MônFM *(English transcript also supplied as part of the entry)*

Gŵyl Cefni is one of the many local events covered by MônFM every year. It is a week-long festival made up of several events, from pub quizzes and treasure hunts to the main two-day music festival held in Llangefni, the town where MônFM is based. The weekend festival attracts thousands of people and offers a chance for families to come together and enjoy Welsh language music and culture. The festival is organised by Menter Môn, a social enterprise that delivers a wide range of local projects.

Many members of the MônFM team were involved in Gŵyl Cefni in different ways. Our breakfast presenter, Kev Bach, was invited to be the event host. Rhys Eds, who presents our Friday drivetime show, was also part of the headline act (Fleur De Lys). Cordia, a Welsh-language trio who have their own programme on MônFM, performed during the weekend too. All of this helped us tie the festival directly into our regular programming and bring a strong sense of connection between MônFM and the event.

The MônFM team really got involved in the week. We even entered the Gŵyl Cefni pub quiz and came second. It was a fun way for our team to take part in the wider festival and it also gave us a chance to bond and enjoy the community atmosphere.

The Target Community

Our target audience included fluent Welsh speakers, Welsh learners, families, and anyone with an interest in the local arts and cultural scene across Anglesey and Gwynedd. While we focused primarily on broadcasting in Welsh to reflect the festival's character and cultural significance, we also made a conscious decision to include some English language programming. This helped ensure that the event was accessible to a wider audience.

One of the Saturday shows was presented in English, and some of the highlight programmes following the event also featured English content. This bilingual approach allowed us to include and engage both Welsh speakers and those still learning or less confident in the language, while remaining true to the spirit of Gŵyl Cefni.

Planning

Initial planning included engagement with the festival organisers, Menter Môn, to understand how MônFM could best support and complement the event. We began recruiting volunteers to support the broadcast, identifying presenters and production crew, and making early preparations to ensure reliable access to power and connectivity for live broadcasting from the site.

We carefully considered feedback from previous years, including listener comments on social media, volunteer debriefs, feedback from Menter Môn, and our own reflections as a team. We also listened back to some of last year's coverage. From this, we agreed that the core aim of our coverage should be to bring as much live Welsh language music to our listeners as possible. At the same time, we wanted to present this content in a fun and engaging way that would appeal to younger audiences.



A few weeks before the event, our technical team carried out a site visit to test internet speeds, check power, and confirm that there would be suitable space to park and operate our outside broadcast van. The technical team also prepared a risk assessment for the event, and ensured that we were complying with any policies set out by the event.

Delivery

Our live coverage of Gŵyl Cefni was delivered smoothly thanks to careful planning, good technical practices and thanks to our team of hard working volunteers.

We mainly operated from our outside broadcast van, which was parked close to the stage. We used two Comrex codecs and made use of 4G and Starlink to deliver solid connections back to our broadcast centre. The technical team simplified workflows for the presenters by setting up Companion, a digital mixer, and StreamDecks. This meant that presenters didn't need to operate any complex equipment. They simply pressed a button and the software would do all the hard work. This meant that the programming team could focus on the on air content.



Roving Reporter Rhys Eds by the Main Stage



Tomos Dobson anchoring the OB from the van with a live stage video feed.

We had a roving microphone that allowed us to capture the atmosphere and voices from within the crowd. Rhys Eds and his producer, Lennon Williams, moved across the site gathering interviews and reactions, while Tomos Dobson helped tie the coverage together from the van and from the studio. The studio, OB van, and roving presenter could use talkback to co-ordinate and plan links off the air.

Dai Sinclair also contributed both as a presenter and as a photographer. His images were used in a live blog and across our social media channels, giving people who weren't at the festival a real sense of what was happening.

To keep the broadcast interactive, we answered phone calls from the event using CallerOne. We also used WhatsApp and Facebook for interaction. This helped us build a strong connection between the audience and the event as it unfolded.

The programming team used popular Welsh music as part of the production to help keep the show sounding lively, relevant and current.

We worked with the live sound company, MAD Sound, to get an audio feed from the stage. We also had a video feed available to help presenters time their links accurately. While some of the stage



sets were broadcast live, others were recorded in advance. This gave us time to check the content for compliance and allowed us to spread performances across the day more effectively, filling quieter periods and giving us some breathing space in case plans changed.

Health and safety were taken seriously throughout. We worked closely with Menter Môn and on-site security to make sure our team had safe access to the areas they needed. Volunteers were given clear briefings and worked in pairs or within close contact with others. The OB van acted as a secure base, and the core team remained available throughout to support everyone involved.



Rhys interviewing Richard (left), one of the event organisers.



Cordia performing on stage (and live on MônFM).

Impact

Our coverage of Gŵyl Cefni had a real impact both on air and online. This year saw strong online listening figures across the weekend. We saw an 11% increase in online listening compared with 2024.

We saw a positive response on social media. One video, showing Fleur De Lys closing the event with the Welsh national anthem, reached over 12,000 views. The majority of viewers weren't already following our page, which shows how far the content reached.

It was also great for MônFM to be out at the heart of the event, broadcasting from the van and walking through the crowd with the roving mic. People stopped to chat, asked about volunteering, and wanted to send messages to friends and family on air. That kind of direct connection with listeners is something we really value, and it reminded us how important it is to be visible and active in the community.

The response continued into the following week. On the Monday morning after the festival, Kev played highlights on his breakfast show. Listeners sent in kind messages about the show, saying how much they enjoyed hearing parts of the weekend again.

The comments on social media summed it up. People wrote things like "Gwych" ("Brilliant"), "Bendigedig" ("Wonderful"), "Simply the best", and "Goosebumps." One listener wrote, "Da iawn, braf gweld plant ifanc cael hwyl yn Llangefni" which means "Well done, lovely to see young children enjoying themselves in Llangefni." It captured the spirit of the day perfectly and showed how much the festival meant to the community.