

AILG MEDIA TRAINING SEMINAR

Peter O'Connell Communications

WHAT IS NEWS?

- Human interest
- New
- Relevant statistics

PRESS RELEASES

- Get to the point
- Avoid needless information
- 300 words

CONTROVERSY

- How best to address it?
- When to stay silent
- Take a short-term hit

KEY CONTACTS

- Deadlines
- Regional journalists
- Freelance

NATIONAL MEDIA

- Local tragedy
- Contact extended family before commenting
- Use good judgement

COUNCIL MOTIONS

- Prepare notes
- Brevity: speak for two minutes
- Pre-meeting strategy

SME ADVICE

- Help the SME sector to avoid spending money
- Identify narrative
- Practical steps

LIVING

Faith and families

KILLALOE DIOCESAN CONFERENCE HELD IN SHANNON

3 NEWS

THE CLARE CHAMPION
FRIDAY, SEPTEMBER 29, 2017



INSPIRING WALKS FOR IRETON

2 ARTS



Pádraig and Julie Neylon with their 19-month-old daughter Theola at their home, Kilrush House, Frances Street.

Photograph by John Kelly

Eyes opened by West Clare town

Pádraig, Julie and Theola Neylon are the first non-Glynn family to live in Kilrush House since the late 1870s

PETER O'CONNELL

THEY always envisaged ending up in a rural idyll, gazing contentedly across green fields and at big, empty skies. Instead, Pádraig and Julie Neylon, along with their now 19-month-old daughter Theola, pitched up in a near-200-year-old, six-bedroom house in Kilrush.

Both are self-employed and Pádraig's office is what was once the coal house in Kilrush House, which is located in Merchant's Quay Quay at the bottom of Frances Street.

They are the first non-Glynn family to live in Kilrush House since the late 1870s, when the merchant family bought it from the Foley family. It was built around 1820 and was initially known as Merchant's Quay Quay at the bottom of Frances Street.

They sense that their decision to settle in Kilrush reflects a growing trend, where young families are opting to live in smaller towns, where the cost of living is manageable and the quality of life less hectic. For decades, towns like Kilrush have been havens for young people who either emigrated or settled going to a commercial entity and that it was going to be used in a family home.

Other friends and acquaintances are either bringing in, or considering moving to, the town. "I always had it in the head to move back home to Kilmurry McMahon, build a house and live happily ever after. But I had to change my mindset towards living in a rural town. I definitely wouldn't go back on it now. What's stopping a lot of people living in cities is that they could never see themselves living in a small town. You have to change your mindset," Pádraig has found.

in the country but it doesn't feel like you're penned in because there is a lot of open space down by the marina and the streets are so wide. Any friends who visit us are bowled over by how picturesque Kilrush is," said Julie, who is originally from Mounthallow in Galway.

The housing shortage is sometimes seen as a Dublin and environs issue but it's a concern in Kilrush too. It's hard to believe

ing a house and doing it up," Pádraig reflected.

Last Saturday, Julie marked the first anniversary of Wild Atlantic Opticians in Frances Street, close to the town square. She opened the business when Theola was just seven months old and in six weeks time, the family are expecting their second child. In her first few weeks in business, Julie kept encountering her husband's family.

The first week was pretty much all Pádraig's relatives. I was thinking, 'This is not good. After this, what's going to happen? A lot of people would buy an exciting option, when I'm opposed without any dialogue but, thankfully, I've 1,500 patients now.'

It is not an issue in the town itself. "A lot of people complain that broadband is an issue but if you're in the town, you're not going to have as many issues with broadband or mobile phone coverage."

Interestingly, she found that some people in West Clare had not been for an eye test for years.

"I've seen a lot of people who haven't had an eye test for 10 years because of where they're located. They weren't going to travel to get an eye test. You can detect a much of the population by having an eye test."

The absence of a public broadband in Kilrush has often been cited as an obstacle to job creation. However, Julie maintains

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"I used to have this idyllic view that kids should be brought up in the country but it doesn't feel like you're penned in because there is a lot of open space down by the marina and the streets are so wide."

but the Neylons found it difficult to source a suitable house in the West Clare town, when they were considering renting.

"Initially, we said we were going to rent somewhere because we didn't think we'd get a mortgage. When you're self-employed, trying to get a mortgage is challenging. We weren't thinking of buying a house in Kilrush.

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The Neylon family is enjoying the open space by the marina in Kilrush.

nie's but I feel that those people might be looking for something a bit different, like here in West Clare," he speculated.

Pádraig senses that the town might be turning the corner economically.

"There is a good bit beginning to happen. The town is beginning to turn and I think we've come in at the right time. A few businesses have opened up around the square and there has been a filling out of some of the vacant properties. I'm not saying everything is rosy in the garden but in terms of quality of life, we have friends in Dublin renting a small, box apartment for €1,000 a month. They want to move down but they need to grasp the nettle and say they're going," he suggested.

"We've been short-listed and we're down to the final three in the Enterprise Ireland Seed Corn competition. We're in the Munster final with two Cork companies. We've also had an €80,000 investment from Enterprise Ireland. Our goal is to develop a team and hire people in Kilrush."

"One of the key things for me is broadband because a lot of my business is run in West Clare. With fibre broadband, there is no reason why a such company can't develop in Kilrush. There is a huge problem in Dublin trying to attract talent in these companies."

"I'm far less stressed now, being self-employed, than I was employed. Being employed is not always less stressful. Being self-employed might even be daunting but once you get over the initial hurdle, I'm way less stressed now. The only thing is, I basically never leave Frances Street," the

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SPORT

'Bridge claim silverware

SIXMILEBRIDGE WIN THEIR 13TH SENIOR HURLING CHAMPIONSHIP

20-21 HURLING



Fr MacNamara Park officially opened

18 CAMOCHT

A debut to remember



Kilmurry-Ibrickane's Evan Talty harvesting seaweed for the family business at Caherush, Qully.

Photograph by John Kelly

BEST of LUCK KILMURRY IBRICKANE

#bringbackjack #COYSB

from all at **WILD IRISH Seaweed**

Evan Talty recalls his first senior appearance was a rather challenging one



PETER O'CONNELL

HE has seven county championship and two Munster club medals in the palm of his hand. Yet when Evan Talty reflects on his senior championship debut, he wonders how he survived. When he recalls one of the Kilmurry-Ibrickane wing-back re- members possibly his most chal- lenging day as a teenager. "I played in goals against Doonbeg in the 2002 semi-final. That was the year they had a party, with the last kick to draw. The penalty was given but John O'Connor was struck off the ball. Michael McGinn (referee) hopped the ball. We won the game and he blew the final whistle." Talty recounted, ahead of Kilmurry's ninth county final since the year of that penalty. "I was 16. Dermot O'Brien, our goalie that year, got injured. I wasn't even on the panel but I was called in to go in goals. I had seven in goals for the 1-7-26. After the top ball, a big row started and Gerry Kilheen went beside me. I ran on the gate behind the me. I had a chat with the man- agement and in May, after play- ing the first championship game with the juniors, I decided to go it again," Talty explained.

2002 final and were champions again two years later but not be- fore Talty and the Kilmurry half- back line had to come through a torrid hour in the drawn game against Eire Og. "We were 12 points down at half-time. I was in the half-back line with Brendan Moloney and John O'Connor. We got the mother and father of words that day. In the replay, they scored the three in a game and they said we were getting five minutes. We were like "it's a blanket the second day," he laughed. Talty was upgraded to play junior this season but came back to the seniors in May, along with a lot of his long-time team- mates. He is self-employed with the family business, Wild Adven- ture, Seaweed and dries a fish he could commit to playing senior football for 2027. "I had a groin operation at the end of last year. We were busy expanding the business and you just don't get the time to get in the hours. But then we came out at the jersey sponsor in the draw. I had a chat with the man- agement and in May, after play- ing the first championship game with the juniors, I decided to go it again," Talty explained.

He started his first champion- ship game of the current season against Eire Og in the quarter- final on September 16. Two weeks ago, against Craobh, Talty was on the bench but was brought on after 13 minutes when Ciaran Morrissey limped off injured. "If you're in the half-back or half forward line, you're either going to start and play maybe 40 minutes or come on and finish the last 20 or 25 minutes. With the squad we have, you have to accept that.

"Over the last two years, as lads have got older, management have managed that well. Instead of lads having the hump when they're not playing, they're ready to come in."

"A lot of us are on the road making time and some have un- packed injuries, so there prob- ably isn't the full hour in us any more," he observed.

When you see the likes of Michael O'Dwyer, Steven Moloney, Noel Downes or Declan Callinan coming on to finish the game, that's what you want. Over the last two years, as lads have got older, management have man- aged that well. Instead of lads having the hump when they're not playing, they're ready to come in. If you know you're going to get 20 minutes, no matter what happens, you can be prepared for that," Talty added.

The family business announced a €200,000 investment and ex- pansion on Monday. They plan to add significantly to their work- force, which is a huge boost for an area largely devoid of year-round employment opportunities. "When you're coming from a small place in West Clare, it can be hard to get your foot in the door but when you have that bit of recognition, people know who you are and it is a big help. We supply shops from Douglas to Wexford and they all watched us on Bridget's Day earlier in the year. We also started with Lidl a couple of weeks ago. We did a two-week promotion with them nationwide. It's growing well and it's still expanding. When the fishing and tourist seasons close down here for the winter, there are very little to do. When we pack our equipment, we'll be able to take on maybe 10 to 15 invest- ors, who don't need degrees or skills that some people might not have. Even lads playing with us, if we need to keep them at home, there is an option there to help us keep the team together. I spend most of my times at trade shows but in the last six weeks, I de- cided to work from the factory to try and be able to make training. When you're self-employed, you can make those decisions. When you're your own boss, you can work around things like that," he noted.

Talty often arrives at training in his suit but crawls into the dressing room a different man after training. "The lads laugh at me when they see me coming in, dressed in the raincoat. Next thing, you come in at the end of the night and you're absolutely covered in muck after rolling around the place. But it's a great release and at this time of the year, this is what you want to be doing. We're getting no work done at the moment because everyone that calls to the factory wants to talk about football. Ev- eryone buys into it and everyone is worried about it."

"When Milnean beat us in the Camoch Cup recently, it was like a death in the family. We were told we were finished and we were so good and this kind of thing. But when you get to a county final, there is a great feeling around the place." Talty observed, as he could breeze ripped in over Qully from the ocean on Sunday morn- ing.

INTERVIEW PREPARATION

- Mock interviews
- Complacency kills
- Failure to prepare...

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T: 087 778 4754

E: poc.comms@gmail.com

W: peteroconnellcommunications.ie

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