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*Lord Hall of Birkenhead
Director-General of the BBC
Director General's Office
W1 NBH 04 A
Broadcasting House
Portland Place
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And

*Ken MacQuarrie
BBC's Director of Nations and Regions
BBC
40 Pacific Quay
Glasgow, G51 1DA*

Dear Sirs

BBC Alba

Since its launch in 2008 BBC Alba has played an important role in attracting people to the language along with serving the audience with a diet of programming that is both culturally and linguistically relevant. Teaching Gaelic Medium pupils in secondary I am very aware of the important role that Gaelic content and communication outwith the classroom has to play in the maintenance of the language and the continued development of our young people's bilingualism.

However the limited amount of hours of new programming has meant that the needs of young Gaelic speakers have not been met. Young people should be the target audience in the next phase of the channel's development and the BBC should provide additional hours of programming to allow this to happen.

Extension of programming for this audience group will complement and strengthen the developments being made in Gaelic medium education. For the language to survive and thrive it is important that Gaelic is not regarded as the 'language of school', instead young people need to be attracted to and feel ownership of a new generation of Gaelic TV and online entertainment designed for the youth audience.

The positioning of TG4 as a minority language broadcaster aimed at a young audience has proven successful in Ireland. Similarly S4C have sustained a range of popular programming for young people, including drama, aided by a BBC contribution that far outweighs that currently offered to BBC Alba.

The BBC should now as a matter of priority increase their supply of new programming for broadcast on BBC Alba.

Yours sincerely

Ann Morrison