

Co-chomhairle Phoblach MG ALBA 2015

MG ALBA Public Consultation 2015
Review of questions and answers

Lèirmheas
air ceistean
agus freagairtean

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Ro-ràdh

Chuir MG ALBA co-chomhairle phoblach air dòigh as t-Earrach 2015. Ghabh seo a-steach sgrùdadh air-loidhne agus coinneamhan poblach. B' e prìomh amas na co-chomhairle sgrùdadh a dhèanamh air iomchaidheachd còig amasan ro-innleachdail a chaidh a chur air adhart le MG ALBA mar phàirt de dh'ullachadh a thaobh a ro-innleachd airson nam meadhanan Gàidhlig fad nan còig bliadhna a tha romhainn – Ro-innleachd nam Meadhanan Gàidhlig 2020 (Lèirsinn 2020).

Introduction

MG ALBA conducted a public consultation exercise in Spring 2015. It comprised an online survey and public meetings. The purpose of the consultation was to evaluate the appropriateness of five strategic objectives proposed by MG ALBA as part of the preparation of its strategy for Gaelic media for the next five years – Ro-Innleachd nam Meadhanan Gàidhlig 2020 (Lèirsinn 2020).



Co-theacsa

Tha MG ALBA agus am BBC a' cruinneachadh agus a' toirt mion-shùil air fiosrachadh gu foirmeil gach seachdain agus gach mìos. Tha TRP a' ceasnachadh pannail de 350 luchd-labhairt na Gàidhlig gach seachdain agus tha TNS a' dèanamh agallamh aghaidh ri aghaidh le 1,000 neach air feadh Alba gach mìos. Tha seo a' ciallachadh gu bheil co-dhùnaidhean ro-innleachdail sam bith, me, a' freagairt air iarrtasan cuid de phàirtean den luchd-amhairc, stèidhichte air fianais.

B' e prìomh amas na co-chomhairle phoblach gun gabhadh na còig amasan ro-innleachdail seo a bha san amharc an sgrùdadh. B' e modh-obrachaidh neo-fhoirmeil a bh' ann agus cha robh e idir coltach ris an rannsachadh seachdaineach no mìosail a thathas

a' gabhail os làimh le rannsachadh luchd-amhairc. Bha a' cho-chomhairle fèin-thaghte, cha robh ach 172 neach na lùib, bha na bha an làthair aig coinneamhan poblach caochlaideach (16 aig a' char as àirde agus 1 aig a' char a bu lugha) agus ag amas air beachdan an luchd-amhairc Gàidhlig fhaighinn, seach luchd-amhairc nàiseanta a tha BBC ALBA a' tarraing. A dh'aindeoin sin, thug a' cho-chomhairle fiosrachadh càileachdail do MG ALBA, agus chuidich e ann a bhith a' sgrùdadh amasan an ro-innleachd a thathar a moladh, le luchd-amhairc a bha an sàs sa phròiseas.

Amasan Ro-innleachdail

Tha am fiosrachadh gu h-ìosal a' toirt geàrr-chunntas air freagairtean gach amas ro-innleachdail, còmhla ri na prìomh chuspairean a nochd. Tha e cuideachd a' sealltainn freagairt MG ALBA ri beachdan a chaidh a thogail. Tha an iomadh bheachd chuideachail a chaidh a thogail air prògraman Tbh fa-leth air a bhith air an cur air adhart gu sgioba-deasachaidh BBC ALBA, ach cha deach cunntas a dhèanamh orra an seo, a chionn 's gur e prìomh amas na co-chomhairle beachd a thoirt air na h-amasan ro-innleachdail a bha san amharc.

Context

MG ALBA and the BBC gather and analyse data on a rigorous, formal basis weekly and monthly. TRP query a panel of 350 Gaelic-speakers weekly and TNS conduct face-to-face interviews monthly with 1,000 people throughout Scotland. This ensures that any strategic decisions, e.g. on addressing the needs of particular audience segments, are strictly evidence-based.

The public consultation was intended to enable assessment of the five proposed strategic objectives. It was an informal process, and not analogous to the process behind the weekly and monthly audience research. The consultation was self-selecting, had a very small sample of 172, attendance at public

meetings was highly variable (maximum of 16, minimum of 1), and aimed to receive the views mainly of the Gaelic audience, as opposed to the views of the much wider national audience that BBC ALBA attracts. Nevertheless, the consultation provided useful qualitative information to MG ALBA, and enabled the examination of the proposed strategic objectives by the audience members engaged with the process.

Strategic Objectives

The information below summarises the responses to each strategic objective, along with key themes that arose. It also notes MG ALBA's response to issues raised. The many useful comments made on specific TV programmes have been passed on to BBC ALBA's editorial team, but they have not been summarised here, as the central aim of the consultation was to assess the proposed strategic objectives.



Amas 1:

Seirbheisean co-bhanntachd PSB airson luchd-cleachdaidh na Gàidhlig

Fianais

Fhuair an t-amas seo taic de 91% air-loidhne. Bha taic ann airson an amais seo cuideachd anns na coinneamhan poblach. Bha uallach mun dòigh as fhèarr air clann òga a fhrithealadh anns na clàran-ama mar aon de na rudan a chaidh a thogail. Chaidh a thogail cuideachd gu bheil gainnead de phrògraman beò ri fhaotainn an-dràsta agus nach eil prògraman gu leòr ann a tha a' dèiligeadh ri beatha co-aimsireil luchd-cleachdaidh na Gàidhlig. Chaidh a thogail cuideachd gu bheil gainnead ann de phrògraman a tha ag amas air òigridh agus chaidh togail air a' bheachd gum bu chòir coimhead ri dòighean craolaidh eile neo-loidhneach a chleachdadh leithid YouTube (faic Leasachadh gu h-ìosal) Chaidh draghan a thaobh an ìre de shusbaint Gàidhlig a thogail sa cho-theacsa seo cuideachd

agus thathar a' dèiligeadh ri seo gu h-ìosal.

Freagairt

Thathas mothachail air a' bheàrn a tha ann a thaobh prògraman òigridh. Thèid ceumannan a ghabhail airson seo a rèiteach ann an Lèirsinn 2020 (ro-innleachd MG ALBA airson nam meadhanan Gàidhlig gu ruige 2020, a tha sinn an dùil fhoillseachadh as t-Foghar).

Mar an ceudna, coimheadaidh Lèirsinn 2020 air solarachadh a thaobh nam meadhanan didseatach, nan lùib, a' chùis a tha a' dèiligeadh ri àite leasachadh air-loidhne airson susbaint Gàidhlig.

An-dràsta chan eil e comasach na h-uairean craolaidh a leudachadh.

Dh'fhaodadh seo atharrachadh nam biodh an tuilleadh maoineachaidh ri fhaighinn airson na seanail san àm ri teachd. Mothaichibh gur e beachd MG ALBA an-dràsta gum bu chòir airgead seilbheach a bharrachd a thèid fhaighinn a chleachdadh airson inbhe nam prògraman a th' ann mu thràth àrdachadh, a' gabhail a-steach meudachadh san àireamh de nuadh-phrògraman, seach uairean craolaidh a leudachadh.

Thathar air cunntas a ghabhail den dòigh sa bheilear a' dèiligeadh ri beatha dhaoine san là an-diugh, agus ris a' bheachd mu phrògraman beò.

Objective 1:

PSB partnership services for Gaelic users

Evidence

This objective received the support of 91% online. There was support for this objective in the public meetings too. Some issues raised in this context included the extension of the schedule in order to better cater for young children. The current lack of live programming was raised, and perceived weaknesses in coverage of contemporary life for Gaelic users. Youth-oriented programming was noted as currently underserved, and the potential for non-linear outlets, such as YouTube was raised (see Development below). Issues in relation to the amount of Gaelic content were also raised in this context; these are dealt with below.

Response

The gap in relation to youth programming is noted. Strategic measures to address this will be included in Lèirsinn 2020 (MG ALBA's strategy for Gaelic media to 2020, which we intend to publish in the Autumn).

Similarly, Lèirsinn 2020 will include digital media provision to address, inter alia, the issue of an online development space for Gaelic content.

There is currently no scope to extend the number of hours broadcast. This may be considered if increased funding becomes available to the channel in the future. Note however the current view of MG ALBA is that any increased

future investment should be targeted on increasing quality of content within the existing hours broadcast, including through increased originations, rather than extending the hours of broadcast.

The observation on coverage of contemporary life is noted, as is the comment on live programming.



Amas 2:

Coilean buaidh nàiseanta ann an Alba le bhith a' cruthachadh luach sòisealta agus cultarail tro shusbaint Gàidhlig

Fianais

Chuir 94% de dhaoine air-loidhne an taic ris an amas seo. Chaidh mothachadh gu bheil e air leth cudromach a bhith a' tabhann cultar na h-Alba, ceòl agus cànan, agus spòrs leithid iomain, air an t-seanail agus gur e beàrn a th' ann nach eil seanail sam bith eile an-dràsta a' lìonadh. B' e aon mholadh a chaidh a dhèanamh ma bhathas airson na Gàidhlig àbhaisteachadh gum bu chòir miann a bhith ann gum buannaicheadh sàr phrògraman Gàidhlig duaisean. Bha cuid de bheachdan amharasach nach b' urrainnear seo a dhèanamh tro shusbaint leithid ball-coise, ach gur dòcha gum b' urrainnear seo a choileanadh tro phrògraman de dh'àrd-chàileachd, nam measg, dràma. Thàinig aon bheachd gum b' urrainnear

an tuilleadh a dhèanamh den chothrom Gàidhlig, Foghlam tro Mheadhan na Gàidhlig agus gnothaichean eile co-cheangailte ris a' chànan adhartachadh tro chraoladh susbaint a bhiodh tarraingeach do dhaoine nach eil ga bruidhinn. A-rithist, chaidh mothachadh cho cudromach 's a tha an t-seanail mar dhrochaid airson ionnsachadh, i.e., gu bheil e mar fhiachaibh air an t-seanail barrachd a dhèanamh na dìreach an cànan a chur air adhart, agus gu feumar mothachadh air a' chànan a bhrosnachadh gus Gàidhlig ionnsachadh. Chaidh beachdan a thogail air susbaint a dh'fhaodadh seo a thoirt gu buil, leithid susbaint mar àitean is ainmean-àite, le bhith (i) a' dèanamh na Gàidhlig nas ruigsinnich dhaibhsan aig nach eil i agus

cuideachd (ii) a bhith a' taisbeanadh cruth-tìre Alba. Thog cuid puingean mu na draghan a bh' orra gum biodh droch bhuidh aig fàs ann an àireamh luchd-amharc nàiseanta air prògraman Gàidhlig agus tha a' phuing sin ga togail gu h-ìosal.

Freagairt

Tha MG ALBA cuideachd miannach air luchd-amhairc a thàladh aig nach eil a' Ghàidhlig, tro phrògraman de dh'àrd-chàileachd. Tha maoinachadh fìor chudromach don amas seo, leis gum b' urrainnear barrachd a chosg air prògraman le bhith ag àrdachadh a' chosgais airson gach uair a thide.

Thathas mothachail gu bheil an comas anns a' Ghàidhlig agus Foghlam tro

Objective 2:

Achieve national impact in Scotland by creating social and cultural value through Gaelic content

Evidence

This objective received support of 94% of online respondents. The importance of providing Scottish culture, music and language, including sport such as shinty, was noted as filling a gap no other channel currently fills. One suggestion was that the normalisation of Gaelic should include the ambition that quality Gaelic programming win awards. Some comments challenged the fulfilment of this through content such as football, suggesting the ambition should include its fulfilment through high quality programming, including drama. One contribution suggested that more could be made of the opportunity

to promote Gaelic, Gaelic Medium Education and other Gaelic related matters during the broadcast of content attractive to non-Gaelic users. Again, the importance of the channel as a bridge to learning was noted in this context, i.e., the principle that the channel must do more than raise awareness, it must enable conversion of that awareness to activity in Gaelic learning. Some comments were made on content which could provide that access, such as content on places and place-names, thus (i) making Gaelic more directly accessible to non-Gaelic users but also (ii) showcasing the Scottish landscape. Some contributors made points about

the national audience coming at the cost of Gaelic programming and this point is addressed below.

Response

The desire to attract non-Gaelic users through high quality programming is shared by MG ALBA. Note that funding is critical to this ambition, in that that would enable increasing the investment in programmes, by increasing the cost per hour.

The potential for the promotion of Gaelic and Gaelic Medium Education, particularly during content targeted at non-Gaelic users is noted. Whilst there



Mheadhan na Gàidhlig a chur air adhart gu sònraichte tro shusbaint a tha ag amas orrasan aig nach eil a' Ghàidhlig. Ged a tha am BBC air a chuingealachadh a thaobh a bhith a' sanasachadh, ma dh'fhaodte gum biodh e comasach cuspairean a thogail taobh a-staigh phrògraman – a' sanasachadh far-seanail, co-cheangailte ri susbaint, a dh'fhaodadh a' cheist seo a fhreagairt.

Thathas mothachail air cudromachd na seanail a thaobh ionnsachadh na Gàidhlig. Cuiridh Lèirsinn 2020 an cèill (i) am feum air rannsachadh airson an ceangal eadar susbaint phrògraman BBC ALBA agus iomairt ionnsachaidh

agus taic dhan Gàidhlig agus (ii) ar molaidhean sònraichte airson susbaint ùr ionnsachaidh treòraichte le BBC ALBA.

Agallamh le
1,000 neach
air feadh Alba
gach mìos le TNS

are BBC restrictions on promotion, it may be possible to highlight subjects within programmes - off-channel promotion, linked to content, can also potentially address this question.

The importance of the channel in relation to Gaelic learning is noted. Lèirsinn 2020 will set out (i) the need for research to establish the relationship between BBC ALBA's content programming and Gaelic language learning initiation and support and (ii) our specific proposals for new BBC ALBA-led learning content.

Pannaill de 350
luchd labhairt
na Gàidhlig gach
seachdain le
TRP



Amas 3:

Cruthaich luach eaconamach

Fianais

Fhuair an t-amas seo taic bho 91% de luchd-freagairt air-loidhne. Dh'adhbharaich e na bu lugha de bheachdan agus de dheasbad. Chaidh a chomharrachadh eu-coltach ri na cuotannan a thig a-mach-à-Lunnainn agus Nàiseanan airson seanailean PSB eile, dh'fhan

na chaidh a chosg air prògraman Gàidhlig ann an Alba. Chaidh mothachadh gum biodh dùbhlann ann a bhith a' tomhas leithid de bhuaidh còmhla ris cho riatanach 's a tha e an tuilleadh airgid a chur ri trèanadh, trèanadh ciùird agus taic do luchd-obrach aig nach eil a' Ghàidhlig. Chaidh sùim a

ghabhail de chudromas phoilitigeach argamaidean làidir eaconamach.

Freagairt

Cuiridh Lèirsinn 2020 an cèll amasan MG ALBA a thaobh buaidh eaconamach a' gabhail a-steach a bhith ag eadar-nàiseanachadh cuid de shusbaint Ghàidhlig. Bidh seo air stèidh fianais.

Amas 4:

Cuir ri cumail suas agus leasachadh na Gàidhlig

Fianais

Fhuair seo taic bho 96% air-loidhne. A-rithist, dh'adhbharaich e na bu lugha de bheachdan agus de dheasbad. Chaidh mothachadh gu bheil MG ALBA cudromach ann a bhith a' trèanadh luchd-cleachdaidh na

Gàidhlig agus iadsan aig nach eil i, gu sònraichte an lùib taic litearra. Chaidh beachdachadh air cho doirbh 's a bhiodh e a leithid a thomhas.

Freagairt

Thèid ro-innleachd trèanaidh MG ALBA a dhealbhadh ann an Lèirsinn 2020. San iomairt ionnsachaidh seo thèid coimhead air litearra a thaobh luchd-ionnsachaidh adhartach/fileantaich.

Objective 3:

Create economic value

Evidence

This objective received 91% support of online respondents. It generated fewer comments and less debate. It was noted that unlike out-of-London and Nations quotas for other PSB channels, Gaelic commissioning spend

stayed in Scotland. The challenge of measuring such impact was noted, along with the necessity of investment in training, apprenticeships, and support for non-Gaelic speaking staff. The political importance of robust economic arguments was noted.

Response

Lèirsinn 2020 will set out MG ALBA's ambitions in relation to economic impact, including through internationalisation of some Gaelic-originated content. This will be on an evidence-led basis.

Objective 4:

Contribute to Gaelic language maintenance and development

Evidence

This objective received 96% support online. Again, it generated fewer comments and less debate. The role of MG ALBA in training Gaelic users and non-users was noted,

in particular support for literacy. Potential difficulties in measurement were noted.

Response

Lèirsinn 2020 will set out MG ALBA's training strategy in detail. The learning initiative referenced above will include measures to address literacy in advanced/fluent Gaelic users.



Amas 5:

Araich dàimhean agus cleachdadh sna meadhanan Gàidhlig

Fianais

Fhuair seo taic bho 95% air-loidhne. Bha a' mhòr-chuid taiceil ris a' bheachd. Bha cuid mothachail gu feum cuid de shusbaint atharrachadh a rèir diofar phàtrain coimhid, còmhla ris a' chudromas a th' ann luchd-cleachdaidh na Gàidhlig a bhith a' cruthachadh an t-susbaint aca fhèin, agus a bhith a' meudachadh cleachdadh na Gàidhlig sna meadhanan sòisealta. Chaidh iomradh a thoirt air FilmG a thaobh "an ìre a chuir a-steach airson na farpais, feart, misneachd agus cothroman a tha na lùib".

Freagairt

Thathar mothachail air an fheum a th' ann air ro-innleachd didseatach cunbhalach a leasachadh agus thèid dèiligeadh ris ann an Lèirsinn 2020.

Tha MG ALBA mothachail air an fheum a th' ann àrainn a chruthachadh far a bheil Gàidhlig sna meadhanan sòisealta àbhaisteach, agus far a bheil luchd-cleachdaidh na Gàidhlig air an uidheamachadh agus misneachd gu leòr aca com-pàirteachadh tro mheadhan na Gàidhlig. Tha MG ALBA ag obair le com-pàirtichean eile ann a bhith a' lorg an dòigh as èifeachdaich

air seo a dhèanamh agus thèid sùil nas dlùithe a thoirt air ann an Lèirsinn 2020.

Tha FilmG air a bhith soirbheachail agus san àm ri teachd thèid coimhead gu sònraichte air leasachadh a thaobh sgrìobhadh sgrìobtaichean agus leasachadh sgrìobhadh co-cheangailte, agus an leantainneachd a thaobh mar a thèid dòighean air susbaint FilmG a chleachdadh agus mar a thèid tàlant a thig am bàrr tron fharpais a leasachadh. A-rithist, thèid seo a mhìneachadh ann an Lèirsinn 2020.

Objective 5:

Foster active engagement and participation in Gaelic media

Evidence

This received 95% support online. Comments were broadly supportive. Some contributors noted the importance of adapting for different viewing patterns, in addition to the importance of Gaelic users creating their own content, and increasing the presence of Gaelic in social media. FilmG was mentioned in terms of 'the scale of entries, and quality, confidence and outlet it provides'.

Response

The need to develop a comprehensive digital strategy is noted and will be addressed in Lèirsinn 2020.

MG ALBA notes the need to contribute to the creation of an environment in which Gaelic in social media is a normal activity, and in which Gaelic users are equipped and have sufficient confidence to participate through the medium of Gaelic. MG ALBA is working with other partners in exploring the most effective

way of achieving this and this will be more fully documented in Lèirsinn 2020.

FilmG has been successful and future developments include a focus on Gaelic scripts and related writing development, and the follow-through both in terms of outlets for FilmG content but in terms of developing talent identified through FilmG. Again this will be articulated in Lèirsinn 2020.



Beachdan eile:

Fo-thiotalan

Fianais

Chaidh fo-thiotalan a thogail le daoine air-loidhne agus ann an coinneamhan. Bha mòran airson 's gum biodh fo-thiotalan Beurla roghainneil. Bha cuid ag iarraidh fo-thiotalan Gàidhlig. Bha gu leòr a' faicinn an luach a th' ann gum bi fo-thiotalan ann dhaibhsan a bhios a' coimhead na seanail ach aig nach eil a' Ghàidhlig. Bha a' mhòr-chuid a bheachdaich air a seo den bheachd gum bu chòir roghainn a bhith aig an luchd-amhairc nam biodh sin comasach.

Freagairt

Tha MG ALBA mothachail air a' cheist a thaobh fo-thiotalan. A thuilleadh air beachdan fhaighinn tron cho-chomhairle, chuir MG ALBA air bhonn rannsachadh air a' bhuidhe a th' aig fo-thiotalan air luchd-amhairc a tha a' cleachdadh a' chànan (faic Eàrr-ràdh 1). Tha MG ALBA a' leantainn leis a' bheachd gu bheil e air leth cudromach gum bi an t-seanail a' frithealadh orrasan aig nach eil a' Ghàidhlig agus tha poileasaidh aca a tha a' taobhadh le fo-thiotalan Beurla a bhith ann a ghabhas 'an tionndadh

dheth'. Tha am BBC a' coimhead air dè na roghainnean a th' ann a thaobh na cùis seo. Tha MG ALBA a' moladh gun tèid cumail le na fo-thiotalan air an losgadh a-steach ann am Beurla gus an tig an t-àm far a bheil fo-thiotalan roghainneil rim faighinn thar gach ùrlar sgaoilidh. Tha MG ALBA den bheachd nach bi e fada gus an cuir Ofcom uallach air BBC ALBA cuir ris an t-seirbheis tro fo-thiotalan, seirbheisean claisneachd agus soighnidh.

Other Feedback:

Sub-titles

Evidence

Subtitles were raised by online respondents and in meetings. Many wanted English subtitles to be optional. Some wanted Gaelic subtitles. Many recognised the importance of subtitles for channel accessibility for non-Gaelic users. There was a consensus that the viewer should have a choice if possible.

Response

MG ALBA notes the concerns on subtitles. In addition to consultation feedback MG ALBA also commissioned specific research on the impact of current subtitle policy on viewers who are users of Gaelic (see Appendix 1). MG ALBA continues to emphasise the importance of the accessibility of the channel to non-Gaelic users and has a policy preference for English language 'turn off' optional subtitles. The BBC is investigating the options

with regard to this. MG ALBA proposes that the use of burnt-in English language subtitles continues until such time as optional subtitles in an acceptable form are available across all distribution platforms. Note that MG ALBA expects Ofcom in the near future to formally require BBC ALBA to enhance access provision through subtitles, audio description and signing.



Beachdan eile:

Gàidhlig

Fianais

Thog grunnan cho cudromach 's a tha an t-seanail ann an ath-bheothachadh na Gàidhlig, agus feadhainn a' moladh gum bu chòir dhan t-seanail a bhith nas 'iomairtiche' san dòigh seo le mar eisimpleir, susbaint a bheir sùil air na h-adhbharan air cùlaibh crìonadh na Gàidhlig, a' bhuidh a bh' aig call cànan agus iomairtean ath-bheothachaidh a chaidh a chuir air chois ann an àitean eile. A thuilleadh air an sin chaidh moladh gum bu chòir susbaint a tha a' toirt taic do dh'oidhirpean phàrantan, chloinne agus luchd-ionnsachaidh a chuir air adhart a thaobh ionnsachaidh ach cuideachd a thaobh susbaint cultarail briòghmhor. Chunnaic cuid gu bheil strì ann eadar adhbhar na seanail a thaobh luchd-cleachdaidh na Gàidhlig ann an co-theacs ath-bheothachaidh na Gàidhlig agus amas na seanail ann

a bhith a' tarraing dhaoine aig nach eil a' chànan. Chaidh am beachd a thogail cuideachd nach bu chòir buaidh na seanail a mheasadh a-mhàin air àireamhan luchd-coimhid ach air mar a tha craoladh a' cur ri ath-bheothachadh na Gàidhlig.

A thuilleadh air susbaint, chaidh togail air mar a dh'fhaodadh an t-seanail pròis agus misneachd a thogail am measg luchd-cleachdaidh na Gàidhlig. Thog cuid a' cheist air dè cho feumail 's a bha e daoine ainmeil a chleachdadh ann am prògraman mur an robh Gàidhlig aca, 's gur ann a bu chòir dhan seanail a bhith feuchainn ri tàlant a leasachadh, agus daoine a tha mu thràth aithnichte ann an saoghal na Gàidhlig a chleachdadh.

Ceangailte ris a' phuig mu mhisneachd chaidh a' cheist a thogail nach robh

Gàidhlig gu leòr ann an cuid de phrògraman agus gun robh prògraman gan dèanamh bho thaobh Beurla le glè bheag de Ghàidhlig. Bha seo ceangailte ris na bha de Bheurla a' nochdadh ann am prògraman, a bha na thrioblaid do chuid. Agus, chaidh a chomharrachadh le cuid gum faodadh e a bhith na adhbhar còmhstri na bha de Ghàidhlig ann am prògraman agus amas na seanail a bhith a' tàladh dhaoine aig nach eil Gàidhlig. Bha a' bheachd ann nach bu chòir oidhirpean air daoine a thàladh a bhith a' milleadh suidheachadh na Gàidhlig. Airson cuid bha an t-amas a' Ghàidhlig àbhaisteachadh air a bhacadh tro phrògraman nach robh a' cleachdadh ach glè bheag de Ghàidhlig.

A thuilleadh air na bha de Ghàidhlig ann am prògraman, thog cuid air an fharsaingeachd agus an doimhneachd

Other Feedback:

Gaelic

Evidence

Several contributors noted the importance of the channel's role in Gaelic's revival, with some recommending the channel take a more 'activist' approach in this regard through, for example, content which actively considered the reasons behind Gaelic's decline, the effect of language loss, and language revival initiatives elsewhere. In addition, content supporting the efforts of parents, children and learners was suggested, both in relation to direct learning but also in relation to substantive cultural content. For some contributors, there was a perceived conflict between the

channel's function for Gaelic users in the context of Gaelic revival, with the channel's aim of attracting non-Gaelic speakers. It was also suggested that the success of the channel should not be measured in gross audience figures, but in how broadcasting contributes to Gaelic's revival.

In addition to content, the potential of the channel to instill and maintain pride and confidence among Gaelic users was noted. In this regard several contributors questioned the use of non-Gaelic 'celebrities' in programming and suggested that part of the channel's remit in instilling pride and confidence

ought to be more focused development of talent, including celebrating existing channel icons.

A related point about confidence was the challenge made by some contributors that the perspective of some programme making was not 'Gaelic' enough, i.e. that programming was made from a non-Gaelic perspective with superficial use of Gaelic. This also related to the amount of English in programming, which was raised by some contributors as an issue. Again, a perceived conflict was noted by some between the amount of Gaelic in programming and the channel aim of



cainnt a bha ri fhaotainn sa Ghàidhlig agus nach robhar a' foillseachadh seo an-dràsta ann am prògraman.

Mu dheireadh, chaidh togail air cho cudromach 's a tha e gun tèid susbaint Gàidhlig a chruthachadh tro mheadhan na Gàidhlig seach tron Bheurla. Chaidh seo a thogail ann an co-cheangal ri na meadhanan Gàidhlig san fharsaingeachd, agus cuideachd FilmG. Chaidh a bhith a' cleachdadh na Beurla ann an taobhan de riochdachadh phrògraman a bharrachd air mu choinneamh a' chamara a mheas mar dhimeas cothruim a thaobh na Gàidhlig a bhrosnachadh mar shochair eaconamach agus mar dhòigh air a' Ghàidhlig àbhaisteachadh sa bheatha obrach. Chaidh sùim a ghabhail den cleachdadh seo mar nì a bha

a' dèanamh dìmeas air àite na Gàidhlig sna meadhanan. Chaidh cuideam a chuir air so-iarratas sgìlean Gàidhlig a neartachadh ann an sgiobaidhean riochdachaidh.

Freagairt

Mar a chaidh a thogail gu h-àrd, dealbhachaidh Lèirsinn 2020 (i) molaidhean mu ciamar as fheàrr a thèid an ceangal eadar susbaint BBCALBA agus fastadh gu ionnsachadh na Gàidhlig a thuigsinn agus a leasachadh agus (ii) molaidhean airson susbaint ùr ionnsachaidh treòraichte le BBC ALBA.

'S e ro-innleachd luchd-amhairc MG ALBA a bhith a' solar susbaint a bhios an dà chuid a' frithealadh an luchd-amhairc Gàidhlig agus ag adhbharachadh co-fhaireachdainn an luchd-amhairc

nàiseanta. 'S an fheallsanachd a th' air cùlaibh seo a' Gàidhlig àbhaisteachadh. 'S e beachd MG ALBA gur e an dòigh as fheàrr air seo a dhèanamh gum bi BBC ALBA na shàr-chraoladair shoibheachail, a' craoladh sàr shusbaint (mar as urrainnear le na buidseatan a th' ann an-dràsta) tro mheadhan na Gàidhlig, chan ann tro bhith a' cruthachadh cùlaist craolaidh Gàidhlig. Chan eil MG ALBA den bheachd gu bheil an t-amas a thaobh an dà sheòrsa luchd-amhairc cho eadar-dhealaichte. Ged a tha MG ALBA den bheachd gur i an ro-innleachd luchd-amhairc seo a bhios soirbheachail dhan t-seanail, tha MG ALBA ag aithneachadh agus a' tuigsinn nan draghan a th' ann a thaobh an ìre de Ghàidhlig a tha a' nochdadh ann am prògraman.

attracting non-Gaelic users. There was a view that efforts to attract and maintain an audience of non-Gaelic speakers ought not to come at the cost of Gaelic. For some contributors the objective of achieving normalisation of Gaelic through Gaelic content was impeded because this was not being achieved through Gaelic content per se, but through programming with superficial use of Gaelic.

In addition to the amount of Gaelic in programming, several contributors commented on the linguistic richness and diversity of Gaelic, and noted that that could be better reflected in programming.

Finally, the importance of Gaelic content being made through the medium of Gaelic, rather than through the medium of English, was noted. This was cited in relation to Gaelic media production in general, and also FilmG. English usage in aspects of Gaelic production other than in front of camera was noted as a wasted opportunity both to promote Gaelic as an economic asset and to normalise it as a working asset. This practice was also noted as generating cynicism about the value of Gaelic in the media. Emphasis was placed on the desirability of strengthening Gaelic language skills in production teams.

Response

As noted above, Lèirsinn 2020 will set out (i) proposals on how the relationship between BBC ALBA content and Gaelic language learning uptake and maintenance can be better understood and developed and (ii) proposals for new BBC ALBA-led learning content.

MG ALBA's audience strategy is to provide content that both serves the Gaelic audience, and has resonance with the national audience. The rationale behind this strategy is normalisation of Gaelic: it is MG ALBA's view that that can best be achieved by BBC ALBA being a successful broadcaster, broadcasting high quality content (to the extent possible on current budgets)



Aig amannan, dh'fhaodadh e bhith gu bheil barrachd Beurla ann an cuid de phrògraman air sgàth 's gur e amasan àbhaisteachaidh a bha san amharc. Mar eisimpleir, mas e an t-amas beachdan dhaoine a ghluasad bho staid coma co-dhiù mun Ghàidhlig gu leth-choma, no bho leth-choma gu dealasach nam barail, a rèir prionnsabalan stèidhichte le MG ALBA. Airson freagairt a chur mu choinneamh dhraghan mu ìre de Bheurla ann am prògraman, tha MG ALBA a-nis a' foillseachadh nam prionnsabalan sin ann an Eàrr-ràdh 2 agus a' gealltainn gum fritheil na prògraman sin air na h-adhbharan ro-innleachdail.

Tha doimhneachd cainnt a tha ri fhaotainn sa Ghàidhlig aig cridhe ro-innleachd BBC ALBA. Tha pàirt den ro-innleachd sin stèidhichte air tàlant am measg luchd-cleachdaidh na Gàidhlig a chomharrachadh agus a bhrosnachadh.

Tha iomadh dòigh ann air cur ri cleachdadh na Gàidhlig ann an susbaint nam meadhanan agus tha MG ALBA air neartachadh cainnt fhighe a-steach do dh'ìarrtasan deasachadh phrògraman.

Tha MG ALBA a' gealltainn a bhith ag obair còmhla ri sgiobaidhean riochdachaidh nar roinn solarachaidh gus trèanadh agus taic a thoirt

sa Ghàidhlig anns gach meur de riochdachadh. Thèid seo a chur an cèill nas mionaidich ann an Lèirsinn 2020.

through the medium of Gaelic, not by creating a Gaelic broadcasting niche. It is not MG ALBA's view that its two audience objectives are mutually exclusive. While MG ALBA holds that this audience strategy is the correct one for the success of the channel, MG ALBA recognises and understands the concerns expressed over the amount of Gaelic in programming.

Some content may have higher English content because it has been commissioned with specific normalisation objectives in mind, e.g. the conversion of viewers from apathy to a neutral stance, or neutral to positive opinions about Gaelic, in accordance with principles established by MG ALBA.

In order to address concerns over programmes with high levels of English content, MG ALBA sets out those principles at Appendix 2 and commits to ensuring that such programming will serve those strategic purposes.

The reflection of the richness of Gaelic diversity is at the heart of BBC ALBA strategy. Part of that strategy concentrates on nurturing and celebrating talent among Gaelic users.

There is significant scope to enhance the use and practice of Gaelic in media content and MG ALBA has incorporated strengthened language criteria into programme editorial specifications.

MG ALBA commits to working with production teams in our supply sector to facilitate and support Gaelic language training in all aspects of production. This will be set out in more detail in Lèirsinn 2020.



Beachdan eile:

Luchd-ionnsachaidh

Fianais

A bharrachd air na puingeann a chaidh ainmeachadh chaidh beachdan a chur air adhart mu ro-innleachd airson taic a chur ri ionnsachadh teaghlach (seach

daoine fa leth). A-rithist, bha an ceangal eadar susbaint Gàidhlig agus gluasad gus a' Ghàidhlig ionnsachadh air a mheas mar phrìomh thomhas.

Freagairt

Faic na puingeann gu h-àrd a thaobh (i) rannsachadh agus (ii) iomairt ionnsachadh na Gàidhlig.

Beachdan eile:

Leasachadh

Fianais

Thog cuid de luchd-com-pàirt ceistean mu chùisean leasachaidh leithid am feum a th' ann air taic a thoirt do luchd-sgrìobhaidh na Gàidhlig airson comadaidh agus dràma agus dìth airgid airson leasachadh agus rannsachadh air beachdan a leasachadh agus fheuchainn a-mach. Chaidh a thogail gu bheil feum air àite sònraichte

airson beachdan a thoirt air adhart agus feadhainn a' moladh YouTube a chleachdadh airson a leithid.

Freagairt

Tha MG ALBA mothachail air na ceistean a chaidh a thogail mu leasachadh sgilean sgrìobhaidh gu sònraichte airson dràma agus

comadaidh. Bithear ag amas dèiligeadh ri seo tro FilmG agus le bhith ag obair ann an com-pàirteachas le buidhnean eile. Thèid seo a chur an cèill nas mionaidich ann an Lèirsinn 2020. Cuiridh Lèirsinn 2020 ro-innleachd nam meadhanan didseatach an cèill, a bheir a-steach ceistean mu àite leasachaidh mar a chaidh a thogail roimhe.

Other Feedback:

Learners

Evidence

In addition to the points noted above, strategies specifically to support family learning (as opposed to individuals)

were suggested. Again, the relationship between Gaelic content and conversion to learning was identified as being a key measure.

Response

See the points noted above in relation to (i) research and (ii) a language learning initiative.

Other Feedback:

Development

Evidence

Several contributors raised development issues such as the need to encourage and support Gaelic writing for comedy and drama and the lack of funding for idea development and experimentation. The need for a development space for programme ideas was noted, with

contributors suggesting the possibility of YouTube for such.

Response

MG ALBA notes the concerns raised about development of skills in particular writing skills for drama and comedy. It will seek to address these issues

both through FilmG and by working in partnership with other organisations. This will be set out in more detail in Lèirsinn 2020. Lèirsinn 2020 will also set out the organisation's digital media strategy, which will encompass issues such as the development space referred to.



Tha doimhneachd
cainnt a tha ri
fhaotainn sa Ghàidhlig
aig cridhe ro-innleachd
BBC ALBA



Beachdan eile:

FilmG

Fianais

Thog FilmG iomadh beachd mhath. Bhathar mothachail gu sònraichte air mar a chaidh na meadhanan sòisealta a chleachdadh agus mar a bhathar a' togail misneachd luchd-com-pàirteachaidh. Chaidh ceistean a thogail mun dòigh sam b' urrainnear iadsan a shoirbhich a thoirt air adhart. Chaidh a thogail cuideachd gun robh gainnead chothroman ann an-dràsta airson nam filmichean sin a chraoladh.

Freagairt

Mar a chaidh a thogail gu h-àrd, cumaidh MG ALBA orra a' togail air soirbheachas FilmG. 'S iad na prìomhachasan san àm ri teachd dèanamh cinnteach gum bi a' Ghàidhlig aig cridhe na farpais, gun tèid sgrìobhadh sgrìobtaichean a leasachadh san fharpais, agus dèanamh cinnteach gun tèid an fheadhainn a shoirbhich an toirt air adhart ann an dòigh iomchaidh. Thèid

coimhead ri dòighean san urrainnear na filmichean a shealltainn. Chan e beachd MG ALBA na filmichean aig FilmG a shealltainn air an t-seanail fhèin ach dòighean craolaidh eile a lorg. Thèid seo a chur a-mach gu mionaideach ann an Lèirsinn 2020 ach tha e gu math follaiseach gum feum ro-innleachd airson FilmG a leasachadh agus ro-innleachd nam meadhanan didseatach fhìghe gu mòr ri chèile.

Other Feedback:

FilmG

Evidence

FilmG generated many positive comments. Its successful use of social media was noted, and its success in building participants' confidence was also cited. There was a perceived lack of follow-through for successful participants. The lack of broadcast opportunity for winning films was also noted.

Response

As noted above, MG ALBA will continue to build on FilmG's success. Future priorities include ensuring the integrity of Gaelic content within the competition, ensuring Gaelic script writing is developed as part of the competition, and ensuring there is appropriate follow-through for competition winners. Opportunities for showcasing content will be investigated; MG ALBA's priority

is not for broadcast of FilmG films on BBC ALBA per se but to investigate other forms of consumption. This will be set out more fully in Lèirsinn 2020; it is clear that the strategy for FilmG's development and MG ALBA's digital media strategy will require to be highly integrated.



Co-dhùnadh

Thug co-chomhairle phoblach MG ALBA as t-Earrach 2015 am follais gu làidir gu bheil luchd-cleachdaidh na Gàidhlig dealasach a thaobh BBC ALBA agus a' faireachdainn dàimh làidir le na meadhanan craolaidh Gàidhlig aca. Bha beachdan gu math eadar-dhealaichte a' nochdadh air diofar thaobhan de phoileasaidh, ro-innleachd no prògramadh, ach san fharsaingeachd bha miann aca uile gum biodh telebhisean Gàidhlig an dà chuid a' toirt sealladh air staid cànan agus cultar na Gàidhlig san latha an-diugh agus mar mheadhan air daoine a thàladh gu Gàidhlig agus airson fàs agus leasachadh.

Tha MG ALBA dealasach mu bhith a' leantainn air adhart le conaltradh ri luchd-ùidh agus ri luchd-amhairc agus ris an fheadhainn a tha a' cruthachadh nam prògraman. Thèid na molaidhean againn airson an ama ri teachd a chur an cèill ann an Lèirsinn 2020, a tha sinn an dùil fhoillseachadh as t-Foghar 2015, a' cur mar coinneamh na prìomh dhùbhlain agus chothroman airson nam meadhanan Gàidhlig, agus tha sinn a' cur fàilte air obair sam bith eile a thèid a chur ris an obair sin.

Conclusion

MG ALBA's public consultation in Spring 2015 provided strong evidence that users of Gaelic are highly committed to BBC ALBA and feel strong bonds of ownership with their Gaelic broadcast media. Respondents had differing views on certain aspects of policy, strategy or programming, but in general exhibited a shared desire for Gaelic television to be both a contemporary reflection of Gaelic language and culture and an instrument of recruitment, growth and development.

MG ALBA commits to the continuation of this conversation with stakeholders and with the users and creators of Gaelic media. Our proposals for the future, Lèirsinn 2020, which we expect to publish in Autumn 2015, will set out some key challenges and opportunities for Gaelic media, and we welcome all contributions to that work.



Eàrr-ràdh 1:

Cleachdadh fo-thiotalan air BBC ALBA

Rannsachadh a ghabh Lèirsinn os làimh le Pannal Luchd-amhairc Tbh Gàidhlig, Dùbhlachd 2014.

Beachd 1:

Tha na fo-thiotalan air an sgàilean mì-thaitneach.

Chaidh barrachd (51.3 sa cheud) an aghaidh a' bheachd sin "tha na fo-thiotalan air an sgàilean mì-thaitneach", na chaidh leis a' bheachd (24 sa cheud).

- Bha an fheadhainn a bha **neo-fhileanta** nas dualtaiche a bhith làidir an aghaidh a' bheachd sin, le 51.5 sa cheud dhiubh a' sealltainn seo.

- Bha an àireamh de dhaoine a bha **fileanta** a chaidh an aghaidh a' bheachd sin (38.4 sa cheud) nas motha na an àireamh a chaidh leis a' bheachd (28.8 sa cheud), leis a' chòrr (32.8 sa cheud) gun bheachd aon taobh no an taobh eile.

Beachd 2:

Tha an t-eadar theangachadh Gàidhlig gu Beurla ceart.

Cha do dh'aontaich ach beagan is leth (55.3 sa cheud) de dhaoine gun robh "an t-eadar-theangachadh ceart" agus beagan (11.3 sa cheud) a' dol às àicheadh a' bheachd sin.

- Bha an fheadhainn a bha **fileanta** nas dualtaiche aontachadh ris a' bheachd, agus **neo-fhileantaich** nas buailtiche gun a bhith taobhach.

Beachd 3:

Tha na fo-thiotalan doirbh an leughadh.

Bha a' mhòr-shluagh, dithis às gach triùir (66.9 sa cheud) a' dol an aghaidh a' bheachd sin gu bheil "na fo-thiotalan doirbh an leughadh".

Appendix 1:

Use of Subtitles on BBC ALBA

Survey conducted by Lèirsinn with Gaelic TV Audience Panel, December 2014.

Statement 1:

The subtitles on-screen are off putting.

More respondents (51.3 percent) disagreed with the statement that "the subtitles on-screen are off-putting", than agreed (24.0 percent).

- Non-fluent** respondents were more likely to strongly disagree, with 51.5 percent of them indicating this.

- The proportion of **fluent** respondents who disagreed (38.4 percent) was greater than those who agreed (28.8 percent), with the remainder (32.8 percent) remaining neutral.

Statement 2:

The Gaelic to English translation is accurate.

Over half (55.3 percent) of the respondents agreed that the "translation is accurate", while few (11.3 percent) disagreed.

- The **fluent** respondents were more likely to agree, while **non-fluent** speakers were more likely to give a neutral response.

Statement 3:

The subtitles can be difficult to see clearly.

A majority of two in every three (66.9 percent) disagreed with the statement that "the subtitles can be difficult to see clearly".



Beachd 4

Tha fo-thiotalan Beurla a' brosnachadh dhaoine aig nach eil a' Ghàidhlig a bhith a' coimhead BBC ALBA.

Bha cha mhòr a h-uile duine ann an aonta (85.1 sa cheud) gu bheil "fo-thiotalan Beurla a' brosnachadh dhaoine aig nach eil a' Ghàidhlig a bhith a' coimhead BBC ALBA". Bha còrr is leth (55.3 sa cheud) ag aontachadh gu làidir.

91% a' toirt taic do dh'amas

"Seirbheisean co-bhanntachd PSB airson luchd-cleachdaidh na Gàidhlig"

94% a' toirt taic do dh'amas

"Coilean buaidh nàiseanta ann an Alba le bhith a' cruthachadh luach sòisealta agus cultarail tro shusbaint Gàidhlig"

91% a' toirt taic do dh'amas

"Cruthaich luach eaconamach"

Statement 4:

Having English subtitles encourages non-Gaelic speakers to view BBC ALBA.

Almost all respondents (85.1 percent) agreed that "having English subtitles encourages non-Gaelic speakers to view BBC ALBA". Over half (55.3 percent) agreed strongly.

96% a' toirt taic do dh'amas

"Cuir ri cumail suas agus leasachadh na Gàidhlig"

95% a' toirt taic do dh'amas

"Àraich dàimhean agus cleachdadh sna meadhanan Gàidhlig"



Eàrr-ràdh 2:

Stiùireadh Gàidhlig MG ALBA / BBC ALBA

Tha a' cho-bhanntachd aig BBC ALBA a' libhrigeadh susbaint tar-mheadhan a tha a' gabhail a-steach an seanail BBC ALBA, Radio nan Gàidheal agus www.bbc.co.uk/alba gach fear aca a' tabhann ghoireasan agus susbaint a tha co-fhreagarrach. Tha gach seirbheis air a thabhann tro mheadhan na Gàidhlig.

Raon-dleistanais

Tha BBC ALBA ag amas air luchd-bruidhinn na Gàidhlig a fhrithleadh, iadsan a tha ag ionnsachadh, iadsan aig am biodh ùidh ann a bhith ag ionnsachadh, agus iadsan aig a bheil ùidh sa chànan agus sa chultar. Tha e ag amas

air cultar, fèin-aithne agus dualchas na Gàidhlig a thaisbeanadh.

Ann a bhith a' coileanadh a raon-dleistanais tha BBC ALBA a' cur ro-innleachd phrògram an sàs a tha ag amas air a bhith a' frithealadh:

- Iadsan a tha a cheana a' bruidhinn agus ag ionnsachadh na Gàidhlig – le bhith tabhann seirbheis aig a bheil creideas agus buntanas
- Iadsan aig nach eil a' Ghàidhlig – le bhith tabhann susbaint a tha tairgse roghainnean coimhid eile do luchd-airc agus coimhearsnachdan air feadh Alba agus an còrr den RA

Tha BBC ALBA cuideachd ag amas air:

- A bhith a' cuideachadh ann a bhith a tàladh luchd-labhairt ùra chun chànan
- Ìomhaigh na Gàidhlig a thogail tron RA air fad le bhith tabhann susbaint a tha tarraingeach do luchd-amhairc aig nach biodh cus ùidh no luach sa chànan mur e b' e seo
- A bhith ag amas air sealladh eadar-nàiseanta a thoirt seachad a' gabhail a-steach cànan is cultaran eile

Appendix 2:

MG ALBA / BBC ALBA Gaelic language guidelines

The BBC ALBA partnership delivers a cross-media offering which includes the BBC ALBA TV channel, Radio nan Gàidheal and www.bbc.co.uk/alba each offering complementary content and resources. All three services are delivered through the medium of the Gaelic language.

Remit

BBC ALBA aims to serve Gaelic speakers, those learning the language, those that might wish to learn, and those interested in the language and culture.

It aims to reflect and support Gaelic culture, identity and heritage.

In addressing its remit BBC ALBA operates a programme strategy which seeks to serve:

- Existing Gaelic speakers and learners – by providing a credible and relevant service
- Non-Gaelic speakers – by providing content which offers alternative viewing to audiences and communities of interest across Scotland and the rest of the UK

BBC ALBA also aims to:

- Help attract new speakers to the language
- Raise the positive profile of Gaelic throughout the UK by offering attractive content to audiences who might otherwise see little relevance or value in the language
- Offer an international perspective involving other languages and cultures



Ro-innleachd Gàidhlig

Tha BBC ALBA a' stèidheachadh na Gàidhlig ann an co-theacsa far am faod daoine aig nach eil i a thighinn na lùib ann an suidheachaidhean far nach sùilichear a thaobh cultar na Gàidhlig. Tha aithne na Gàidhlig na pàirt mòr de mheudachadh luchd-amharc ùr a dh'fhaodadh nach eil fileanta ach a tha taiceil a thaobh suidhichidhean far am faigh a' Ghàidhlig cothrom fàs agus a dhol am meud.

Le bhith cur na Gàidhlig an lùib co-theacsa Albannach tha a' mhòr-shluagh a' tòiseachadh a bhith ga faicinn mar nì 'àbhaisteach' ann am beatha na h-Alba. Thathar an dòchas

gun tèid seo am meud tro thide, agus gum bi buaidh aige air an tuilleadh dhaoine a tharraing chun chàinain.

Mar sin 's e fear de na dleastanasan a tha aig na meadhanan Gàidhlig **AITHNE** na Gàidhlig a thogail tro Alba air fad. Thathar a' dèanamh seo tro phrògraman Gàidhlig anns a bheil cuspairean a bhiodh inntinneach agus ruigsinneach do dhaoine aig nach eil i. 'S e an dàrna dleastanas a th' aig na meadhanan Gàidhlig a bhith a' togail **INBHE** a' Ghàidhlig mar bhrannnd telebhisein shoirbheachail nàiseanta a' cur ri sin. Tha aithne agus inbhe a' cuideachadh le bhith ag **ÀBHAISTEACHADH**, far a bheil a' Ghàidhlig ag amas air a bhith air a h-aithneachadh mar phàirt de bheatha

àbhaisteach ann an Alba. Agus mu dheireadh, bu chòir do na meadhanan Gàidhlig a bhith a' cuideachadh le **DLÙTH-GHABHAIL**, far a bheil diultadh na Gàidhlig a' gluasad gu gabhail rithe agus far a bheil iadsan a tha a' luachadh a' Ghàidhlig a' lorg slighean gu ruige comais-labhairt.

Language Strategy

BBC ALBA situates Gaelic in contexts where non-speakers may come across the language in contexts not obviously linked to traditional Gaelic culture.

Gaelic awareness is an important part of the growth of new audiences who may not be fluent in the language but are willing to support initiatives which aim to create the conditions where Gaelic can grow and flourish.

By placing Gaelic within a mainstream Scottish context the general population begins to see Gaelic as a 'normal'

part of life in Scotland. It is hoped that through time this will have an incremental, positive impact with more speakers attracted to the language.

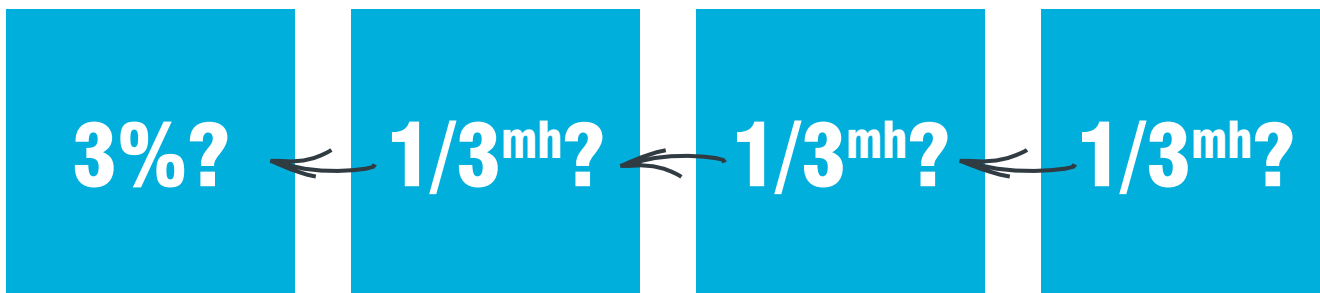
As such one of the roles of Gaelic media is to build **AWARENESS** of Gaelic throughout Scotland. It does this through Gaelic programmes whose subject matter is of interest and accessible to non-Gaelic speakers. A second role of Gaelic media is to build **STATUS**, and Gaelic as a successful, national television brand assists. Awareness and status are aids to **NORMALISATION**, whereby

Gaelic aims to be recognised as part of mainstream Scottish life. Finally, Gaelic media content should support **ADOPTION**, whereby rejection becomes acceptance and valuers of Gaelic find routes to becoming speakers of Gaelic.



A' bruidhinn na
Gàidhlig

Meadhan Alba

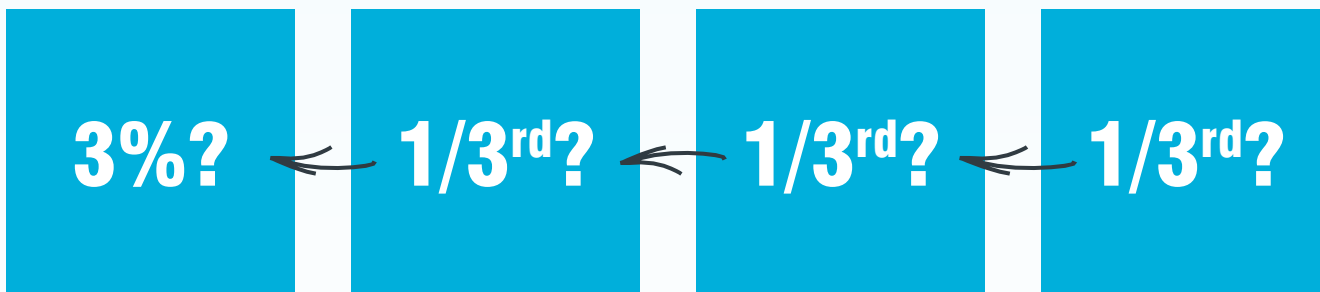


Spèis dhan
Ghàidhlig

A' diultadh na
Gàidhlig

Speak
Gaelic

Middle Scotland



Value
Gaelic

Reject Gaelic



Prògraman

Tha coimisein shoirbheachail a' gabhail a-steach ro-innleachd cànan airson a' phrògram taobh a-staigh Sònrachas Deasachaidh. Tha na prìomh nithean a bheir buaidh air a' phoileasaidh cànan airson gach prògram/sreath mar a leanas:

- Luchd-amhairc air a bheilear ag amas
- Gnè a' phrògram
- Àite sa chlàr-ama
- Prìomh thàlant
- Luchd-com-pàirt sa phrògram

Com-pàirteachas cànan agus bun-tùs mu luchd-com-pàirt phrògraman BBC ALBA –

Tha BBC ALBA ag aithneachadh trì prìomh bhuidhnean de luchd-amhairc airson a chuid phrògraman.

CRIDHE GÀIDHLIG: Prògraman airson luchd-amhairc a tha bruidhinn Gàidhlig.

Bu chòir na prògraman seo a bhith a' cleachdadh na ghabhas de dhaoine a tha cofhurtail agus fileanta sa Ghàidhlig, le fileantachd sa Ghàidhlig a' gabhail prìomhachas thairis air nì sam bith eile. Bidh susbaint bho na h-eileanan gu làidir air an seòrsa prògram seo ach, san aon dòigh 's a tha susbaint Radio nan Gàidheal, dh'fhaodadh deasachadh a' phrògram a bhith nàiseanta no eadar-nàiseanta. Eisimpleirean leithid prògraman naidheachd mar 'An Là', dràma leithid 'Bannan', prògraman aithriseach leithid 'An Dotair Mòr', creideamh mar 'Alleluia' agus prògraman dìbhearsan leithid 'Fonn, Fonn, Fonn'.

GÀIDHLIG LE CO-FHAIREACHDAINN NÀISEANTA: Prògraman aig a bheil ceangal riochdachaidh làidir ri luchd-labhairt na Gàidhlig no cultar na

Gàidhlig ach aig air sgàth sin a bheil co-fhaireachdainn nàiseanta agus a tha cuideachd ag amas orrasan aig nach eil a' Ghàidhlig.

Bidh cuspairean anns na prògraman seo anns am biodh ùidh aig daoine gu nàiseanta ach a bhios air an treòrachadh leothasan a tha fileanta sa Ghàidhlig agus aig a bheil inbhe gu nàiseanta. Eisimpleirean mar am prògram aithriseach air Modaràtar Eaglais na h-Alba no an t-sreath litreachais, 'Sàr-Sgeòil'.

NÀISEANTA: Prògraman a bu chòir a bhith tarraingeach do luchd-amhairc gu nàiseanta agus nach eil air an cuingealachadh cus le ruigsinneachd cnapan-starraidh a thaobh.

Bu chòir am prògramadh seo a bhith ag amas air na tobraichean-eòlais as fheàrr gu nàiseanta airson sgeulachd, gun umhail do chànan no dualchas. Bu chòir luchd com-pàirt a bhith a' riochdachadh Alba air fad agus chan e a-mhàin luchd-labhairt nan Gàidhlig

Programmes

A successful commission includes a language strategy for the programme within the Commissioning Specification. The main factors which will impact on the language policy for each programme / series are as follows:

- Target audience
- Programme genre
- Schedule Slot
- Key talent
- Programme contributors

Language contributions and provenance of contributors for BBC ALBA programming –

BBC ALBA recognises three main target audiences for its programming.

CORE GAELIC: Programming for the core Gaelic-speaking audience.

This programming should include as many contributors as possible who are comfortably fluent in Gaelic, fluency in Gaelic taking precedence over other factors. Hebridean content will often be very strong in this programming but, in the same way as Radio na Gàidheal content, the editorial scope may be national or international. Examples include news programming like 'An Là', drama like 'Bannan', documentaries like 'An Dotair Mòr', religion like 'Alleluia' and light entertainment like 'Fonn, Fonn, Fonn'.

GAELIC WITH NATIONAL RESONANCE: Programming which has a strong production tie to Gaelic speakers or Gaelic culture but the content of which also has national

resonance and thus is also targeting non-Gaelic speakers.

This programming will have themes which resonate nationally but which will be led by fluent Gaelic speakers who have some national profile. Examples include the documentary on the Gaelic-speaking moderator of the Church of Scotland or the Scottish literary series, 'Sàr-Sgeòil'.

NATIONAL: Programming which should appeal to national audiences and which is not over-encumbered by barriers to access.

This programming should aim to get to the best available national sources for its storytelling, regardless of language and heritage. Contributors should reflect all of Scotland and consciously should not be solely Gaelic speakers or learners. Examples include 'Bainnsean'



no luchd-ionnsachaidh. Eisimpleirean mar 'Bainnsean' no 'Cobhair Chloinne' no 'Cuide ri Cathy' (uile ag amas air fuasgladh mu choinneimh fiaradh fireann ann an luchd-amhairc gu nàiseanta). Nam measg cuideachd 'Gothenburg '83' agus a' mhòr chuid de na prògraman ciùil againn a tha ruighinn luchd-amhairc air feadh Bhreatainn agus Èirinn.

Tha co-bhanntachd BBC ALBA ag iarraidh air companaidhean a tha a' frithealadh an t-seanail ro-innleachdan a chruthachadh a bheir freagairt air na leanas:

- An ro-innleachd cànan airson phrògraman a libhrigeadh
- Cànan obrach an riochdachaidh agus mar a thathas a' sùileachadh a bhith a' conaltradh le tàlant, luchd-com-pàirt phrògraman agus a' mhòr-shluagh

- Na h-ìrean cànan as àirde a libhrigeadh

Cànain Eile

Ann an gnè phrògraman leithid naidheachdan agus prògraman eile a thèid an seilbheachadh tha e iomchaidh gun nochd cànan eile. Faodar eadar-theangachadh no fo-thiotalan a chleachdadh mar a bhios iomchaidh san deasachadh me bu chòir fo-thiotalan a chleachdadh airson Gàidhlig na h-Èireann seach guth-thairis.

Goireasan

'S iad luchd-labhairt agus luchd-ionnsachaidh na Gàidhlig a tha sa phrìomh àite a thaobh a bhith a' coimhead phrògraman BBC ALBA agus feumar cainnt a chleachdadh a tha mar sgàthan air a' chànan a thathas a' cleachdadh ann an

coimhearsnachdan an latha an-diugh le sean is òg agus an dà chuid le fileantaich is luchd-ionnsachaidh. Tha iomadh goireas cànan feumail ri fhaotainn aig www.learnGaelic.net nam measg faclairian, co-fhaclairian, cuideachadh le gràmar agus Gnàthachas Litreachaidh na Gàidhlig (a bu chòir a leantainn mur eil adhbhar mhath ann a thaobh deasachaidh airson seann litreachadh a chleachdadh). Thathas ag iarraidh air riochdairean a bhith faiceallach a thaobh a bhith a' cleachdadh ghoireasan leithid fhaclairian gu sònraichte a thaobh brìgh fhaclan agus an co-theacsa san tèid an cleachdadh.

or 'Cobhair Chloinne' or 'Cuide ri Cathy' (all aimed at counteracting the male-skew in national audiences). Examples also include 'Gothenburg '83' and most of our music output which reaches audiences throughout Britain and Ireland.

The BBC ALBA partnership asks companies supplying to the channel to consider and formulate strategies to address:

- The delivery of the agreed programme language strategy
- The working language of the production and how it intends to communicate with talent, programme contributors and the general public

- The delivery of the highest possible linguistic standards

Other Languages

In programmes genres such as news and current affairs and acquired programmes it is appropriate that other languages feature. Voice over translation or subtitles can be provided as editorially appropriate e.g. Irish Gaelic should be considered for subtitling rather than voice-over.

Resources

Gaelic speakers and learners are the core consumers of BBC ALBA programmes and the language used must reflect the language which is spoken in communities today by old

and young, by native-speaker and learner alike. There are many useful language resources at www.learnGaelic.net including dictionaries, thesaurus, guidance on grammar and the Gaelic Orthographic Conventions (which should be followed at all times unless historic spellings are editorially justified). Producers are asked to remember when using any dictionary or translation resource that care needs to be taken with regard to the meaning of words and the context in which they will be used.

Support

Recent studies have shown that there is a generational lack of confidence in language use – vocabulary and grammar – which needs to be addressed. It is apparent and



Taic

Tha rannsachadh a chaidh a dhèanamh o chionn ghoirid a' sealltainn gu bheil nas lugha de mhisneachd aig sa ghinealach a ph' ann daoine ann an cleachdadh a' chànan - sa ghinealach a th' ann briathrachas agus gràmar - agus feumar coimhead ris a sin. Tha e follaiseach agus aithnichte do mhòran a tha a' solarachadh BBC ALBA gu bheil taic agus eòlas a dhith gu sònraichte a thaobh comasan sgrìobhaidh agus labhairt na Gàidhlig. 'S e sgilean bunaiteach a tha seo a bu chòir a bhith air an leasachadh mar phàirt de thrèanadh agus cùrsaichean a thèid a thabhann taobh a-staigh a' ghnìomhachais. Cuidichidh co-obrachadh le buidhnean-trèanaidh, cùrsaichean mheadhanan agus Bòrd na Gàidhlig le fuasglaidhean mu choinneimh beàrnan sgilean agus rè ùine dh'fhaodadh an adhartas sin fhaicinn ann am misneachd dhaoine

agus barrachd cinnt gum bi ìre phrògraman air a ghleidheadh agus air a leasachadh.

recognised within many companies supplying BBC ALBA that support and expertise is generally required with written and spoken Gaelic. These are core skills which should be developed as part of industry courses and training. Collaboration with training bodies, media courses, and Bòrd na Gàidhlig will help address any skills gaps which can, through time, improve confidence and ensure the quality of output is maintained and enhanced.

'S e ro-innleachd luchd-amhairc MG ALBA a bhith a' solar susbaint a bhios an dà chuid a' frithealadh an luchd-amhairc Gàidhlig agus ag adhbharachadh co-fhaireachdainn an luchd-amhairc nàiseanta



Ràn

Mission

Geallaidh sinn spionnadh agus brosnachadh a thoirt tron Ghàidhlig agus na Meadhanan

Our promise is to inspire and encourage through Gaelic and Media

A' toirt Gàidhlig thugaibh

Bringing Gaelic to you

Lèirsinn

Vision

Gum bi na meadhanan Gàidhlig aithnichte fad is farsaing airson obair chruthachail, ùr-ghnàthach agus den ire as àirde

That Gaelic Media is recognised universally for creativity, innovation and the highest standards

Ar Luachan

Values

'S e ar luchd-amhairc ar spionnadh
Our audience is our inspiration

Tha sinn daonnan a' sireadh sàr-mhathas nar
n-obair
We strive always to achieve excellence in our
work

Tha sinn gar giùlain fhèin le ceartas,
follaiseachd agus treibhdhreas
We treat everyone with fairness, openness &
integrity

Tha sinn a' toirt urram is taic do chàch a
chèile
We respect and support one another

Tha co-obrachadh agus com-pàirteachas aig
cridhe ar n-obrach
Teamwork and partnership are at the heart of
what we do

Tha MG ALBA a' toirt prìomhachas don
luchd-amhairc
MG ALBA puts the audience first

