

2021

Lèirsinn | Vision

Saoghal didseatach na Gàidhlig - ga chruthachadh còmhla



A' toirt Gàidhlig thugaibh

Ro-innleachd airson nam Meadhanan Gàidhlig 2016-2021

A Strategy for Gaelic Media 2016-2021



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"Saoghal didseatach na Gàidhlig – ga chruthachadh còmhla"

"Co-creating a digital future for Gaelic"

Rò-ràdh

Is e seo ro-innleachd MG ALBA airson nam meadhanan Gàidhlig bho 2016-2021, air a chur ris, agus air a thaiceachadh, le buidhnean chom-pàirteachaidh. Tha e a' cur an cèill measadh MG ALBA air mar as fheàrr a chuireas na meadhanan Gàidhlig ri ath-bheothachadh na Gàidhlig agus na ceumannan a dh'fheumar a ghabhail airson sin a choileanadh.

Ged is i seanail an ìre mhath òg a tha ann am BBC ALBA (a chaidh a stèidheachadh ann an 2008) tha i mar-thà mar phàirt ainmeil agus gabhte de dhealbhan-tìre craolaidh na h-Alba. Is i seanail air leth soirbheachail a tha innte. Tha àireamhan an luchd-amhairc làidir, le còrr air 700,000 de ruigse gu cuibheasach gach seachdain (MG ALBA, 2015). Tha BBC iPlayer a' cur ris an luchd-amhairc - 7.43m seallaidhean ann an 2014 (MG ALBA, 2015). Is e pàirt chudromach de shaoghal craolaidh na h-Alba a tha ann am BBC ALBA. Tha PACT (Caidreachas Rìochdairean Taigh-dhealbhan is Telebhisein) a' meas gu bheil BBC ALBA an sàs ann an còrr air 50% de na coimiseanan Albannach air fad gach uair a thìde (PACT, 2010). Tha an seanail a' coimiseanadh 81% den t-susbaint aice bho earrann riochdachaidh neo-eisimeileach na h-Alba (MG ALBA, 2015).

Tha an taic fharsaing a tha BBC ALBA agus iomairtean eile a' mealtainn, a' cruthachadh sàr bhun-stèidh airson fàs agus leasachadh. Tha soirbheas na seanail a' toirt cothroman mòra do MG ALBA agus a chom-pàirtichean gus a bhith a' leudachadh buaidh nam meadhanan Gàidhlig, agus tha an ro-innleachd seo a' cur an cèill mar a dh'fhaodar seo a choileanadh.

Tha coileanadh na ro-innleachd seo gu mòr an urra ri innleachdas agus dealas MG ALBA agus na com-pàirtichean a tha a' toirt taic don ro-innleachd. Feumar maoineachadh cuideachd gus a dhèanamh comasach iomadh taobh den ro-innleachd a choileanadh, agus, eadhoin ann an àm anns a bheil ionmhas teann, bithear a' leantainn air adhart a' strì gus am maoineachadh sin a dhèanamh tèarainte thar ùine.

Tha gach tè de na trì prìomh iomairtean mheadhanan aig MG ALBA - BBC ALBA, LearnGaelic.scot agus FilmG a' leantainn orra a' coileanadh gu làidir. Tha gach tè de na h-iomairtean sin stèidhichte air com-pàirteachas, agus tha MG ALBA mothachail gum bi a shoirbheas san àm ri teachd, an urra ri com-pàirteachasan làidir, èifeachdach a tha air a shoirbheas

Introduction

This is MG ALBA's strategy for Gaelic media from 2016-2021, as informed and supported by partner organisations. It sets out MG ALBA's assessment of how Gaelic media can best contribute to Gaelic revitalisation, and the steps required in order for that potential to be realised.

Although BBC ALBA is a relatively young channel (established 2008) it is already a noted and accepted part of the Scottish broadcasting landscape. It is a highly successful channel. Audience figures are strong, with over 700,000 average weekly reach (MG ALBA, 2015). BBC iPlayer augments viewing – 7.43m views in 2014 (MG ALBA, 2015). BBC ALBA is an important part of the Scottish broadcast ecology. PACT (the Producers' Alliance for Cinema and Television) has estimated that BBC ALBA accounts for over 50% of all Scottish commissions by hour (PACT, 2010). The channel commissions 81% of its content from Scotland's independent production sector (MG ALBA, 2015).

The breadth of support enjoyed by BBC ALBA and other initiatives provides an excellent basis for growth and development. The success of the channel offers significant

opportunities for MG ALBA and partners to expand the impact of Gaelic media, and this strategy sets out how this might be achieved.

Fulfilment of this strategy is highly dependent on the resourcefulness and commitment of MG ALBA and the partners who back the strategy. Funding will be required to enable many aspects of the strategy to be achieved and, even in a tight financial climate, determined efforts will continue to be made to secure that funding over time.

Each of MG ALBA's three key media initiatives - BBC ALBA, LearnGaelic.scot and FilmG continue to perform strongly. Each of these initiatives are partnership-based, and MG ALBA is aware that future success will continue to be reliant on the types of robust, effective partnerships which have created its success to date. Partnerships are therefore central to this strategy. We recognise the financial constraints on public spending and undertake to continue working in effective partnership with others in order to maximise all resources, and secure the best outcomes for Gaelic. Other organisations and agencies are active in media in Scotland, and as a core

a chruthachadh chun seo. Mar sin tha com-pàirteachasan aig teis-mheadhan na ro-innleachd seo. Tha sinn mothachail gu bheil a' cur bacadh air a bhith a' cosg airgead poballach. Tha sinn deònach leantainn oirnn ag obrachadh le feadhainn eile ann an com-pàirteachasan èifeachdach gus an fheum as fheàrr a dhèanamh de na stòrasan air fad, agus gus na toraidhean as fheàrr fhaighinn airson na Gàidhlig. Tha buidhnean agus companaidhean eile an sàs gu mòr sna meadhanan an Alba, agus mar chruthadair bun-shusbaint, agus mar chom-pàirtiche cultarail air leth, is urrainn dha MG ALBA cur ri, agus buannachd fhaighinn bho, ghnìomhan chàch.

Is e **lèirsinn** MG ALBA gum bi na meadhanan Gàidhlig aithnichte fad is farsaing airson obair chruthachail, ùr-ghnàthach agus den ìre as àirde.

Tha dà eileamaid san **RÙN** againn:

- a bhith a' spionnadh agus a' brosnachadh tron Ghàidhlig agus tro na meadhanan; agus
- a bhith a' toirt Gàidhlig thugaibh.

Tha an rùn seo aig cridhe a h-uile nì a tha MG ALBA an sàs ann. Mar sin tha a' Ghàidhlig aig teis-mheadhan na ro-innleachd seo.

Tha MG ALBA ag aithneachadh an àite deatamach a tha aig BBC ALBA a thaobh na Gàidhlig. Tha e na shamhla chumhachdach air inbhe a' chàinain, agus na sho-mhaoin luachmhor. Tha e na sgàthan air coimhearsnachd na Gàidhlig, agus tha an comas aige a bhith a' cur ri beatha an t-sluaigh tron t-sealladh air leth a tha susbaint a phrògraman a' toirt agus tro bhith a' sealltainn beairteas ealain agus ceòl Gàidhlig. Is urrainn dha buaidh mhòr a thoirt air àite na Gàidhlig ann am beatha na h-Alba agus nas fharsaing na sin. Is urrainn dha cuideachd a bhith na inneal airson fàs. Tha MG ALBA mothachail air a h-uile càil a tha seo, agus mothachail air an uallach a tha na chois. Tha sinn an urra ri tòrr mòr a bharrachd air a bhith a' maoineachadh susbaint.

Tha MG ALBA àrd-amasach a thaobh na Gàidhlig, a thaobh luchd-cleachdaidh na Gàidhlig, agus a thaobh nam meadhanan Gàidhlig. Tha sinn àrd-amasach airson an àite as urrainn a bhith aig na meadhanan Gàidhlig ann a bhith ag ath-bheothachadh na Gàidhlig. Tha sinn mothachail air an àite a tha againn a thaobh a bhith a' brosnachadh agus a'

dèanamh ath-bheothachadh na Gàidhlig comasach, a' gabhail a-steach an àite a tha againn ann a bhith a' togail mothachadh air a' Ghàidhlig agus inbhe a' chàinain ann an Alba san là an-diugh. Tha an ro-innleachd seo a' cur an cèill na tha sinn am beachd as urrainn dha MG ALBA a dhèanamh, ann an com-pàirteachas le feadhainn eile, gus ath-bheothachadh na Gàidhlig a dhèanamh comasach, le bhith a' togail air soirbheachas nan iomairtean a tha againn a-cheana, BBC ALBA, FilmG agus LearnGaelic.scot.

Mineachaidhean

Is e ro-innleachd airson nam meadhanan Gàidhlig a tha seo. Tha MG ALBA a' frithealadh luchd-cleachdaidh nam meadhanan Gàidhlig tro thrì iomairtean com-pàirteachais: BBC ALBA, FilmG, agus LearnGaelic. Tha MG ALBA cuideachd an sàs ann an iomairtean rèidio, air-loidhne agus meadhanan sòisealta. An uair a bhios am pàipear seo ag ainmeachadh 'meadhanan Gàidhlig' tha e a' ciallachadh nan eileamaidean sin air fad. Tha BBC ALBA na phrìomh eileamaid de na meadhanan Gàidhlig ach chan e an t-aon eileamaid. Chan eil an ro-innleachd seo a' dèiligeadh ri cùisean deasachaidh BBC ALBA, ach a-mhàin chun na h-ìre gu bheil an t-seanail na meadhan lìbhrigidh airson cuid de na h-iomairtean a chaidh an ainmeachadh. Thathar a' dèiligeadh ri seirbheis libhrigidh agus leasachaidh BBC ALBA ann am Plana Obrachaidh bhliadhnail MG ALBA a tha air aontachadh le Ofcom.

Definitions

This is a strategy for Gaelic media. MG ALBA serves users of Gaelic media through three partnership initiatives: BBC ALBA, FilmG, and LearnGaelic. MG ALBA also supports radio, and participates in online and social media initiatives. When this document refers to "Gaelic media" it refers to these elements collectively. BBC ALBA is the major component of Gaelic media, however it is not the only component. **This strategy does not address BBC ALBA editorial issues, except insofar as the channel is a medium for delivery for some of the initiatives identified. BBC ALBA service delivery and development are addressed in MG ALBA's annual Operational Plan agreed with Ofcom.**

content creator, and culturally unique contributor, MG ALBA can both complement, and benefit from, others' activities.

MG ALBA's **vision** is that Gaelic media is recognised universally for creativity, innovation and the highest standards.

Our **MISSION** has two elements:

- to inspire and encourage through Gaelic and media; and
- to bring Gaelic to you.

This mission is at the heart of everything that MG ALBA does. Gaelic is therefore central to this strategy.

MG ALBA recognises the vital place BBC ALBA in particular occupies for Gaelic. It is a powerful symbol of the language's status, and a precious asset. It is a mirror for the Gaelic community, and has the potential to enrich society through the unique perspective of its content, and by showcasing the riches of Gaelic arts and music. It can profoundly influence the place of Gaelic in Scottish society and beyond. It can also be an engine for growth. MG ALBA recognises all of this, and is aware of the responsibility that

this brings. We are more than a funder of content.

MG ALBA is ambitious for Gaelic, for users of Gaelic, and Gaelic media. We are ambitious for the role that Gaelic media can play in the revitalisation of Gaelic. We recognise our role in catalysing, facilitating and enabling the revitalisation of Gaelic, including our role in building the awareness and status of Gaelic in modern day Scotland. This strategy sets out what we believe MG ALBA can do, in partnership with others, to further facilitate the revitalisation of Gaelic, building on the success of our existing initiatives, BBC ALBA, FilmG and LearnGaelic.scot.

Tha gach fear de na h-amasan agus toraidhean a tha air an cur an cèill gu h-ìosal gu ìre air choreigin mun Ghàidhlig: mun chànan agus a luchd-cleachdaidh, agus mun dòigh as urrainn dha na meadhanan Gàidhlig a bhith nam buannachd dhan chànan is dhaibh fhèin – a thaobh cultar is cànan, cruthachail, sòisealtas agus eaconamas.

Toraidhean

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Amasan

Tha sinn ag amas air a bhith a’ coileanadh nan toraidhean a leanas:

- 1 Gu bheil luchd-cleachdaidh na Gàidhlig fiosraichte, foghlamaichte agus fèisichte agus gu bheil am beatha air a bheartachadh tro na meadhanan sa chànan aca fhèin.
- 2 A bhith a’ comharrachadh agus ag àbhaisteachadh na Gàidhlig agus cultar na Gàidhlig am measg mòr-shluagh na h-Alba.
- 3 Coimhearsnachd mheadhanan Gàidhlig a tha nas foghlamaichte, nas sgileil agus nas soirbheachail.
- 4 Cultar beothail de dh’obair ùr-ghnàthach agus chruthachail sna meadhanan Gàidhlig am measg dhaoine òga.
- 5 Làn chomas eaconamach agus a bhith a’ faighinn cothroman cosnaidh nas fheàrr.
- 6 A bhith a’ comharrachadh na Gàidhlig agus cultar na Gàidhlig gu h-eadar-nàiseanta.

Amasan MG ALBA

- 1 Com-pàirteachas airson seirbheis craolaidh poblach nas ioma-chùiseach airson luchd-cleachdaidh na Gàidhlig.
- 2 Buaidh nàiseanta a choileanadh agus luach sòisealta agus cultarail a chruthachadh ann an Alba tro shusbaint Gàidhlig.
- 3 Cur ri cumail suas agus leasachadh na Gàidhlig.
- 4 Brosnachadh com-pàirt gnìomhach sna meadhanan Gàidhlig.
- 5 Cruthaich luach eaconamach, a’ gabhail a-steach obraichean.
- 6 Dèan cinnteach gu bheil susbaint nam meadhanan Gàidhlig air a sgaoileadh taobh a-muigh na h-Alba agus na RA.

Gus na toraidhean air td.8 a dhèanamh tèarainte tha sinn air a thighinn chun cho-dhùnadh gu feum MG ALBA, le taic bho chom-pàirtichean, na h-amasan a tha air an cur an cèill gu h-ìosal a choileanadh. Tha gach fear de na h-amasan sin air am fighe a-steach ri Builean Nàiseanta Riaghaltas na h-Alba agus Toraidhean Plana Nàiseanta na Gàidhlig 2012-2017 agus tha na ceanglaichean sin air an cur an cèill ann am Pàipear-taic 6.

Tomhaisidh agus measaidh sinn ar gnìomhan a’ cleachdadh comharran a tha air an cur an cèill ann am Pàipear-taic 5.

Go-theacsa

Tha sinn air anailis a dhèanamh den cho-theacsa sa bheil na meadhanan Gàidhlig ag obair, agus tha an anailis sin air a chur an cèill ann am Pàipear-taic 1.

Tha an grafaig gu h-ìosal a’ toirt geàrr-iomradh air an anailis a rinn sinn.

Is iad na prìomh chuspairean a thog sinn: na targaidean nàiseanta a thaobh a bhith a’ meudachadh àireamh luchd-labhairt na Gàidhlig agus na h-àireamhan a tha a’ dol tro

Fhoghlam tro Mheadhan na Gàidhlig; atharrachaidhean ann an dòighean cleachdaidh luchd-amhairc, gu h-àraidh daoine òga; dìth stuth fèin chruthaichte sa Ghàidhlig (UGC) air na meadhanan sòisealta le daoine aig a bheil an cànan, dìth com-pàirteachadh tro mheadhan na Gàidhlig air na meadhanan sòisealta, agus mu dheireadh, maoineachadh. Tha MG ALBA an eisimeil maoineachadh poblach bho riaghaltas na h-Alba, agus tha com-pàirteachas BBC ALBA an eisimeil maoineachadh an dà chuid bhon BhBC agus bho MG ALBA. Tha sinn a’ dèanamh a h-uile oidhirp buaidh mhath a thoirt a thaobh maoineachadh, a’ gabhail a-steach [co-chomhairleachadh ùrachadh Cairt Rioghail a’ BhBC](#).

Ann a bhith ag ullachadh na ro-innleachd seo rinn sinn co-chomhairleachadh poblach as t-Earrach 2015, [Co-Chomhairle 2015](#). Thathar a’ dèiligeadh ris na puigean cudromach a chaidh an togail tron phàipear seo mar phàirt den anailis cho-theacsail, agus tha iad air am mìneachadh ann am Pàipear-taic 1.

Each of the objectives and outcomes set out below therefore is expressly, or implicitly, about Gaelic: about the language and its users, and how Gaelic media can be of benefit to it and them – culturally, linguistically, creatively, socially and economically.

Outcomes

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Objectives

We seek to achieve the following outcomes:

- 1 That Gaelic users are informed, educated and entertained and have their lives enhanced through media in their own language.
- 2 The celebration and normalisation of Gaelic and Gaelic culture in mainstream Scottish society.
- 3 A better educated, more skilled and successful Gaelic media community.
- 4 A vibrant culture of Gaelic media innovation and creativity among young people.
- 5 Full economic potential and the realisation of better employment opportunities.
- 6 The celebration of Gaelic and Gaelic culture internationally.

MG ALBA’s objectives

- 1 More comprehensive public service broadcast partnership services for Gaelic users.
- 2 Achieve national impact, and create social and cultural value in Scotland through Gaelic content.
- 3 Contribute to Gaelic language maintenance and development.
- 4 Foster active engagement and participation in Gaelic media.
- 5 Create economic value, including jobs.
- 6 Ensure Gaelic media content is distributed outside Scotland and the UK.

In order to secure the outcomes on p.8 we have concluded that MG ALBA, with the support of partners, must achieve the objectives set out below. Each of the objectives is integrated with the Scottish Government’s National Outcomes and National Gaelic Language Plan Outcomes 2012-2017, and these relationships are set out at Appendix 6.

We will measure and assess our performance using indicators set out at Appendix 5.

Context

We have analysed the context in which Gaelic media operate, and this analysis is set out in detail at Appendix 1.

The graphic below illustrates a summary of our analysis.

The key themes we note are: the national targets on increasing the number of Gaelic speakers and the numbers going to Gaelic Medium Education; changing viewer habits, especially by young people; the relative absence of Gaelic medium user generated content (UGC) on social media, and the relative lack of participation on social media through the medium of Gaelic; and finally, funding. MG ALBA is reliant

on public funding from the Scottish government, and the BBC ALBA partnership is reliant on both BBC and MG ALBA funding. We make every effort to influence funding positively, including through the [BBC Charter Renewal consultation of 2015](#).

We conducted a public consultation as part of the preparation of this strategy in Spring 2015, [Co-Chomhairle 2015](#). These important points are addressed throughout this document as part of the contextual analysis, and are set out at Appendix 1.





Rò-innleachd

Tha an earrann seo a' cur nan sia amasan againn an cèill nas mionaidiche, còmhla ri geàrr-chunntas de na h-iomairtean a tha sinn a' moladh airson nan amasan sin a libhrigeadh

Strategy

This section sets out our six objectives in more detail, together with a summary of the initiatives we propose for fulfilment of these objectives.

Amas 1:

Com-pàirteachas airson seirbheis craolaidh poblach nas coileanta airson luchd-cleachdaidh na Gàidhlig.

Tha an t-amas seo a’ feuchainn ri dèanamh cinnteach gu bheil luchd-cleachdaidh na Gàidhlig fiosraichte, foghlamaichte agus fèisichte, agus gu bheil a’ cur ris a’ bheatha aca tro na meadhanan sa chànan aca fhèin.

Tha aig craoladairean seirbheis phoblach mar am BBC ri bhith tabhann seirbheis a tha ‘fiosraichte, foghlamaichte agus fèisichte’, agus tha sinn a’ sireadh an aon inbhe airson luchd-amhairc BBC ALBA. Tha sinn cuideachd a’ sireadh inbhe craoladair seirbheis phoblach (PSB), airson BBC ALBA fo chumhan Cairt Rìoghail a’ BhBC, agus leigidh seo dhuinn, le tuilleadh tasgadh bhon BhBC, làn raon de phrògraman PSB a libhrigeadh sa Ghàidhlig.

Tha beàrn ann an clàr BBC ALBA a dh’fhaodar dèiligeadh ris le meudachadh ann am maoin, mar eisimpleir, seirbheis naidheachd aig an deireadh sheachdain, meudachadh ann an nuadh-phrògraman do chloinn agus dhaoine òga, comadaidh, cur-seachad agus prògraman airson luchd-ionnsachaidh.

Tha fios air ais bho chuid de luchd-cleachdaidh na Gàidhlig ag ràdh nach eil càileachd agus meud na tha de Ghàidhlig air a labhairt air-sgrion uaireannan àrd gu leòr. No nach eil cleachdadh na Beurla an-còmhnaidh riatanach a thaobh mar a tha am prògram a’ còrdadh ri daoine no a chàileachd no a ruigsinneachd. Tha luchd-

IOMAIRTEAN

✘ *Co-obrach le Bòrd na Gàidhlig air rannsachadh gus tuigse buaidh nam meadhanan Gàidhlig air ionnsachadh na Gàidhlig, a’ gabhail a-steach luchd-cleachdaidh a tha a-cheana fileanta.*

(Iomairt 1)

✘ *Stèidhich iomairt àr ionnsachadh cànan ioma-àrlar a-ris an co-bhoinn ri Bòrd na Gàidhlig, stèidhichte air fianais bho rannsachadh.*

(Iomairt 2)

labhairt na Gàidhlig uile a-nis dà-chànanach, agus do mhòran is i a’ Bheurla am prìomh chànan, cànan anns a bheil iad a’ faighinn taghadh farsaing air telebhisean. Tha e riatanach, ma-tà, gu bheil BBC ALBA a’ tabhann seirbheis creideasach eadar-dhealaichte ann an Gàidhlig, le sealladh agus luachan freumhaichte sa chànan 's a cultar, agus aig a bheil ceangal làidir le coimhearsnachd an luchd-labhairt a thaobh cànan agus cultar. Bu chòir dhi cuideachd a bhith a’ tàladh mòran nach bruidhinn a’ Ghàidhlig ach a tha air an tarraing gu susbaint nam prògraman, an t-seanail, an cànan no an cultar. Tha gach prògram eadar-dhealaichte agus tha sinn a’ feuchainn anns gach prògram gu bheil càileachd agus amas na Gàidhlig air-sgrion a’ sìor thighinn air adhart a rèir ar stiùireadh cànan foillsichte. Tha àite air leth cudromach aig riochdairean ann an seo agus bidh sinn ag amas air a bhith a’ toirt taic dhaibh.

Tha clann agus daoine òga mar phrìomh fhòcas dhan t-seanail, ar com-pàirtichean agus iomadh neach-ùidh. Tha feum air ro-innleachdan eadar-dhealaichte aig diofar ìrean agus bidh an t-seanail a’ feuchainn ri barrachd a dhèanamh airson clann aig aois ro-sgoil agus bun-sgoil, agus bidh com-pàirtichean na seanail ag amas a bhith an sàs ann an diofar dhòighean le daoine òga aois 13-24.

Cò ris a bhiodh soirbheachas coltach? Tha sinn am beachd gum biodh cur an sàs den amas seo a’ leantainn air adhart gu barrachd uairean amhairc le luchd-

✘ *Stèidhich prògram leasachadh sgrìobhaidh, ann an com-pàirteachas le Comhairle nan Leabhraichean agus eile.*

(Iomairt 5)

✘ *Cruthaich ann an com-pàirteachas leis a’ BhBC, branndan àra ro-sgoile agus bun-sgoile.*

(Iomairt 3)

Objective 1:

More comprehensive public service broadcast partnership services for Gaelic users.

This objective seeks to ensure that Gaelic users are informed, educated and entertained, and have their lives enhanced through media in their own language.

‘Inform, educate, and entertain’ is what public service broadcasters such as the BBC are obliged to do, and we seek the same standard for BBC ALBA’s audiences. We also seek formal public service broadcaster (PSB) status, for BBC ALBA under the terms of a new BBC Charter, which together with increased investment from the BBC will enable a full range of PSB programming to be delivered in Gaelic.

Significant gaps exist in BBC ALBA’s offering which should be addressed by increased investment, for example, weekend news service, increased original programming for children and young people, comedy, entertainment and programming for learners.

Feedback from some users of Gaelic is that the quality and the quantity of spoken Gaelic on-screen is sometimes not high enough. Or that the use of English is not always essential to the enjoyment of the programme or its quality or accessibility. All Gaelic speakers are now bilingual, and for many, English is their main language, a language in which they are served with a wide variety of television choice. It is essential therefore that BBC ALBA offers a credible alternative service in Gaelic,

INITIATIVES

✘ *Work jointly with Bòrd na Gàidhlig on research to understand the impact of Gaelic media on Gaelic learning, including on fluent Gaelic users.*

(Initiative 1)

✘ *Establish a new multi-platform language learning initiative, again with Bòrd na Gàidhlig, based on the evidence established by the research.*

(Initiative 2)

one that proposes a world-view and values rooted in the language and its culture and which resonates linguistically and culturally with the community of speakers. It should also attract many who do not speak Gaelic but are drawn to the programme content, the channel, the language or the culture. Each programme is different and in each we commit to ensuring that the quality and pitch of Gaelic on-screen continues to improve in line with our published language guidelines. Producers have a very important role to play here and we will seek to support them.

Children and young people are a major focus area for the channel, our partners and many stakeholders. Different strategies are required at different ages and the channel will seek to do more for pre-school and primary school-age children, while with channel partners, we will seek to engage young people age 13-24 in different ways.

What would success look like? We envisage that successful implementation of this objective could lead to increased viewing hours by Gaelic users, increased audience appreciation by Gaelic users, increased use of online Gaelic language learning resources, e.g. an enhanced LearnGaelic.scot, and increased investment in originations.

✘ *Establish a writing development programme, in partnership with Comhairle nan Leabhraichean and others.*

(Initiative 5)

✘ *In partnership with the BBC, create new pre-school and primary school children’s brands.*

(Initiative 3)

cleachdaidh na Gàidhlig, tuilleadh barail cothromach le luchd-cleachdaidh na Gàidhlig, barrachd cleachdadh de ghoireasan ionnsachadh na Gàidhlig air-loidhne, me LearnGaelic.scot meudaichte, agus leudachadh ann am maoineachadh a thaobh nuadh-phrògraman.

Mar a chaidh a ràdh, tha an t-amas seo gu ìre, ach chan eil gu tur, an urra ri meudachadh ann am maoineachadh BBC ALBA, agus chan eil seo no inbhe PSB ann an làmhan MG ALBA. Ach, tha sinn a' leantainn oirnn ann a bhith dealasach mun amas seo. Tha gach iomairt a tha sinn a' moladh air a dhealbh, gu dìreach no neo-dhìreach, gus an t-amas seo a choileanadh.

✧ *Teannaich am fòcas deasachaidh a thaobh leasachadh leantainneach air inbhe agus bitheantas na Gàidhlig a tha ann am prògraman an co-rèir ri stiùiridhean cànan.*

(Leasachadh leantainneach na seirbheis)

Amas 2:

Buaidh nàiseanta a choileanadh agus luach sòisealta agus cultarail a chruthachadh ann an Alba tro shusbaint Gàidhlig.

Tha an t-amas seo mu àbhaisteachadh na Gàidhlig agus cultar na Gàidhlig sa mhòr shruth de bheatha na h-Alba. Tha sinn a' feuchainn ri bhith a' beartachadh dol an sàs luchd-amhairc nàiseanta tron amas seo, le tomhasan de shoirbheachas a bhios a' gabhail a-steach meudachadh anns na h-uairean amhairc cuibheasach de BhBC ALBA leis an luchd-amhairc nàiseanta, a' cumail suas barail chothromach agus aonta luchd-amhairc nàiseanta, meudachadh ann an càileachd phrògram (mar a tha sin air a dhearbhadh le ainmeachaidhean agus duaisean) agus buaidhean neo-chraolaidh mar a bhith a' fastadh luchd-ionnsachaidh ùra Gàidhlig agus na chaidh a chur ri eaconamaidh chruthachail nas làidir.

Tha MG ALBA gu làidir dhan bheachd gum bu chòir dha na prògraman a tha BBC ALBA a' sealltainn, gu h-àraidh prògraman aithriseach, ceòl agus spòrs, a bhith mar sgàthan air na coimhearsnachdan is na coimhearsnachdan-ùidh air feadh Alba air fad, eadhoin an fheadhainn aig nach eil ceangal soilleir ris a' chànan is an cultar. Tha an ro-innleachd seo a dh'aon ghnothaich gus BBC ALBA (agus cuideachd, a' Ghàidhlig) a dhèanamh feumail do luchd-amhairc farsaing agus diofraichte.

Chan eil raon den bheatha shòisealta no phoblach anns nach bu chòir a' Ghàidhlig a bhith follaiseach agus tha MG ALBA ag amas sin a choileanadh tro ro-innleachd a thaobh susbaint.

✧ *Leasaich ar roinn solair gus iomadachadh agus eadar-nàiseanachadh a dhèanamh cinnteach gu buannachd inbhe na Gàidhlig taobh a-staigh agus taobh a-muigh na h-Alba.*

(Iomairt 6)

As we noted, this objective is partially, but not wholly, dependent on increasing investment in BBC ALBA, and neither this nor PSB status are in MG ALBA's hands. We remain committed to the fulfillment of this objective however. Each of our proposed initiatives is designed, directly or indirectly, to realise this objective.

✧ *Intensify editorial focus on continual improvement of quality and quantity of Gaelic in programming in line with language guidelines.*

(Ongoing service development)

Objective 2:

Achieve national impact and create social and cultural value in Scotland through Gaelic content.

This objective seeks the normalisation of Gaelic and Gaelic culture in mainstream Scottish society. We seek to enrich the engagement of the national audience through this objective, with measures of success including increased average viewing hours of BBC ALBA by the national audience, maintaining national audience appreciation and approval ratings, increased programme quality (as evidenced by nominations and awards) and non-broadcast impacts such as the recruitment of new Gaelic learners and the contribution to a more vibrant creative economy.

MG ALBA strongly believes that the output of BBC ALBA, particularly documentaries, music and sport, should reflect communities and communities of interest across the whole of Scotland, even those with no obvious connection to the language or culture. This is a conscious strategy to make BBC ALBA (and by extension, Gaelic) useful to wide and varied audiences.

There is no sphere of social or public life in which Gaelic should not be present and MG ALBA seeks to help achieve this through its content strategy.

✧ *Develop our supply sector to ensure diversification and internationalisation, improving the status of Gaelic in Scotland and outwith Scotland.*

(Initiative 6)

Amas 3
Cur ri cumail suas agus leasachadh na Gàidhlig.

Tha an t-amas seo a’ sireadh coimhearsnachd mheadhanan Gàidhlig a tha nas foghlamaichte, nas sgileil agus nas soirbheachail. Tha a’ choimhearsnachd seo a’ gabhail a-steach luchd-dèanaimh phrògraman agus luchd-com-pàirteachaidh, cruthadair UGC, sgrìobhadair, tidsearan, actaran, luchd-ealain agus luchd-ciùil a bhios a’ com-pàirteachadh gu cruthachail ann sna meadhanan Gàidhlig san fharsaingeachd. Dh’fhaodadh soirbheachas san amas seo a bhith air a thomhas a rèir leasachadh ann an cleachdadh na Gàidhlig sna meadhanan, meudachadh ann an CPD iomchaidh le cleachdadh na Gàidhlig le luchd-obrach sna meadhanan, meudachadh agus leasachadh san taghadh de dhaoine tàlantach agus fiosrach a bhios rim faotainn airson craoladh sa Ghàidhlig.

✘ *Obraich gu dlùth le ar roinn solair gus taic a thoirt do threòrachd ann an cànan na Gàidhlig.*

(Pàipear-taic 2)

✘ *Taic a thoirt do thàlant air-sgrion a tha a’ bruidhinn Gàidhlig, a’ gabhail a-steach FilmG. Obraichidh sinn gu dlùth le BBC Radio nan Gàidheal gus comas rèidio mar mheadhan air tàlant a leasachadh a thoirt am bàrr.*

(Leasachadh leantainneach na Seirbheis)

Amas 4:
Brosnachadh com-pàirt gnìomhach sna meadhanan Gàidhlig.

Tha an t-amas seo a’ sireadh cultar beothail de ur-ghnàthachadh agus cruthachail nas fheàrr sna meadhanan Gàidhlig a stèidheachadh am measg dhaoine òga.

Le Cunntas-sluaigh 2011 a’ comharrachadh eileamaidean de dh’fhàs anns a’ cho-rèir de dhaoine òga a tha a’ bruidhinn na Gàidhlig, ach dàta mheadhanan eile a’ sealltainn gur e an aois seo as lugha a tha a’ coimhead susbaint TBH, tha e riatanach gu bheil an aois seo air fhèin-bhrosnachadh gus a bhith a’ cruthachadh, a’ co-roinn agus a’ mealtainn an susbaint mheadhanan fhèin sa Ghàidhlig. Dh’fhaodar a ràdh gur e an raon seo aon de na h-eileamaidean as cudromaich den àm ri teachd didseatach airson na Gàidhlig agus ’s e stiùir aotrom a tha a dhith bho bhuidheann mar MG ALBA airson com-pàirteachadh a bhrosnachadh, gus dèanamh cinnteach gu bheil an fhàs dha-rìribh fìor, seasmhach agus a’ tighinn bho na coimhearsnachdan.

Le bhith ag obair le com-pàirtichean, faodaidh sinn ro-innleachdan a tha ann a-cheana a chleachdadh gus meudachadh na thathar a’ postadh de stuth agus mar sin a’ cur ri bhith ag àbhaisteachadh eadar-obrachadh air na meadhanan sòisealta tro mheadhan na Gàidhlig. Tachraidh seo mean air mhean.

Bidh na tomhaisean soirbheachais a’ gabhail a-steach meudachadh anns an t-susbaint Ghàidhlig a tha air ullachadh le luchd-cleachdaidh agus meudachadh san luchd-amhairc agus an com-pàirteachas sa leithid.

✘ *Brosnaich agus taic a thoirt do ghinealach de dhaoine òga ann an conaltradh air na meadhanan sòisealta, a’ gabhail a-steach susbaint UGC agus a’ cheann thall naidheachdas saoranach.*

(Iomairt 4)

Objective 3:
Contribute to Gaelic language maintenance and development.

This objective seeks a better educated, more skilled and successful Gaelic media community, including programme-makers and contributors, creators of UGC, writers, teachers, actors, artists and musicians that participate creatively in the breadth of Gaelic media. Success in this objective could be measured by an improvement in the usage of Gaelic in the media, an increase in relevant CPD by Gaelic media practitioners, increased and improved talent and expert pool available to Gaelic broadcasting.

✘ *Work closely with our supply sector to support Gaelic language training.*

(Appendix 2)

✘ *Support Gaelic speaking on-screen talent, including through FilmG. We will also work closely with BBC Radio nan Gàidheal to maximise the potential of radio as a vehicle for talent development.*

(Ongoing service development)

Objective 4:
Foster active engagement and participation in Gaelic media.

This outcome seeks to create a vibrant culture of Gaelic media innovation and creativity among young people.

With Census 2011 showing elements of growth in the proportion of young people speaking Gaelic, but other media data showing that this age group is the lowest consumer of TV content, it is essential that this demographic is self-motivated to create, share and enjoy their own media content in Gaelic. This area is arguably one of the most important elements of the digital future for Gaelic and yet it is one in which institutions such as MG ALBA must necessarily have a 'light touch' role in encouraging participation, in order to ensure that growth is indeed authentic, sustainable and grassroots-led.

Working with partners, we can leverage existing initiatives to increase the volume of material being posted, and thereby contribute to the normalisation of social media interactions through the medium of Gaelic. This will be a phased initiative.

Measures of success will include an increase in the volume of Gaelic user-generated content and increase in the viewership of and participation in such.

✘ *Catalyse and support a generation of young people to use Gaelic in social and digital media interactions, including user-generated content (UGC) and ultimately, citizen journalism.*

(Initiative 4)

Amas 5:
Cruthaich luach eaconamach, a' gabhail a-steach obraichean

'S e an toradh a thathar a' sireadh an seo a bhith a' toirt gu buil làn chomas eaconamach agus cothroman obrach nas fheàrr. Dh'fhaodadh soirbheachas sa bhuil seo gabhail a-steach meudachadh san àireamh de dh'obraichean, meudachadh san tabhartas eaconamach a tha air a dhèanamh le craoladh Gàidhlig (air a thomhas le Luach Leasaichte Iomlan [GVA]), meudachadh san àireamh eadar-nàiseanta de riochdairean sna meadhanan Gàidhlig, agus meudachadh san ìre gu bheil a' co-mhaoineachadh phrògraman. Cho math ris a' bhuaidh dhìreach eaconamach a thathar a' sireadh tha e cudromach gu bheil luach na Gàidhlig mar mhaoin eaconamach air a thuigse agus air a mheudachadh, agus tha àite cudromach aig MG ALBA ri chluich ann an seo a thaobh fàs gnìomhachasan cruthachail.

Anns a' mheasadh as ùire a chaidh a dhèanamh air buaidh eaconamach MG ALBA fhuaras gur e buaidh iomlan MG ALBA, 290 obraichean mar làn-thìde (FTE), agus GVA de £12.5m (Matthew, 2015). Den seo, tha mu 100 obair stèidhichte sna h-eileanan, le tuarastalan a tha nas àirde na a' chuibheasach airson na roinne. Tha rannsachadh a rinneadh le Iomairt na Gàidhealtachd 's nan Eilean an-uiridh a' sùileachadh gu bheil luach eaconamach na Gàidhlig mar mhaoin don eaconamaidh ann an Alba san fharsaingeachd de luach de £148.5m pa, agus an comas aig gnìomhachasan cruthachail na h-Alba air a mheas aig suas ri £29.4m (HIE, 2014).

✧ Eadar-nàiseanaich ar roinn solair, mar sin a' meudachadh a' chothrom nuadh-phrògraman a bhith air an reic ann am margaidhean eile, a' gabhail a-steach tuilleadh cudrom air co-riochdachadh agus co-choimiseanadh.

(Iomairt 6)

✧ Leasaich comas a' fàs ghnèithean leithid dealbhan beò agus leasachadh fòrmat.

(Iomairt 6)

San Eilean Sgitheanach a-mhàin, far a bheil Young Films a rinn The Inbetweeners' a' riochdachadh an dràma Gàidhlig, Bannan, rinneadh GVA de £690,000 agus chaidh 14 FTE a chruthachadh (Matthew, 2015). Tha buaidh a leithid de dh'airgead a bhith air a chosg ann an sgìrean laga a thaobh an eaconamaidh mar An t-Eilean Sgitheanach agus Na h-Eileanan an Iar air leth cudromach.

Tha sinn àrd-amasach a thaobh ar roinn solair agus is e eadar-nàiseanachadh aon dual chudromach de ar ro-innleachd leasachaidh. Neartaichidh seo seasmhachd na h-earrainn, agus ann a bhith a' dèanamh seo, nì sinn cultar de thionnsgalachd agus de cheannardas comasach ann an gnìomhachas cruthachail sa Ghàidhlig.

Objective 5:
Create economic value, including jobs

This outcome seeks to realise full economic potential and better employment opportunities. Success in realising this objective could include an increase in the number of jobs, an increase in the economic contribution made by Gaelic broadcasting (measured by Gross Value Added, or GVA), an increase in the international turnover of Gaelic media producers, and an increase in the extent of co-financing of programmes. As well as the direct economic impact sought, it is important that the value of Gaelic as an economic asset is understood and increased, and MG ALBA has a pivotal role to play in this regard in terms of creative industries' growth.

MG ALBA's most recent economic impact assessment found that the total impact of MG ALBA was 290 full-time equivalent (FTE) jobs, and GVA of £12.5m (Matthew, 2015). Of this, around 100 jobs are based in the islands, with wages above average for the area. Research conducted last year by Highlands and Islands Enterprise suggests that the potential economic value of Gaelic as an asset to the wider Scottish economy could be up to £148.5m pa, with the potential for Scotland's creative industries estimated at up to £29.4m (HIE, 2014).

✧ Internationalise our supply sector, thereby increasing the possibility of Gaelic-originated programming being sold in other markets, including continued emphasis on co-productions and co-commissioning.

(Initiative 6)

✧ Develop capacity in growth genres such as animation and format development.

(Initiative 6)

In Skye alone, where the Gaelic drama, Bannan is being produced by The Inbetweeners' Young Films, GVA of £690,000 and 14 FTE have been generated (Matthew, 2015). The impact of such spend in economically fragile areas such as Skye and The Western Isles is highly significant.

We are ambitious for our supply sector and a significant strand of our development strategy is internationalisation. This will strengthen the sustainability of the sector, and in doing so, we will facilitate a culture of entrepreneurship and creative business leadership in Gaelic.

Amas 6:

Dèan cinnteach gu bheil susbaint nam meadhanan Gàidhlig air a sgaoileadh taobh a-muigh na h-Alba agus na RA.

Tha MG ALBA airson 's gun tèid an susbaint a sgaoileadh gu h-eadar-nàiseanta thuca-san air taobh a-muigh na RA a bhruidhneas Gàidhlig no aig a bheil ùidh ann am prògraman mu chànan agus cultar na Gàidhlig, no mu Alba agus a cultar. Tha e comasach seo a dhèanamh an-dràsta a thaobh BBC Radio nan Gàidheal ach chan eil san fharsaingeachd airson BBC ALBA.

Is e BBC ALBA an t-aon seanail sgaoilidh airson telebhisean tron Ghàidhlig agus – eadar-dhealaichte ri seanailean mion-chànain eile – chan eil e ri fhaotainn le sliochd na h-Alba a tha a’ fuireach taobh a-muigh na dùthcha.

✖ Leasaich moladh airson cluicheadair eadar-nàiseanta neo-loidhneach mur a tabhann am BBC fuasgladh fon Chairt Òir.

(Leasachadh leantainneach na seirbheis)

Objective 6:

Ensure Gaelic media content is distributed outside Scotland and the UK.

MG ALBA seeks international distribution for content to those outwith the UK who speak Gaelic or who have an interest in Gaelic programming, language, or culture or in Scotland and its culture . This is currently possible for BBC Radio nan Gàidheal but not, generally, for BBC ALBA.

BBC ALBA is the only distribution channel for Gaelic language television and – unlike other minority language channels – is not available to the significant diaspora outwith the country.

✖ Develop a proposition for an international non-linear player, should the BBC not offer a solution under the new charter.

(Ongoing service development)

Tha comas aig na meadhanan Gàidhlig – ann an com-pàirteachas le buidhnean eile – uidheamachadh, brosnachadh agus a dhèanamh comasach do luchd-cleachdaidh na Gàidhlig ath-bheothachadh a thoirt air a’ Ghàidhlig

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Iomairtean

Tha an earrann seo a' leudachadh air na h-iomairtean a chleachdas sinn gus ar sia amasan a choileanadh.

Initiatives

This section expands upon the initiatives by which we will achieve our six objectives.

Iomairtean Initiatives

Amasan Objectives

	SEIRBHEIS NAS COILEANTA AIRSON LUCHD NA GÀIDHLIG MORE COMPLETE SERVICE FOR GAELIC USERS	BUAIDH NÀISEANTA NATIONAL IMPACT	CRUTHACHADH OBRAICHEAN CREATE JOBS	LEASACHADH SGILEAN IMPROVING SKILLS	A' DOL AN SÀS TRO MHEADHAN NA GÀIDHLIG AIR-LOIDHNE AGUS SNA MEADHANAN SÒISEALTA PARTICIPATION THROUGH THE MEDIUM OF GAELIC, ONLINE AND IN SOCIAL MEDIA	BUAIDH SAN RA AGUS GU H-EADAR-NÀISEANTA UK AND INTERNATIONAL IMPACT
RANNSACHADH RESEARCH	✓	✓	✓	✓	✓	✓
IOMAIRTEAN IONNSACHAIDH LEARNING INITIATIVES	✓	✓		✓	✓	✓
SUSBAINT CHLOINNE CHILDREN'S CONTENT	✓	✓		✓	✓	
SUSBAINT CRUTHAICHTE LE LUCHD-CLEACHDAIDH AGUS RAON AIR-LOIDHNE USER GENERATED CONTENT AND ONLINE AREA	✓	✓	✓	✓	✓	
LEASACHADH SGRÌOBHAIDH WRITING DEVELOPMENT	✓	✓	✓	✓	✓	
EADAR-NÀISEANACHADH INTERNATIONALISATION	✓	✓	✓	✓	✓	✓

Iomairt 1: Rannsachadh

Rannsachadh a bhios ag amas air a' cheangal eadar susbaint mheadhanan Gàidhlig agus ionnsachadh na Gàidhlig a stèidheachadh.

Is urrainn dha susbaint mheadhanan Gàidhlig cur ri iomairtean gus àireamh luchd-cleachdaidh na Gàidhlig a mheudachadh, agus gus cleachdaidh na Gàidhlig fhurastachadh agus a neartachadh le luchd-cleachdaidh a tha ann a-cheana.

Mar sin tha e cudromach tuigsinn an càirdeas a tha eadar susbaint mheadhanan Gàidhlig agus cleachdadh na Gàidhlig/togail agus cumail na Gàidhlig, gus taic nas fheàrr a thoirt do ionnsachadh, agus mar sin meudachadh a dhèanamh air an àireamh de luchd-labhairt, na tha a' dèanamh FMG, agus gus meudachadh beachd deimhinneach mun Gàidhlig. A thuilleadh air a bhith a' toirt taic do luchd-cleachdaidh bhon chreathall chun na h-uaghe, agus do sgoilearan ann am Foghlam tro Mheadhan na Gàidhlig agus an teaghlachan, tha àireamh nas motha de chloinn a' faighinn buannachd bhon phrògram Ionnsachadh na Gàidhlig sa Bhun-sgoil (GLPS), a tha air a thabhann le grunnan ùghdarras ionadail ann an Alba. Tha a' chlann sin agus an teaghlachan nam pàirt chudromach den amas a bhith ag àbhaisteachadh na Gàidhlig ann an Alba, agus feumar tuigse nas fheàrr fhaighinn air an àite a tha aig na meadhanan Gàidhlig sa cho-theacsa seo.

Chan eil mòran tuigse ann aig an àm a tha an làthair a thaobh a' cheangail a tha eadar susbaint mheadhanan Gàidhlig agus ionnsachadh. Tha seo air aithneachadh san rannsachadh sgoilearach a thathar air a dhèanamh chun na h-ìre seo me Milligan et al (2011) agus obair a tha a' dol an-dràsta fhèin le McConville agus Ross aig Oilthigh Ghlaschu mar phàirt de phrògram Soillse.

Co-obrachaidh MG ALBA agus Bòrd na Gàidhlig leis a' choimhearsnachd acadaimigeach gus rannsachadh a thòiseachadh airson tuilleadh tuigse fhaighinn air a' cheangal seo, gus ro-innleachdan èifeachdach a thaobh ionnsachadh cànan a chruthachadh a bhios a' gabhail a-steach a bhith a' cruthachadh stuth sna meadhanan a bheir taic do ionnsachadh is a chruthaicheas innealan luachmhor neo-loidhneach lèir-chlaistinneach.

Initiative 1: Research

Research that will seek to establish the relationship between Gaelic media content and Gaelic language learning.

Gaelic media content can complement initiatives to increase the number of Gaelic users, and to facilitate and strengthen usage by existing Gaelic users.

It is therefore important to understand the relationship between Gaelic media content and Gaelic usage/Gaelic acquisition and maintenance, in order to better support learning, and thereby increase the number of speakers, the uptake of GME, and the extent of positive attitudes to Gaelic. In addition to supporting users from cradle to grave, and Gaelic-Medium Education pupils and their families, there are increasing numbers of children benefitting from the Gaelic Learning in the Primary School (GLPS) programme, which is offered by several local authorities in Scotland. These children and their families are an important part of the objective of normalising Gaelic in Scotland, and Gaelic media's role in this context needs to be better understood.

The relationship between Gaelic media content and learning is currently little understood. This is acknowledged in the academic research done to date, e.g. Milligan et al (2011) and work underway by McConville and Ross at Glasgow University as part of the Soillse programme.

MG ALBA and Bòrd na Gàidhlig will work jointly with the academic community to initiate research to further understand this relationship, so as to create effective language-learning strategies that encompass the creation of media output that supports learning and the creation of valuable non-linear audio-visual tools.

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Iomairt 2: Iomairt Ionnsachaidh

Iomairt com-pàirteachais mòr, gus susbaint ionnsachaidh ùr a chruthachadh.

An co-bhoinn ris an rannsachadh gu h-àrd, agus an com-pàirt ri Bòrd na Gàidhlig mar an com-pàirtiche stiùiridh, leasaichidh MG ALBA iom-ùrlar ùr le susbaint airson na Gàidhlig ionnsachadh. Bidh Stòrlann Nàiseanta na Gàidhlig na phrìomh chom-pàirtiche san iomairt seo. Obraichidh MG ALBA còmhla ri Bòrd na Gàidhlig gus dèanamh cinnteach gu bheil na meadhanan Gàidhlig a' cur ri obair a' Bhùird ann a bhith a' cur an cèill ro-innleachd leantailach airson inbhidh a tha ag ionnsachadh na Gàidhlig.

Aig teis-mheadhan seo bithear a' togail air a' mhaoin luachmhor a tha ann an LearnGaelic. Is e brannd làidir a tha ann a tha air mealtainn fàs mhòr a thaobh luchd-tadhail. Tha e cuideachd na dheagh eisimpleir air co-obrachadh eadar bhuidhnean, agus an làrach air a bhith air a stiùireadh le com-pàirteachas aig a bheil deagh chliù, a tha a' ciallachadh gu bheil iomlanachd na chois.

LearnGaelic

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Initiative 2: Learning Initiative

A complementary major learning partnership initiative, in order to create new learning content.

In conjunction with the research above, and with Bòrd na Gàidhlig as lead partner, MG ALBA will develop new, multi-platform Gaelic learning content. Stòrlann Nàiseanta na Gàidhlig will be a key partner in this initiative. MG ALBA will work with Bòrd na Gàidhlig to ensure that Gaelic media complement its work in articulating a cohesive strategy for adult learners.

Central to this will be building on the highly valuable asset that is LearnGaelic. LearnGaelic is a strong brand which has enjoyed significant growth in visitors. It also exemplifies partnership working, with the site development being directed by a highly respected consortium which ensures the site's integrity.

Iomairt 3: Susbaint Chloinne

Stèidhich branndan làidir a bhios air am margaidheachd gu nàiseanta airson clann aig aois ro-sgoil agus bun-sgoil, me tro Cbeebies, gus an luchd-amhairc seo a fhrithealadh ann an dòigh nas fheàrr, agus gus a bhith ag ullachadh airson susbaint luchd-amhairc loidhneach san àm ri teachd.

Tha fianais ann gu bheil com-pàirteachas a' cruthachadh dol an sàs san àm ri teachd, agus is e beachd MG ALBA gum faod ìrean àrda de dhol an sàs agus com-pàirteachas ann am prògramadh loidhneach ann an deamografaig nas òige, a bhith a' cur an t-sìl a thaobh amharc susbaint loidhneach san àm ri teachd.

Tha MG ALBA a' sireadh gum bi iad ag amas air a bhith a' leasachadh branndan ro-sgoile agus bun-sgoile ann an com-pàirteachas leis a' BhBC. Bidh an iomairt seo gu mòr an urra ri maoinachadh bhon BhBC, me tro Cbeebies agus CBBC, agus ag amas air a bhith a' togail air pearsanachadh agus an ceangal làidir air leth a tha aig prògraman BBC ALBA ri cloinn a tha a' bruidhinn na Gàidhlig.

Initiative 3: Children's Content

Build strongly marketed national brands for pre-schoolers and primary school children, leveraging the partnership, e.g. through Cbeebies, to better serve this audience, and seed future linear content viewing.

There is evidence that participation creates future engagement, and it is MG ALBA's view that high levels of engagement and participation in linear programming in younger demographics can seed engagement for future linear content viewing.

MG ALBA seeks to develop pre-school and primary school brands in partnership with the BBC. This initiative will depend to a great extent on BBC investment, eg, through Cbeebies and CBBC, and will seek to build on personalisation and the strong, unique contact BBC ALBA programmes have with Gaelic speaking children.



Iomairt 4: Susbaint Cruthaichte le Luchd-cleachdaidh agus Air-loidhne

A' toirt taic do leasachadh stuth fèin-chruthaichte airson 13-24, leasaich raon susbaint gus àrdachadh agus sealltainn susbaint air a chruthachadh le luchd-cleachdaidh agus broснаich leasachadh de phrobhadh, bheachdan agus thàlant.

Chithear ann am Pàipear-taic 1 measadh MG ALBA air na h-atharrachaidhean ann an cleachdaidhean luchd-amhairc, agus a' bhuaidh a tha aig seo air ro-innleachd nam meadhanan Gàidhlig.

Ged a thathar mothachail air a' bheàrn san luchd-amhairc loidhneach a thaobh dhaoine nas òige, cho math ris a' cheist ann am prionnsabal do MG ALBA nach eil mòran sam bith de shusbaint mheadhanan Gàidhlig san earrann 13-24, is e ar beachd-ne gu bheil glè bheag de luach poblach ann an craoladair a bhith a' cruthachadh susbaint ann an riochd fada no ann an geàrr riochd air-loidhne airson an luchd-amhairc sin ach ann a bhith a' cruthachadh shuidheachaidhean airson deòntas agus fèin-chruthachadh. Tha Graffman a' moladh: "Tha e anabarrach cudromach nach bi riochdairean nam meadhanan Gàidhlig a' cur fòcas air a bhith a' riochdachadh prògram a tha ag amas air a bhith a' tàladh dhaoine òga, gu bhith mar actar mheadhanan a thathar a' meas buntainneach agus fasanta air na h-ùrlaran air fad. San là an-diugh thathar a' faicinn nam meadhanan Gàidhlig mar nì nach eil fasanta, ceangailte ri leanabachd agus seann aois, agus nach eil na shruth iomchaidh no nàdarraich airson fèistean no fiosrachadh. An uair a tha e air fhèin-fhiosrachadh mar nì a tha fasanta agus buntainneach, tha e comasach dha na meadhanan Gàidhlig a bhith nan taic làidir airson leantainneachd a thaobh conaltradh sa Ghàidhlig am measg an luchd-labhairt òga" (Graffman, 2014). Tha àite ann airson a' chraoladair agus an riochdaire a bhith ag àrach agus a' leasachadh 'leusan' earbsach a bhruidhneas a' Ghàidhlig. Tha àite ann cuideachd airson MG ALBA dèanamh cinnteach gu bheil susbaint Gàidhlig fèin-chruthaichte air a leasachadh, agus a' sireadh a bhith a' cur ri àrainneachd anns a bheil luchd-cleachdaidh na Gàidhlig a' faighinn a' chothruim a bhith a' cleachdadh na Gàidhlig gu saor ann an eadar-obrachadh sam bith sna meadhanan.

Tha mar sin dà iall eadar-cheangailte san iomairt seo: (i) leasachadh UGC didseatach sa Ghàidhlig agus (ii) a bhith a' brosnachadh barrachd cleachdadh den Ghàidhlig ann an conaltradh air na meadhanan sòisealta. Le bhith a' focasadh air a' chiad fhear dhiubh sin, tha sinn a' làn chreidsinn gum broснаich sinn an dàrna fear.

Tha plana-gnìomh air a chur an cèill ann am Pàipear-taic 3.

Initiative 4: User Generated Content and Online

Support the development of content self-creation for 13-24, develop content area to promote and showcase user-generated content and to foster experimentation and the development of talent and ideas.

Included at Appendix 1 is MG ALBA's assessment of changes in viewer habits, and the implications for Gaelic media strategy.

While the gap in linear audiences of younger audiences is noted, along with the question in principle for MG ALBA that this 13-24 segment currently experiences little or no Gaelic media content, our view is that the best strategy for these underserved audiences lies not in the broadcaster creating significant amounts of long-form or short-form online content for them but in creating conditions for spontaneity and self-creation. Graffman recommends: "It is extremely important that Gaelic media producers do not focus on trying to produce a programme that attracts young people, rather to become a media actor that is experienced as relevant and "cool" (attractive) on all platforms. Today Gaelic media is perceived as uncool, associated with childhood and old people, not as a relevant and natural source for entertainment and information. When experienced as cool and relevant, Gaelic media can become a strong support for the continuity of Gaelic speaking among the young speakers" (Graffman, 2014). There is a role for the broadcaster and producer to nurture and develop trusted Gaelic-speaking 'beacons'. There is also a role for MG ALBA in ensuring that Gaelic content self-creation is developed, and seeking to contribute to an environment in which Gaelic users are empowered to use Gaelic freely in any media interactions.

There are therefore two, related, strands to this initiative: (i) the development of digital UGC in Gaelic and (ii) encouraging greater use of Gaelic in social media interactions. By focusing on the first of these, we believe we can encourage the second.

An Action Plan is set out at Appendix 3.

GINEALACH ÒR

A NEW GENERATION

Iomairt 5: Leasachadh Sgrìobhaidh

Iomairt com-pàirteachais gus buidheann de sgrìobhadairean Gàidhlig airson TBH a leasachadh.

Tha Bannan air comharrachadh an dà chuid cho cudromach 's a tha sgrìobhadh beairteach, gnàthasach do threibhdhìreas an t-susbaint Ghàidhlig, agus cho fhìor mhath 's as urrainn dha dràma a bhith a thaobh leasachadh. Is iad na prìomh chom-pàirtichean a tha an sàs ann a bhith a' leasachadh sgrìobhadh sa Ghàidhlig Comhairle nan Leabhraichean, agus gheibh MG ALBA comhairle bho, agus bidh iad ann an com-pàirteachas le Comhairle nan Leabhraichean, Stòrlann Nàiseanta na Gàidhlig agus buidhnean eile a tha a-cheana an sàs ann an leasachadh sgrìobhadh sa Ghàidhlig. Tha Macin Sgilean Sgrion Alba Chruthachail na ghoireas cudromach a thaobh seo, cho math ri conaltradh ris an sgioba Litreachas agus Cànanan, agus goireasan com-pàirteachais mar am BBC Writers' Room.

Tha Paipear-taic 4 a' cur an cèill ann an riochd ghrafaigeach am Plana Leasachadh Sgrìobhadh airson TBH againn. Tha e a' cur an cèill sreath farsaing anns a bheil seachd ceuman, a' dol bho FilmG gu Sgoilearachd MA aig MG ALBA ann an Sgrìobhadh Ficsean airson TBH aig Oilthigh Cailleanach Ghlaschu.

Is e innleachd luachmhor airson MG ALBA a tha ann am FilmG ann a bhith a' toirt cumadh air stiùir ro-innleachdach nam meadhanan Gàidhlig. Bho 2016 bidh sinn a' gabhail a-steach seòrsachan sgrìobhadh airson sgrion agus cùrsaichean còmhnaidheach samhraidh mar dhuaisean. Is e seo a' chiad cheum ann a bhith a' dèiligeadh ri uallachaidhean mun dith a tha ann a thaobh sgrìobhadairean Gàidhlig.

Bithidh am plana leasachadh sgrìobhadh againn mothachail air cho air leth cudromach 's a tha rèidio ann a bhith a' dèanamh leasachadh seasmach air tàlant sgrìobhaidh, agus an cothrom air leth a tha an lùib BBC Radio nan Gàidheal. Gabhaidh sinn com-pàirt ann an sgeama Hi Wireless aig ScreenHI, a tha gu sònraichte a' cur cudrom air sgrìobhadh airson rèidio agus a bhios a' gabhail a-steach craoladh dràma air rèidio.

Dh'fhaodadh an com-pàirteachadh air ar Plana Leasachadh Sgrìobhadh airson TBH modh-cleachdaidh a stèidheachadh airson com-pàirteachas ealain chruthachail a dh'fhaodadh a bhith air a leudachadh gus ro-innleachd a chur an cèill a ghabhadh a-steach taobhan eile de na h-ealain chruthachail.

Initiative 5: Writing Development

Partnership initiative to develop stable of Gaelic writers for TV

Bannan has demonstrated both the enormous importance of rich, idiomatic writing to the integrity of Gaelic content, and what an excellent vehicle drama can be for development. Lead partners in the field of Gaelic writing development are Comhairle nan Leabhraichean, and MG ALBA will take advice from, and partner with, Comhairle nan Leabhraichean, Stòrlann Nàiseanta na Gàidhlig and other agencies already active in Gaelic writing development. Creative Scotland's Screen Skills Fund is an important resource in this regard, along with collaboration with its Literature and Languages team, as well as partner facilities such as the BBC Writers' Room.

Appendix 4 sets out in graphic form our TV Writing Development Plan. It sets out a comprehensive seven step sequence, running from FilmG through to the MA TV Fiction Writing MG ALBA Scholarship at Glasgow Caledonian University.

FilmG is a valuable device for MG ALBA to shape the strategic direction of Gaelic media. From 2016 we will include screen writing categories and summer writing residencies as prizes. This is the first step towards addressing concerns over the lack of a critical mass of Gaelic writers.

Our writing development plan will take cognisance of the exceptional importance of radio in sustainable development of writing talent, and the particular opportunity that lies in BBC Radio nan Gàidheal. We will participate in ScreenHI's Hi Wireless scheme, which focuses on writing for radio in particular and will include the broadcast of radio drama.

The collaboration on our TV Writing Development Plan could establish in practice a creative arts partnership which could be expanded to articulate strategy across other aspects of creative arts.

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DO SGEUL-SA!

WHAT'S YOUR STORY!

Dorsan Eadar-nàiseanta International Departures TERMINAL 3



Iomairt 6: Eadar-nàiseanachadh

Iomdachadh agus eadar-nàiseanachadh san roinn solair, a' gabhail a-steach leasachadh format agus dealbhan-beò.

Tha ar n-iomairt eadar-nàiseanachadh a' gabhail a-steach grunnan iallan: leasachadh an earrann solair, a' rannsachadh atharrachaidhean structarail a' gabhail a-steach chisean agus sònrachaidhean Eòrpach, agus a' meudachadh na chaidh a dhèanamh de stuth o thùs sa Ghàidhlig a tha air margaidhean eadar-nàiseanta, a' gabhail a-steach a bhith ag obair còmhla ri luchd-sgaoilidh. Bidh sinn cuideachd ag amas air a bhith a' leasachadh dà ghnè shònraichte: fòrmatan agus dealbhan beò.

Tha sinn àrd-amasach a thaobh a bhith a' fàs na h-earrainn solair de na meadhanan Gàidhlig. Is e eadar-nàiseanachadh aon taobh de ar ro-innleachd leasachaidh airson na h-earrainn solair, i.e. a bhith ag às-mhalairt phrògraman a chaidh a dhèanamh ann am margaidhean eile, no mar cho-riochdachadh/co-choimisean eadar-nàiseanta. Obraichidh MG ALBA ann an com-pàirteachas le buidhnean eile gus dèanamh cinnteach gu bheil a leithid de dh'obair air a stiùireadh le fianais. Bidh MG ALBA cuideachd ag amas air a bhith a' stèidheachadh com-pàirteachasan le craoladairean eile, san RA agus air taobh a-muigh na RA, gus sgèile a chruthachadh, agus cothrom air margaidhean eadar-dhealaichte agus mar sin a' dèanamh tuilleadh brosnachaidh air leasachadh solair ann an Alba.

Tha sinn a' moladh tomhasan sònraichte a thaobh eadar-nàiseanachadh: maoin co-riochdachaidh eadar-nàiseanta, leudachadh air farsaingeachd faochadh cìse corporra gus prògramadh cànanan tùsail a bhrosnachadh agus measadh soilleir air Nàiseanan na RA fon phrògram EU MEDIA.

Dh'fhaodadh com-pàirteachasan eile a bhith a' gabhail a-steach modh-obrach ioma-bhuidheann a thaobh a bhith margaidheachd susbaint a chaidh a chruthachadh o thùs ann an Alba, a dhèiligeadh ris an fheum a tha ann airson buidheann leithid BBC Worldwide/RTÉ Global/ZDF Enterprises a bhith ag obrachadh na margaidh airson luchd-riochdachaidh na h-Alba (aig an àm a tha an làthair is e fìor bheag de phrògramadh Gàidhlig agus dh'fhaodar a ràdh, glè bheag de phrògramadh na h-Alba a tha buidheann sgaoilidh a' BhBC, BBC Worldwide a' gabhail).

Obraichidh sinn an com-pàirteachas le luchd-sgaoilidh gus structair tionndaidhean eadar-nàiseanta a stèidheachadh, agus mar sin bhiodh na cosgaisean airson tionndadh eadar-nàiseanta agus dèiligeadh ri còraichean air an roinn co-ionann

Initiative 6: Internationalisation

Diversification and internationalisation of Gaelic supply sector, including format development and animation.

Our Internationalisation initiative encompasses several strands: development of the supply sector, exploring structural changes including tax and European designations, and increasing the amount of Gaelic-originated content made available on international markets, including through working with distributors. We will also pursue the development of two specific genres: formats and animation.

We are ambitious for the growth of the Gaelic media supply sector. One aspect of our development strategy for the supply sector is internationalisation, i.e. exporting finished programmes in other markets, or international co-production/co-commission. MG ALBA will work in partnership with other agencies to ensure such work is evidence-led. MG ALBA will also seek to establish partnerships with other broadcasters, UK and non-UK, to create scale, and different market opportunities and thus further catalyse supplier development in Scotland.

We propose specific measures in relation to internationalisation: an international co-production fund, an extension of the scope of corporate tax relief to encourage indigenous language programming and distinct assessment of the UK Nations under the EU MEDIA programme.

Other partnerships could include a multi-agency approach to marketing Scottish originated content, which would address the need for a body like BBC Worldwide/RTÉ Global/ZDF Enterprises to work the market for Scottish producers (currently the BBC distributor, BBC Worldwide takes negligible Gaelic programming and arguably, little Scottish programming).

We will partner with distributors in order to establish an international versioning structure, whereby versioning costs for international versioning and rights clearances would be met equally by a distributor and MG ALBA. This would follow identification of appropriate material early in the commissioning process and expedite entry into international markets. We will focus on the development of capacity in two specific genres, formats and animation.

eadar buidheann sgaoilidh agus MG ALBA. Bhiodh seo an dèidh dhan stuth iomchaidh a bhith air a chomharrachadh tràth sa phròiseas coimiseanaidh agus dhèanadh e an gluasad a-steach dha na margaidhean eadar-nàiseanta nas luaithe.

Cuiridh sinn fòcas air a bhith a’ leasachadh comais ann an dà ghnè shònraichte, fòmatan agus dealbhan-beò.

Chan eil eachdraidh aig Alba a bhith an sàs ann am fòmatan, i.e. na teampaidean a ghabhas an cleachdadh uair is uair agus an às-mhalairt 's an cleachdadh ann am margaidhean eadar-dhealaichte. Tha fòmatan ge-tà nan nithean a tha sìor fhàs ann am margaidhean eadar-nàiseanta. Gu ro-innleachdail mar sin, a thaobh fàs an earrann luchd-amhairc agus solair, dh’fhaodadh an comas airson leasachadh fòmat a bhith na bhuannachd. Tha craoladairean Albannach eile air an cuingealachadh a thaobh slotan; chan eil uiread de chuingalachadh air BBC ALBA, mar sin thathar a’ moladh modail a tha ga dhèanamh comasach an dà chuid tionndaidhean Beurla agus Gàidhlig a leasachadh agus fheuchainn a-mach. Aig an àm a tha an làthair tha sinn a’ leasachadh iomairt ‘Fòmatan Ceilteach’ an co-bhoinn ri TG4 agus S4C, le sùil ri bhith a’ co-choimiseanadh fòmat a dh’obraicheadh sna dùthchannan fa leth, agus a bhiodh mar sin air an dearbhadh a thaobh às-mhalairt.

Is e dealbhan-beò an dàrna gnè air am bi sinn a’ cur cudrom. Is e gnè a chosgais mòran ga dhèanamh a tha ann, ach tha an Cartoon Saloon ann an Èirinn air dearbhadh gu bheil comas coimeirsealta, cruthachail agus cultarail aige leis an Song of the Sea agus The Secret of Kells air an ainmeachadh airson Oscar. Tha e cuideachd a’ faighinn saorsa bho chisean san RA. Co-obrachaidh MG ALBA le com-pàirtichean, leithid Iomairt na Gàidhealtachd 's nan Eilean, Iomairt na h-Alba agus Alba Chruthachail gus comharrachadh mar a dh’fhaodas sgilean mar dealbhan-beò, obair ealain agus sgrìobhadh a bhith air an leasachadh gus an cothrom coimeirsealta agus cultarail seo a thoirt gu bith. Bidh iall dealbhan-beò nar Plana Leasachaidh Sgrìobhadh airson TBH. Tha com-pàirteachasan eile a dh’fhaodadh a bhith againn a’ gabhail a-steach Comhairle nan Leabhraichean, agus iad an sàs ann an nobhailean grafaigeach.

Agus, leasaichidh sinn tagradh airson cluicheadair eadar-nàiseanta neo-loidhneach, agus b’ fheàrr leinn seo a bhith ann an com-pàirteachas leis a’ BhBC.

Scotland has no track record in formats, i.e. the repeatable, exportable templates that can work in different markets. Formats remain however a growing aspect of international markets. Strategically therefore, for audiences and supply sector growth, the capacity for format development could be beneficial. Other Scottish broadcasters are restricted in terms of slots; BBC ALBA is less so, therefore a model that enables both English and Gaelic language versions to be developed and tested is suggested. We are currently developing a 'Celtic Formats' initiative with TG4 and S4C, with a view to co-commissioning a format that would work in all territories, and therefore be tested for exportability.

The second genre we will focus on is animation. This is an expensive genre to make, however Cartoon Saloon in Ireland have demonstrated its commercial, creative and cultural potential, with their Oscar nominated Song of the Sea and The Secret of Kells. It is also the beneficiary of tax breaks in the UK. MG ALBA will work with partners, such as Highlands and Islands Enterprise, Scottish Enterprise and Creative Scotland to identify how skills such as animation, artwork and writing can be developed in order to leverage this commercial and cultural opportunity. Our TV Writing Development Plan will include an animation strand. Other potential partnerships include Comhairle nan Leabhraichean, whose work includes graphic novels.

Finally, we will develop a proposition for an international non-linear player, preferably in partnership with the BBC.

Co-dhùnadh

A thuillleadh air na h-iomairtean sin, bidh MG ALBA agus am BBC ag obair a rèir plana gus BBC ALBA a libhrigeadh agus a leasachadh. Tha seo a’ gabhail a-steach a bhith a’ leasachadh an tàlant air-sgrion, cleachdadh na Gàidhlig air-sgrion agus ann an obair riochdachaidh agus leasachadh gnèithean phrògraman. Bheir Plana Obrachaidh 2016-17 MG ALBA, a bhios air fhoillseachadh sa Mhàrt 2016, fiosrachadh nas mionaidich mun seo.

Tha MG ALBA àrd-amasach a thaobh na Gàidhlig. Tha sinn a’ làn chreidsinn gu bheil an comas aig na meadhanan Gàidhlig a bhith nan innealan cumhachdach airson a’ chànan ath-bheothachadh. Chan urrainn dhuinn seo a choileanadh ach ann an com-pàirteachas ri buidhnean eile, agus a’ cheart cho cudromach cuideachd, ann an com-pàirteachas ri luchd-cleachdaidh na Gàidhlig. Chan urrainn dha buidhnean leotha fhèin an cànan ath-bheothachadh – ach is urrainn dhaibh luchd-cleachdaidh na Gàidhlig uidheamachadh, a bhrosnachadh agus a dhèanamh comasach dhaibh sin a dhèanamh. Tha sinn a’ coimhead air adhart ri bhith an sàs ann an seo.

Conclusion

In addition to these initiatives MG ALBA and the BBC each year work to a plan to deliver and develop BBC ALBA. This includes the development of on-screen talent, the use of Gaelic on-screen and in production and the development of programme genres. MG ALBA’s Operational Plan 2016-17 will be published in March 2016.

MG ALBA is ambitious for Gaelic. We believe Gaelic media have the potential to be powerful tools in the revitalisation of the language. We can only do this in partnership with other organisations, and equally, in partnership with users of Gaelic. Institutions alone cannot revitalise the language – but they can equip, catalyse and enable Gaelic users to do so. We look forward to playing our part.

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ÀRAINNEACHD NAM MEADHANAN GÀIDHLIG ON TAOBH A-MUIGH

A’ Togail agus a’ Cumail Suas na Gàidhlig

Is e raon-ùghdarrais MG ALBA dèanamh cinnteach gu bheil prògraman de dh’àrd-chàileachd sa Ghàidhlig air an tairgse do dhaoine ann an Alba.

Tha Riaghaltas na h-Alba, tro Bhòrd na Gàidhlig, air targaidean soilleir a stèidheachadh a thaobh a bhith a’ meudachadh àireamh luchd-labhairt na Gàidhlig ann an Alba. Tha Plana Nàiseanta na Gàidhlig 2012-2017 a’ sireadh a bhith a’ libhrigeadh grunnan bhuilean, a’ gabhail a-steach meudachadh san àireamh de chloinn a tha a’ clàradh ann am Foghlam tro Mheadhan na Gàidhlig (GME), gu 800 mu 2017, agus a’ meudachadh an àireamh de dh’inbich a tha a’ togail na Gàidhlig gu 3,000 mu 2017. Leanaidh an ath Phlana Nàiseanta na Gàidhlig air a’ solair amasan soilleir a thaobh a bhith a’ meudachadh àireamhan luchd-labhairt na Gàidhlig.

Feumar tuigse nas fheàrr fhaighinn air an àite a tha aig na meadhanan Gàidhlig a thaobh a bhith a’ brosnachadh togail agus a thaobh na feadhainn aig a bheil i, a bhith ga cumail

suas, gus làn chomais a thoirt do na meadhanan Gàidhlig a bhith a’ cur ris na h-iomairtean ann am Plana Nàiseanta na Gàidhlig. Tha seo a’ gabhail a-steach a bhith a’ togail air stòran luachmhor a tha ann a-cheana, leithid LearnGaelic.

PRÌOMH CHUSPAIR: stèidhich ceangal eadar susbaint nam meadhanan Gàidhlig agus ionnsachadh fad-beatha do luchd-cleachdaidh, a’ gabhail a-steach togail agus cumail suas. Tha seo a’ gabhail a-steach tuigse nas fheàrr air an taic a tha gach meadhan a’ toirt dha chèile, me LearnGaelic.scot agus BBC ALBA.

Suidheachadh Reachdail

Is e com-pàirteachas eadar am BBC agus MG ALBA a tha ann am BBC ALBA. Tha Achd Conaltraidh 2003 a’ toirt ùghdarras do MG ALBA seanail telebhisean Gàidhlig a ruith. Aig an àm a tha an làthair tha MG ALBA a’ coileanadh an dleastanais seo le bhith a’ maoineachadh agus a’ ruith seanail telebhisein Gàidhlig ann an co-bhoinn ris a’ BhBC. Is e càirdeas air chunnradh a tha seo. Mar thoradh air an sin, ged a tha BBC ALBA a’ coileanadh dleastanas na RA a thaobh Artaigeal 11 de Chlàr Eòrpach nan Cànanan Roinneil no Mion Chànanan, chan eil stèidh reachdail san RA no stèidh Cairt Rìoghail a’ BhBC

aige mar chraoladair seirbheis poblach.

PRÌOMH CHUSPAIR: stèidhich dealas reachdail agus/no stèidh Cairt Rìoghail a’ BhBC airson seirbheis telebhisean Gàidhlig le inbhe craoladair poblach.

Poilitigeach agus Maoineachadh

Tha co-chomhairleachadh riaghaltas na RA mu ùrachadh Cairt Rìoghail a’ BhBC a’ dol air adhart ann an 2015-16. Mar phàirt de thagradh chun a’ cho-chomhairleachaidh, tha MG ALBA air moladh gum bu chòir dhan BhBC na riochdachaidhean in-thaigh airson BBC ALBA a mheudachadh suas gu 10 uairean de phrògraman de dh’àrd-chàileachd gach seachdain, ann an co-rèir ris na tha BBC Wales a’ cur de phrògraman ri S4C (aig a bheil buidseit iomlan de £107m). Tha MG ALBA air moladh gum bi maoineachadh den t-seòrsa sin stèidhichte air prionnsabalan a tha co-chòrdail thar nan cànanan roinneil air fad san RA, agus mar sin air am maoineachadh air leth bho phrògraman Beurla ann an Alba.

Tha seòrsachan eile de bhrosnachadh fiosgail air a bhith air am moladh le MG ALBA gus eadar-nàiseanachadh agus co-riochdachadh a thoirt air adhart: Maoin Co-riochdachadh

Eadar-nàiseanta agus leudachadh de dh’fharsaingeachd faochadh cìs chorporra na RA gus brosnachadh a dhèanamh air prògramadh cànanan roinneil.

Ach, tha an cuingeachadh a tha air maoineachadh phoblach aig an àm a tha an làthair a’ ciallachadh gu feumar dearbhadh ceangal ri àireamh luchd-labhairt a bhith a chumail suas, no air àrdachadh, agus fòcas soilleir a chumail air àireamh luchd-amhairc a bhith air a chumail suas. Is iongantach mur leudaich an t-iarrtas a tha seo.

PRÌOMH CHUSPAIR: cumail/fàs luchd-amhairc agus stèidheachadh ceangal follaiseach eadar susbaint agus ionnsachadh mar a chunnacas gu h-àrd.

Cleachdaidhean luchd-amhairc

Tha cleachdaidhean luchd-amhairc ag atharrachadh, ach tha rannsachadh Ofcom a’ mothachadh gu bheil a bhith ag amharc TBH a’ mairsinn seasmhach. (Ofcom, 2014).

Ged a tha atharrachaidhean ann an cleachdadh, me gluasad bho bhith ag amharc gu loidhneach gu bhith ag amharc an dèidh làimh agus Bhidio Air-iarrtas, is e beachd MG ALBA gu

Appendix 1 – MG ALBA’s World

GAELIC MEDIA’ S EXTERNAL ENVIRONMENT

Gaelic Language Acquisition and Maintenance

The remit of MG ALBA is to ensure that high quality television programmes in Gaelic are made available to persons in Scotland.

The Scottish Government has, through Bòrd na Gàidhlig, established clear targets for increasing the numbers of Gaelic speakers in Scotland. The National Gaelic Plan 2012-2017 seeks to deliver various outcomes, including increases in the number of children enrolling in Gaelic Medium Education (GME), to 800 by 2017, and increasing the number of adults acquiring Gaelic to 3,000 by 2017. The next National Gaelic Plan will continue to provide clear targets on increasing numbers of Gaelic speakers.

Gaelic media’s role in relation to stimulating acquisition and in relation to maintenance by existing users requires to be better understood, in order to fully leverage the potential of Gaelic media in complementing the initiatives within each iteration of

the National Gaelic Plan. This includes building on valuable, existing assets such as LearnGaelic.

PRIORITY THEME: establish evidential link between Gaelic media content and life long Gaelic learning for users, including acquisition and maintenance. This includes a better understanding of the complementarity of each medium, e.g. LearnGaelic.scot and BBC ALBA.

Statutory Position

BBC ALBA is a partnership between the BBC and MG ALBA. The Communications Act 2003 empowers MG ALBA to operate a Gaelic language television channel. MG ALBA currently fulfils this remit by funding and operating a Gaelic language television channel in partnership with the BBC. This, therefore, is a contractual relationship. Consequently, although BBC ALBA is intended to secure the UK’s compliance with its obligations under Article 11 of the European Charter for Regional or Minority Languages, it has no UK statutory or BBC Charter underpinning as a public service broadcaster.

PRIORITY THEME: establish statutory commitment and/or

BBC Charter underpinning for a Gaelic language television service with public broadcaster status.

Political and Funding

The UK government’s consultation on BBC’s Royal Charter renewal takes place 2015-16. As part of its submission to the consultation, MG ALBA has proposed that the BBC increase its in-house production for BBC ALBA to 10 hours of high quality programmes per week, in line with BBC Wales’ programme contribution to S4C (which has a total budget of £107m). MG ALBA has proposed that such funding be based on principles consistent across all of the UK’s autochthonous languages, and therefore funded separately from the BBC’s Scottish English-language programming.

Other forms of fiscal stimulus have been proposed by MG ALBA in order to catalyse internationalisation and co-production: an International Co-Production Fund and an extension of the scope of UK corporate tax relief to incentivise indigenous language programming.

The public funding constraints which currently prevail however,

are such that the imperative to both demonstrate a link to maintained, if not growing numbers of Gaelic speakers, and ensure a clear focus on maintaining audience, is likely to grow rather than diminish.

PRIORITY THEME: maintain/grow audiences and establish evidential link between content and learning as above.

Viewer habits

Viewer habits are changing, however Ofcom’s research notes that TV viewing remains resilient (Ofcom, 2014).

Although there are changes in consumption, e.g. the switch from linear viewing to catch up and Video-On-Demand, it is MG ALBA’s view that this shift is complementary, i.e. that “people are using non-broadcast content to supplement their normal viewing rather than replace it” (Ofcom, 2014). MG ALBA is not however complacent in this regard, and we make two comments on this: (i) given the proliferation of content choice, MG ALBA notes that marketing of content will become increasingly important. This is an area that BBC ALBA can strengthen, particularly given the resources of the BBC; (ii)

bheil an t-atharrachadh seo co-phàirteach, i.e. gu bheil “daoine a’ cleachdadh susbaint neo-chraolte gus cur ris an amharc àbhaisteach aca seach e a bhith a’ dol na àite” (Ofcom, 2014). Ach chan eil MG ALBA somalta mun seo, agus tha sinn a’ cur dà bheachd ri seo: (i) leis an fhàs a tha air a thighinn air roghainn phrògraman, tha MG ALBA mothachail gum fàs margaidheachd air susbaint nam prògraman mòran nas cudromaich. Is e raon a tha seo is urrainn dha BBC ALBA a neartachadh, gu sònraichte leis na stòrasan a tha aig a’ BhBC. (ii) feumaidh làthaireach a bhith aig leasachadh susbaint san àm ri teachd air ioma-ùrlair. Tha seo iomchaidh a thaobh a bhith a’ dèanamh cinnteach gu bheil susbaint mheadhanan Gàidhlig a’ freagairt gu sònraichte air daoine nas òige a tha a’ sìor dhol gu suidheachaidhean neo-loidhneach, (faic gu h-ìosal), ach cuideachd mu a bhith a’ dèanamh cinnteach gu bheil an susbaint freagarrach nas fharsainghe na seanailean loidhneach. Tha MG ALBA a’ brosnachadh a sholaraichean a bhith mothachail air a’ ghluasad a tha seo tro chom-pàirteachadh ann an sgeamaichean mar The Pixel Lab 2015, dha bheil MG ALBA a’ toirt taic. Leanaidh MG ALBA air adhart a’ co-obrachadh le prìomh com-pàirtichean leithid Iomairt na Gàidhealtachd 's nan Eilean, agus Iomairt na h-Alba gus dèanamh cinnteach gum bi an solaraichean a’ leasachadh susbaint a dh’obraicheas san àm ri teachd air na h-ùrlaran.

PRÌOMH CHUSPAIR: cruthaich barrachd susbaint loidhneadh de dh’àrd-chàileachd, a’ togail àite chom-pàirtiche ann an tar-shanasachadh agus a’ brosnachadh leasachadh susbaint ioma-ùrlair sholaraichean.

Fo aois 45

Tha fhios againn bho rannsachadh a chaidh a dhèanamh a-cheana nach eil BBC ALBA a’ frithealadh dhaoine fo aois 45 ann an dòigh iomchaidh. Tha an t-seanail a’ fiaradh gu aoisean nas sine. Tha Ofcom air mothachadh gu bheil amharc TBH dhaoine eadar 16-24 air crìonadh thar nan trì bliadhna a chaidh seachad (Ofcom, 2014).

Tha na daoine òga ag amharc nas lugha de BhBC ALBA; tha iad cuideachd, san fharsaingeachd, ag amharc nas lugha de ThBH.

Gabh ealla de na gnìomhan san earrann seo: an ùine a bhithear a’ caitheamh a’ coimhead, 50% dheth air a chaitheamh a’ coimhead TBH beò (an taca ri 69% a thaobh inbhich). Tha an còigeamh cuid de dhaoine òga a’ cosg an ùine amhairc air susbaint air-loidhne (21%), 13% an sàs ann an susbaint air a luchdachadh a-nuas/air a shruthadh agus

8% a’ coimhead cliopan bhidio goirid air-loidhne (mòran nas motha na buidheann de dh’aois sam bith eile) (Ofcom, 2014). Ach gabh sùim de na fhuair BARB a-mach mun riochd ghoirid: “Chan eil sinn a’ sùileachadh gun gabh susbaint air-loidhne ann an riochd ghoirid àite telebhisean traidiseanta ann an riochd fhada.” (BARB, 2015)

Is e taobh eile de na staitistig mu dhaoine òga, cùis craoladh mion chànan airson an earrann seo. Ann an 2014, chaidh rannsachadh càileachdail, coimeasach a dhèanamh às leth MG ALBA leis an Oll. Katarina Graffman, a bha a’ dèanamh coimeas air modh-giùlain dhaoine òga a bha nan luchd-labhairt Gàidhlig (fo aois 16). Thàinig e chun cho-dhùnadh gu bheil “na meadhanan Gàidhlig air am meas mar nì nach eil fasanta, co-cheangailte rin òige agus ri seann daoine, agus nach eil e na thùs iomchaidh agus nàdarrachd airson cur-seachad agus fiosrachadh. An uair a tha faireachdainn ann gu bheil e fasanta agus iomchaidh, is urrainn dha na meadhanan Gàidhlig a bhith na taic mhòir airson leantainneachd na Gàidhlig am measg dhaoine òga” (Graffman, 2014).

PRÌOMH CHUSPAIR: beachdaich air (i) mar bu chòir dha na meadhanan Gàidhlig a bhith a’ frithealadh an luchd-amhairc seo an-dràsta, gus amharc TBH loidhneach a dhèanamh

tèarainte airson an ama ri teachd, agus (ii) àite MG ALBA, agus am meadhan iomchaidh, ann a bhith a’ tabhann susbaint mheadhanan Gàidhlig airson earrann nach eil an-dràsta a’ mealtainn mòran no glè bheag de shusbaint mheadhanan Gàidhlig agus (iii) an ceangal a tha aig seo ri dreuchd MG ALBA, còmhla ri com-pàirtichean, ann a bhith a’ brosnachadh àrainn comasachaidh anns na meadhanan sòisealta tro meadhan na Gàidhlig.

Na Meadhanan Sòisealta

A thuilleadh air a’ cheist mun t-susbaint a tha daoine òga ag amharc agus an t-àite a tha aig a’ Ghàidhlig ann an sin, feumaidh MG ALBA, mar a chaidh ainmeachadh gu h-àrd sa phrìomh chuspair, beachdachadh air àite na Gàidhlig sna meadhanan sòisealta, agus an dreuchd a tha aice.

A dh’aindeoin soirbheachas thachartasan a bhios ann aon-turas leithid Latha Tuitear Gàidhlig, chan eil cleachdadh na Gàidhlig air na meadhanan sòisealta air an àbhaisteachadh. Agus, is ann ainneamh a tha susbaint air a chruthachadh

future content development will require to have a multi-platform presence. This is relevant to ensuring Gaelic media content engages specifically with a younger demographic whose consumption is increasingly non-linear (see below), but also about ensuring content life beyond linear channels. MG ALBA is encouraging its suppliers to be cognisant of this evolution through participation in schemes such as The Pixel Lab 2015, of which MG ALBA is a supporter. MG ALBA will continue to work with key partners such as Highlands and Islands Enterprise and Scottish Enterprise to ensure its suppliers develop content that is ‘future proofed’ in terms of platform.

PRIORITY THEME: create more quality linear content, leverage partner’s role in cross-promotion and encourage suppliers’ multi-platform development of content.

Under 45s

We know from existing research that under 45s are currently underserved by BBC ALBA. The channel skews to an older demographic. Ofcom notes that TV viewing has declined for three consecutive years among 16-24 year olds (Ofcom, 2014).

The younger demographics watch less BBC ALBA; they are also, in general, watching less TV.

Note this segment’s activities: of the time spent on watching activities, 50% of it is spent watching live TV (compared to 69% among adults). A fifth of younger people’s viewing time is spent consuming online content (21%), 13% consuming downloaded/streamed content and 8% watching short online video clips (a significantly greater proportion than for any other age group) (Ofcom, 2014). However note BARB’s findings on short form: “We do not expect short-form online content to usurp long-form traditional television.” (BARB, 2015)

A further dimension to the statistics on young people is the issue of minority language broadcasting for this segment. In 2014, qualitative comparative research was undertaken for MG ALBA by Dr Katarina Graffman, comparing media behaviour

among young Gaelic speakers (under 16s). It concluded that “Gaelic media is perceived as uncool, associated with childhood and old people, not as a relevant and natural source of entertainment and information. When experienced as cool and relevant, Gaelic media can become a strong support for the continuity of Gaelic speaking among the young speakers” (Graffman, 2014).

PRIORITY THEME: consider (i) how Gaelic media should serve this audience now, to secure future linear TV viewing, and (ii) MG ALBA’s role, and appropriate medium, in providing Gaelic media content for a segment currently experiencing little or no Gaelic media content, and (iii) how this relates to MG ALBA’s role, with partners, in encouraging an enabling environment for participation in social media through the medium of Gaelic.

Social Media

In addition to the question of content consumption by younger demographics and the place of Gaelic in them, MG ALBA must, as noted in the priority theme above, consider the place of Gaelic in social media, and its role.

Despite the relative success of one-off events such as Gaelic Twitter Day, the use of Gaelic on social media is not normalised. Equally, user generated content in the medium of Gaelic is rare. The absence of a healthy social media ecology is a serious threat to the future of Gaelic and Gaelic media.

PRIORITY THEME: identify most effective methods and partnerships to strengthen and raise profile of Gaelic in social media.

le neach-cleachdaidh tro mheadhan na Gàidhlig. Tha dìth bhunait fhallain de shusbaint sna meadhanan Gàidhlig na chunnart mhòr don Ghàidhlig agus do na meadhanan Gàidhlig san àm ri teachd.

PRÌOMH CHUSPAIR: comharraich na dòighean agus na com-pàirteachasan as èifeachdaich gus ìomhaigh na Gàidhlig a neartachadh agus a thogail sna meadhanan sòisealta.

Àrainn nam meadhanan Gàidhlig on taobh a-staigh

Taobh a-staigh MG ALBA, chan e àrd-amas am bacadh as motha, ach maoin. Tha bacaidhean fiosgail air leth teann air a’ bhuidheann, agus, mar a chaidh ainmeachadh gu h-àrd, dealasan maoineachaidh mì-chinnteach a thaobh nam meadhanan Gàidhlig.

A thaobh suidheachadh MG ALBA aig an àm seo, tha an càirdeas a tha eadar sinn agus ar prìomh chom-pàirtiche, am BBC, a’ cumail air mar eileamaid bhunaiteach de shoibheachas leantainneach MG ALBA agus an t-seanail. Tha e a’ cheart cho cudromach gum bi an dà bhuidhinn a’ dèanamh an fheum as fheàrr den chàirdeas.

PRÌOMH CHUSPAIR: neartachadh a’ chàirdeis gu gnìomhach; dèanamh cinnteach gu bheil an fheum as fheàrr air a dhèanamh de na stòrasan, me margaidheachd.

Tha solaraidhean BBC ALBA nam pàirt deatamach de shoibheas roinn nam meadhanan Gàidhlig. Tha leasachadh leantainneach na h-earrainn sin cudromach bho ghrunnan shealladh: càileachd chruthachail an stuth a thathar a’ craoladh, càileachd na Gàidhlig, agus soirbheas

coimeirsealta, a’ gabhail a-steach iomadachadh agus eadar-nàiseanachadh.

PRÌOMH CHUSPAIR: leasachadh na roinne, a’ gabhail a-steach eadar-nàiseanachadh.

A thaobh luchd-amhairc, bidh MG ALBA agus am BBC a’ cruinneachadh is a’ sgrùdadh dàta gu dian agus gu foirmeil gach seachdain agus mìos. Tha seo a’ dèanamh cinnteach gu bheil co-dhùnaidhean ro-innleachdail stèidhichte air fianais. A thuilleadh air seo, as t-Earrach 2015 chaidh co-chonaltradh poblach neo-fhoirmeil a chumail air feadh Alba, gus ìomchaidheachd nan amasan a tha air an sònrachadh san sgrìobhainn seo a mheasadh. B’ e eacarsaich luachmhor a bha ann, agus tha MG ALBA dealasach mu bhith a’ cumail chonaltraidhean mar seo bho àm gu àm.

Chaidh toraidhean a’ cho-chomhairleachaidh seo, agus freagairt MG ALBA an cur an cèill gu mionaideach ann an Co-Chomhairle 2015.

Bhathar iomagaineach aig àm a’ chonaltraidh phoblaich agus on uair sin, mu na bhathar a’ cleachdadh de Ghàidhlig sna prògraman. Tha na stiùiridhean cànan a tha air an cur an cèill air an làrach-lìn againn a’ soillearachadh nam prionnsabalan a tha nam bun-stèidh do na co-dhùnaidhean mu chothromachadh susbaint Gàidhlig ann am prògraman BBC ALBA. Faodaidh e bhith gu bheil barrachd Beurla ann an cuid den t-susbaint oir chaidh a choimiseanadh le amasan àbhaisteachaidh sònraichte san amharc, me a bhith ag atharrachadh beachd luchd-amhairc bho chion-ùidh a bhith aca gu bhith neo-phàirteach, no bho bhith neo-phàirteach gu beachdan taiceil a bhith aca mun Ghàidhlig, an co-rèir ris na prionnsabalan sin.

Leanaidh sinn oirnn ag obair le ar n-earrann solair gus cuideachadh agus taic a thoirt do thrèanadh ann an cànan na Gàidhlig sa h-uile taobh de dh’obair riochdachaidh. Tha am plana trèanaidh air a chur an cèill ann am Pàipear-taic 2.

Gaelic Media’s Internal Environment

Within MG ALBA, the chief constraint is not ambition, but finances. The organisation faces very tight fiscal constraints and, as noted above, uncertain financial commitments to Gaelic media.

In terms of MG ALBA’s immediate environment, the relationship with our key partner, the BBC, continues to be a fundamental element of continued success both for MG ALBA and for the channel. Equally important are ensuring that both parties maximise the relationship.

PRIORITY THEME: actively strengthen the relationship; ensure all assets are maximised, e.g. marketing.

The suppliers to BBC ALBA are a critical part of the success of the Gaelic media sector. The ongoing development of that sector is important in several respects: creative quality of output, quality of Gaelic, and commercial success, including through diversification and internationalisation.

PRIORITY THEME: sector development, including internationalisation.

In terms of viewers, MG ALBA and the BBC gather and analyse data on a rigorous, formal basis weekly and monthly. This ensures strategic decisions are strictly evidence based. In addition to this, in Spring 2015 an informal public consultation was held across Scotland, in order to assess the appropriateness of the objectives identified within this document. This was a valuable exercise, and MG ALBA commits to ensuring such discussions are held regularly.

The findings from this consultation, together with MG ALBA’s response to them were set out comprehensively in Co-Chomhairle 2015.

Concerns were expressed during our public consultation and since then, about the amount of Gaelic in programming. Language guidelines set out on our website make clear the principles which inform decisions about the balance of Gaelic language content in BBC ALBA programmes. 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 these principles.

We will continue to work with our supply sector to facilitate and support Gaelic language training in all aspects of production. This training plan is set out at Appendix 2.

Pàipear-taic 2 - Trèanadh

Cùl-fhiosrachadh

Tha grunnan bhuidhnean le ùidh ghnìomhach ann an trèanadh sna meadhanan ann an Alba: Leasachadh Sgìlean Alba (SDS), Alba Chruthachail agus Creative Skillset agus eile. Tha seo a thuilleadh air an dreuchd trèanaidh a tha PACT a’ gabhail os làimh airson a bhallrachd.

Ann an 2014, stèidhich MG ALBA buidheann comhairleachaidh gnìomhachais an co-bhoinn ri Sabhal Mòr Ostaig. A thuilleadh air ceist na Gàidhlig, bheir am buidheann comhairleachaidh tuilleadh comhairle ro-innleachdail mu threànadh.

Tha MG ALBA cuideachd na chom-pàirtiche ann an leasachadh Corpais an co-bhoinn ri Bòrd na Gàidhlig, agus tro LearnGaelic, bithear an sàs ann an leasachadh goireas gràmar Gàidhlig agus co-ionad briathrachas Gàidhlig.

An t-àite aig MG ALBA

Tha trèanadh na ghnìomh leantainneach do MG ALBA. Bidh na prìomhachasan trèanaidh againn air am fiosrachadh le bhith

a’ co- obrachadh leis na buidhnean a chaidh an ainmeachadh gu h-àrd, agus bidh an dleastanas againn a’ gabhail a-steach a bhith a’ furastachadh trèanadh luchd-obrach sna meadhanan Gàidhlig tro na solaraichean nàiseanta sin. Bidh MG ALBA a’ feuchainn ri dèanamh cinnteach gum bi ar solaraichean a’ gabhail làn cothrom air an trèanadh a bhios air a thabhann leis na buidhnean sin.

Thathar mothachail air nàdar co-obrachail nan ro-innleachdan trèanaidh leithid na feadhainn a tha air an tabhann leis an **Screen Skills Fund** aig Alba Chruthachail, agus tha obair aig MG ALBA ri choileanadh ann a bhith a’ dèanamh cinnteach gum bi a sholaraichean a’ dèanamh tagraidhean co-obrachail.

Tha sinn mothachail gur e aon raon sònraichte far a bheilear a’ sireadh trèanadh 's e bhith a’ dèanamh cinnteach gu bheil leasachadh susbaint sholaraichean ullachichte gu leòr airson an ama ri teachd, i.e. gu bheil am modh-obrach farsaing agus thar-ùrlair. Chan eil seo a-mhàin mar thoradh air iarrtasan BBC ALBA mar cheannaiche, ach gus dèanamh cinnteach gum meudaich iad an susbaint thairis air na h-ùrlaran air fad.

and our role will include facilitating the training of Gaelic media practitioners through these national providers. MG ALBA will seek to ensure that our suppliers take full advantage of training provided by these bodies.

The collaborative nature of training initiatives such as those provided through Creative Scotland’s Screen Skills Fund is noted, and MG ALBA has a role to play in ensuring its suppliers make collaborative applications.

We note that one particular area where training is sought is ensuring that suppliers’ content development is sufficiently future proofed, i.e. that their approach is horizontal and cross-platform. This is not necessarily because of the demands of BBC ALBA as customer, but to ensure they maximise their content across all platforms.

A thaobh àite MG ALBA a rèir trèanadh: bidh maoineachadh cuibhrichte na buidhne a’ fòcasadh air a bhith a’ togail comas a thaobh na Gàidhlig taobh a-staigh na roinne.

Tha seo a’ gabhail a-steach a bhith ag aithneachadh agus a’ toirt taic do thàlant air-sgrion a bhios a’ bruidhinn na Gàidhlig, a’ gabhail a-steach FilmG, agus a’ meudachadh comas rèidio mar mheadhan airson a bhith a’ leasachadh tàlant.

Bidh na h-oidhirpean againn, agus na bhios sinn a’ cosg, a thaobh trèanadh a’ fòcasadh air a bhith a’ dealbhadh fuasglaidhean cànan a rèir feumalachdan gach companaidh. Tha barrachd sgiobaidhean riochdachaidh a bhruidhneas Gàidhlig a’ ciallachadh gum bi dèanamh phrògraman nas èifeachdaich agus de chàileachd nas àirde agus a’ toirt taic do chleachdadh na Gàidhlig san àite-obrach, agus mar an ceudna a’ leudachadh chothroman obrach do dhaoine le sgìlean Gàidhlig. Co-obrachidh MG ALBA leis an roinn solair gus an dòigh as èifeachdaich air seo a chomharrachadh a lorg, a’ gabhail a-steach:

- (i) sgrùdadh air planaichean foirmeil Gàidhlig (a thuilleadh air uallachaidhean cunradail làithreach a thaobh na Gàidhlig);
- (ii) stèidheachadh modalan airson cùrsaichean teisteanachta a’ togail air an fheadhainn a chaidh an leasachadh le Comhairle nan Leabhraichean a thaobh teisteanasan airson luchd-deasachaidh Gàidhlig;
- (iii) dean sgrùdadh air an taic meantaraidh airson companaidhean, a rèir an cearcall coimiseanaidh.

In terms of MG ALBA's direct role in training: the organisation's limited funding will be focused on building Gaelic language capability within the sector.

This includes identifying and supporting Gaelic speaking on-screen talent, including FilmG, and maximising the potential of radio as a vehicle for talent development.

Our efforts, and our spend, on training will focus on building bespoke language solutions for supplier companies. More Gaelic speaking production crews means more efficient, higher quality programme making and aids Gaelic usage in the workplace, in turn expanding employment opportunities for staff with Gaelic skills. MG ALBA will work with the supply sector to identify the most effective way of delivering this, including:

- (i) investigation of formal Gaelic plans (in addition to current contractual obligations in relation to Gaelic);
- (ii) the establishment of modular certified courses building on those developed by Comhairle nan Leabhraichean for certification of Gaelic editors;
- (iii) explore mentoring support for companies, dependent on their commissioning cycle.

Appendix 2 – Training

Background

There are several organisations with an active interest in media training in Scotland: Skills Development Scotland, Creative Scotland and Creative Skillset among others. This is in addition to the training role undertaken by PACT for its members.

In 2014, MG ALBA established an industry advisory group with Sabhal Mòr Ostaig. In addition to the question of Gaelic language, this advisory group will give further strategic input on training.

MG ALBA is also a partner in Corpus development along with Bòrd na Gàidhlig, which through LearnGaelic, will involve the development of a Gaelic grammar capability and a Gaelic terminology hub.

MG ALBA’s Role

Training is an ongoing activity for MG ALBA. Our training priorities will be informed by collaboration with bodies above,

Pàipear-taic 3 – Susbaint fèin chruthaichte agus air-loidhne

Bidh an iomairt seo air a toirt a-steach mean air mhean: Bidh Ìre 1 a’ fòcasadh air oidhirpean a bhith a’ meudachadh UGC Gàidhlig; tha Ìre 2 an urra ri Ìre 1, agus a’ fòcasadh air a bhith a’ furastachadh dèiligeadh ris a leithid de shusbaint agus a’ toirt tuilleadh susbaint air adhart agus ga cho-roinn. Bidh Ìre 3 a’ togail air an stuth cudromach seo leis an amas a bhith a’ leasachadh naidheachdas saoranach tro mheadhan na Gàidhlig, agus a bhith a’ cruthachadh sòn leasachaidh air-loidhne airson susbaint.

Ìre 1

Mus tòisich iomairt sam bith san raon seo, feumaidh meudachadh a thighinn air an stuth bho na coimhearsnachdan ionadail a bhithear a’ cur air-loidhne. 'S e àite glè bheag a bhios aig buidhnean mar MG ALBA ann an leasachadh den t-seòrsa seo, oir feumaidh fàs seasmhach a thighinn gu nàdarra bho na coimhearsnachdan fhèin agus bho dhaoine fa leth sna coimhearsnachdan. Air an làimh eile, tha

e cudromach gum bi oifigearan leasachaidh bhuidhnean fa leth aig a bheil dlùth cheangal ri coimhearsnachdan a’ toirt a’ chothruim a bhith a’ brosnachadh a leithid de stuth. Tha dlùth chom-pàrteachas èiseil a thaobh seo.

Mar sin le taic Bhòrd na Gàidhlig, nì sinn conaltradh ri Fèisean nan Gàidheal, Comunn na Gàidhlig, Stòrlann Nàiseanta na Gàidhlig, Iomairt na Gàidhealtachd 's nan Eilean, Alba Chruthachail agus buidhnean eile a tha ag obair taobh a-staigh nan coimhearsnachdan Gàidhlig, a chùim a bhith a’ brosnachadh thachartasan coimhearsnachd agus thachartasan eile, a bhith air an clàradh agus air an cur air-loidhne. Tha sinn ag amas a bhith a’ cruthachadh cultar anns am bi e àbhaisteach a bhith a’ cruthachadh susbaint, ge bith an ann le bhith ag obair nar n-aonar no ann am buidhnean, a’ cleachdadh na Gàidhlig, agus an stuth sin a bhith air a cho-roinn air-loidhne. Is e a bhith a’ togail air tachartasan Gàidhlig agus air ceanglaichean a tha air an deagh stèidheachadh an dòigh as èifeachdaich air seo a choileanadh.

Is e iomairt air leth luachmhor a tha ann am FilmG sa cho-theacsa seo. Tha FilmG air fhòcas a mheudachadh le bhith ag obair le buidhnean coimhearsnachd. A bharrachd air sin tha co-fharpais fòn-làimhe air a bhith air a thoirt a-steach do FilmG

airson 2016, agus barrachd sùbailteachd a thaobh fad nan tagraidhean. Tha dreuchd FilmG ann a bhith a’ meudachadh litearras sna meadhanan air leth cudromach agus leanaidh MG ALBA air adhart a’ dèanamh cinnteach gum bi seo air a làn coileanadh, agus a’ cur ri iomairtean foghlaim a tha ann a-cheana leithid IntoFilm aig Foghlam Alba.

Ìre 2

Tha Ìre 2 an urra gu mòr ri meudachadh san tomhas de stuth UGC Gàidhlig bhon choimhearsnachd a tha ri fhaotainn air-loidhne. Aon uair 's gu bheil seo air a choileanadh, bidh MG ALBA, ann an com-pàrteachas le Bòrd na Gàidhlig, a’ furastachadh raon susbaint air-loidhne air ùrlar a tha ann a-cheana mar Tumblr (no fear coltach ri seo), a ghabhas ri susbaint Gàidhlig, ge bith cò às a thig e. Bhiodh an colmadh seo a’ gabhail a-steach a bhith a’ lorg luchd-cruthachaidh susbaint (blogairean, bhinearan msaa) agus a’ co-roinn an t-susbaint air duilleag Tumblr. A thuilleadh air seo bhiodh iad

air am brosnachadh a bhith a’ cruthachadh stuth iad fhèin bho thùs agus a’ misneachadh dhaoine eile nach eil an-dràsta a’ cruthachadh càil iad fhèin tòiseachadh. Bidh e cuideachd mar ‘dachaigh’ airson tachartasan Gàidhlig beò.

Tha e soilleir dhuinn gu feum bunait stèidhichte gu dlùth sa choimhearsnachd a bhith aig a leithid de raon susbaint. Agus tha e soilleir dhuinn nach bu chòir dhuinn ùrlar ùr a chruthachadh. Feumaidh sinn togail air na h-ùrlaran agus an cleachdadh a tha ann a-cheana.

Bidh an raon susbaint seo cuideachd air a leasachadh ann an dlùth cho-chonaltradh ris a’ BhBC gus dèanamh cinnteach gu bheil e a’ cur gu tur ris na tachartasan acasan san earrann seo den obair, agus gu bheil na meadhanan Gàidhlig a’ faighinn buannachd bho oidhirpean a’ BhBC a bhith a’ brosnachadh ghnìomhan san raon seo.

Appendix 3 – User Generated Content and Online

This initiative will be phased: Phase 1 will focus on efforts to increase the volume of Gaelic medium UGC; Phase 2 is contingent on Phase 1, and will focus on facilitating the curating of such content and stimulating further content and sharing in turn; Phase 3 will build on this critical mass with the aim of developing citizen journalism in the medium of Gaelic, and of creating an online content development zone.

Phase 1

Any initiative in this area must be preceded by an increase in the amount of grassroots material being posted online. Institutions like MG ALBA have a necessarily limited role in this, because sustainable growth must be organic, authentic and led by communities and individuals within communities. Equally, however, the close links various organisations’ development officers have with communities give an advantage in boosting such material. Partnership is essential in this regard.

Therefore, with the support of Bòrd na Gàidhlig, we will collaborate with Fèisean nan Gàidheal, Comunn na Gàidhlig, Stòrlann Nàiseanta na Gàidhlig, Highlands and Islands Enterprise, Creative Scotland and other organisations operating within Gaelic communities, in order to encourage more existing community activities, and related activities, to be recorded and posted online. We seek to create a culture whereby it is normal to create content, whether individually or in groups, using Gaelic, and for that content to be shared online. Building on existing Gaelic activities and well-established relationships is the most effective way to achieve this.

FilmG is a highly valuable existing initiative in this context. FilmG has increased its focus on working with community groups. Additionally, a mobile phone competition has been introduced to FilmG for 2016, along with greater flexibility on the duration of entries. FilmG’s role in increasing media literacy is highly important and MG ALBA will continue to ensure this is fully exploited, including complementing existing educational initiatives such as Education Scotland’s IntoFilm.

Phase 2

Phase 2 is contingent on an increase in the amount of grass roots Gaelic UGC available online. Once a step change in this has been achieved, MG ALBA, in partnership with Bòrd na Gàidhlig, will facilitate the development of a focused, online content area operating on an existing platform such as Tumblr (or an equivalent), which will aggregate Gaelic content, irrespective of source. This aggregation would involve finding content creators (bloggers, viners etc) and sharing their content on the Tumblr page. In addition, they would be encouraged to create more original content and inspire others not currently creating anything to join in. It will also be a ‘home’ of live streamed Gaelic events.

We are clear that such a content area must have an organic, grassroots base. Equally we are clear that we will not create a new platform. We must build on existing platforms and existing usage.

This content area will also be developed in close collaboration with the BBC in order to ensure it is entirely complementary to their activities in this sphere, and that Gaelic media benefit from efforts by the BBC to stimulate activity in this area.

ìre 3

Bhiodh an treas ìre den iomairt seo a' gabhail a-steach a bhith a' brosnachadh naidheachdas saoranach agus ionadail, a mheudaicheadh sealladh air susbaint Gàidhlig air, mar eisimpleir, làraich-lìn naidheachdan ionadail. Obraichidh MG ALBA còmhla ri Bòrd na Gàidhlig air a seo, agus tha am BBC air a ràdh gun toir iad seachad trèanadh sam bith a bhios a dhìth gus naidheachdas den t-seòrsa seo a bhrosnachadh.

San treas ìre, bidh an raon susbaint Tumblr a' fàs gu bhith na àite airson a bhith a' feuchainn a-mach bheachdan ùra agus airson a bhith a' lorg tàlant ùr, a' gabhail a-steach (ach gun a bhith air a chuingealachadh ri):

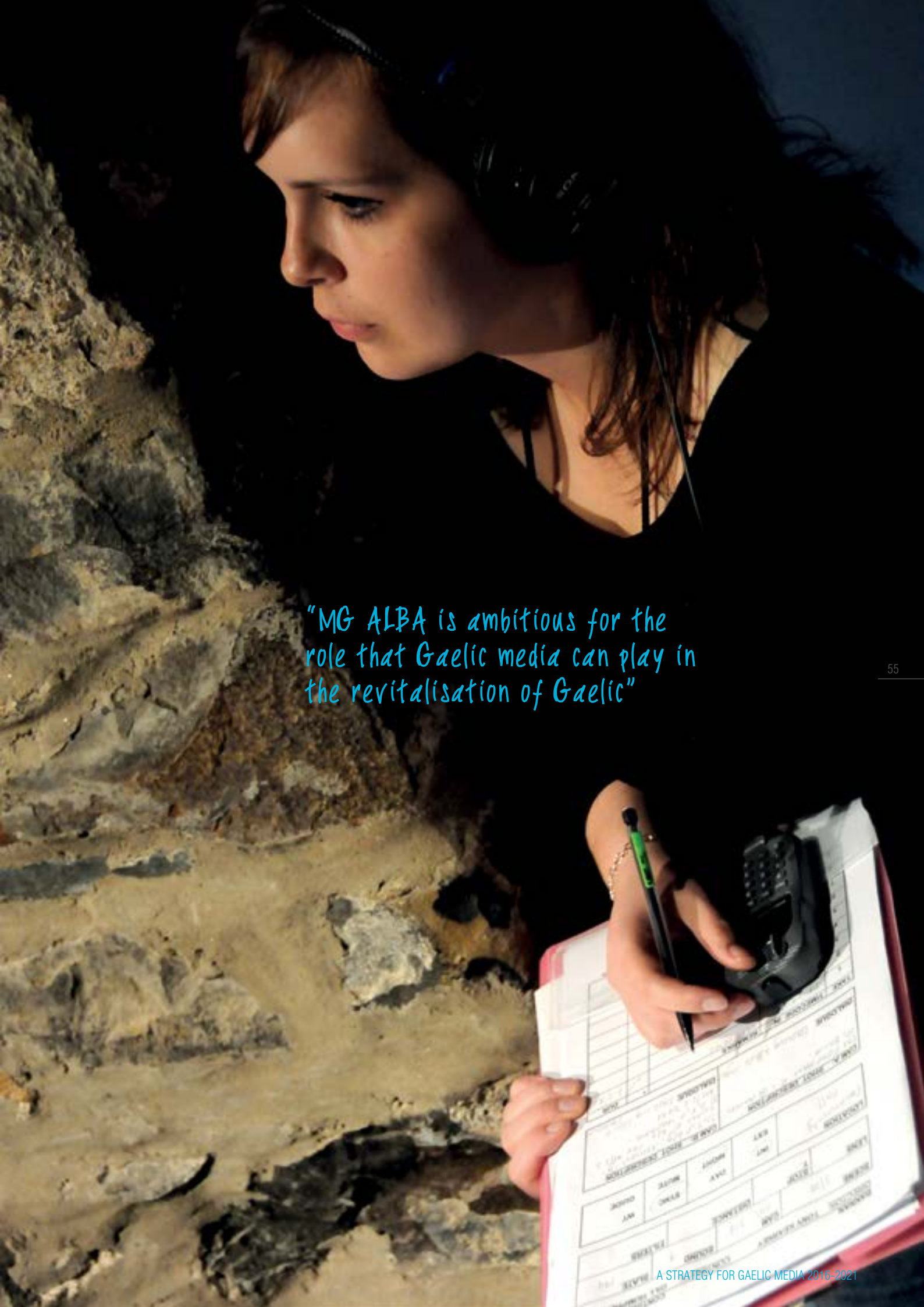
- (i) Co-chruthachadh leth-fhoirmeil, ach co-chonaltrach eadar feadhainn a tha a-cheana a' cruthachadh UGC agus feadhainn a tha a' coimiseanadh. Dh'fhaodadh seo aig a' cheann thall leasachadh gu nàdarach gu bhith na shusbaint loidhneach nas fhoirmeil.
- (ii) A' taisbeanadh ealain chruthachail – mar a bhith a' dèanamh ullachadh air obair ùr a chaidh a chruthachadh tron Phlana Leasachadh Sgrìobhadh airson TBH.

Phase 3

The third phase of this initiative would include the stimulation of citizen and local journalism, which could increase the profile of Gaelic content on, for example, local news websites. MG ALBA will work with Bòrd na Gàidhlig on this, and the BBC have stated that they will contribute any training required to encourage such citizen journalism.

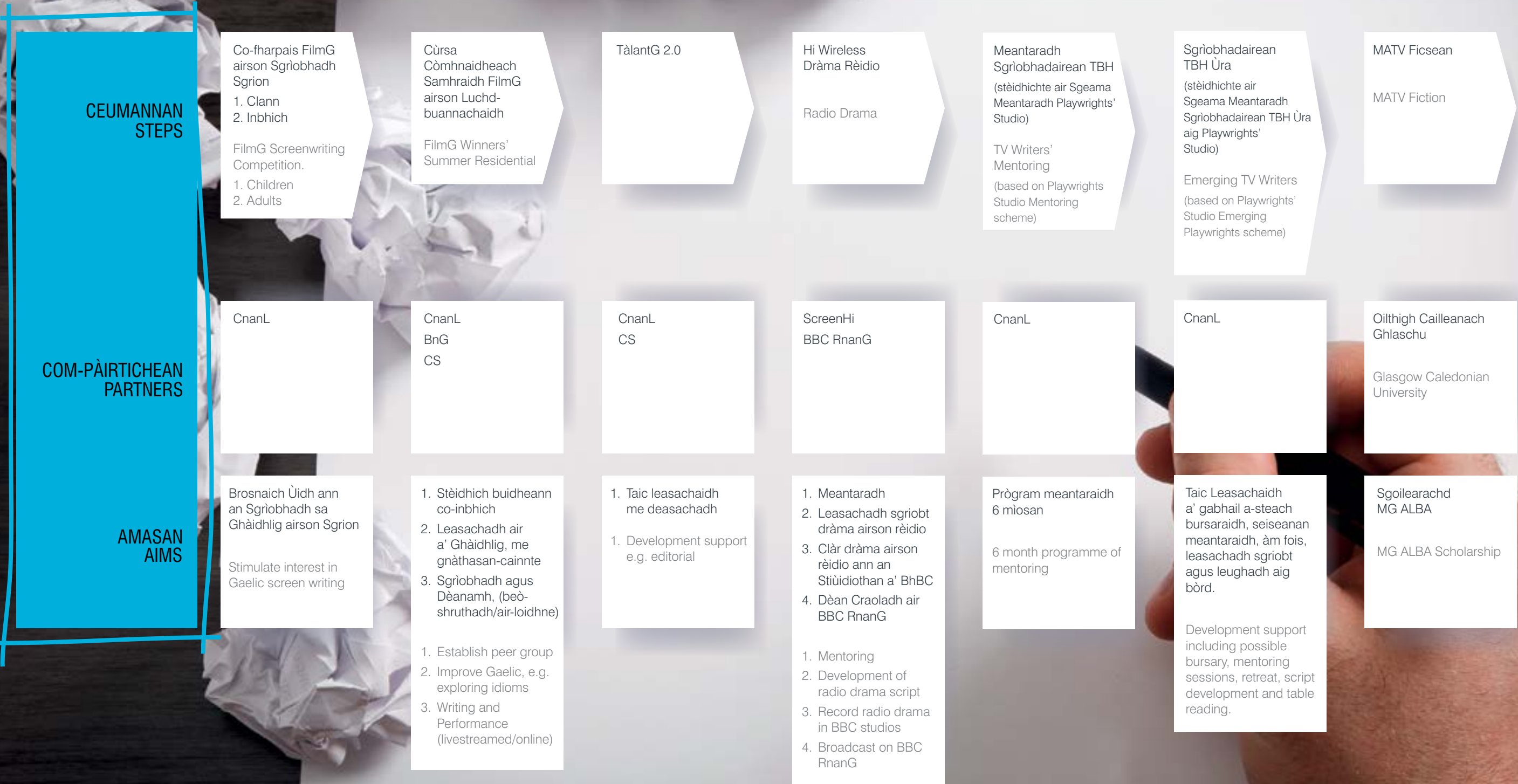
In the third phase, the Tumblr content area would evolve be a space for testing new ideas and for finding talent, including (but not limited to):

- (i) Semi-formal, but collaborative co-creation between those already creating UGC and commissioners. This in turn may also organically develop into more formal linear content.
- (ii) Creative arts showcasing – such as the rehearsal performances of new work created through our TV Writing Development Plan.



“MG ALBA is ambitious for the role that Gaelic media can play in the revitalisation of Gaelic”

ULLACHADH AIRSON OBAIR AIR-LOIDHNE
ONLINE REHEARSAL PERFORMANCE
BBC WRITERS' ROOM



CnanL = COMHAIRLE NAN LEABHRAICHEAN/GAELIC BOOKS COUNCIL
BnG = BÒRD NA GÀIDHLIG
CS = ALBA CHRUTHACHAIL/CREATIVE SCOTLAND
BBC RnanG = BBC RADIO NAN GÀIDHEAL

Toraidhean

✖ Gu bheil luchd-cleachdaidh na Gàidhlig fiosrach, foghlamaichte agus fèisichte agus gu bheil am beatha air a bheartachadh tro na meadhanan sa chànan aca fhèin.	✖ Meudaich uairean amhairc- luchd-amhairc bunaiteach Meudaich barail cothromach luchd-amhairc–luchd-amhairc bunaiteach Meudaich cleachdadh stuthan ionnsachadh Gàidhlig neo-loidhneach Meudaich dol an sàs luchd-amhairc ann am meadhanan didseatach le craoladh Gàidhlig
✖ A bhith a’ comharrachadh agus ag àbhaisteachadh na Gàidhlig agus cultar na Gàidhlig am measg mòr-shluagh na h-Alba.	✖ Meudaich uairean amhairc gu nàiseanta Cùm suas barail cothromach agus reataichean aonta luchd-amhairc nàiseanta Meudaich amharc air ùrlaran neo-loidhneach Meudaich barail cothromach mun Ghàidhlig agus cultar na Gàidhlig ann an Alba. Meudaich Gàidhlig air rèidio coimeirsealta Meudaich duaisean a gheibh riochdairean airson prògraman Gàidhlig
✖ Coimhearsnachd mheadhanan Gàidhlig a tha nas foghlamaichte, nas sgileil agus nas soirbheachail	✖ Meudaich an àireamh de dh’obraichean FTE Meudaich GVA de MG ALBA / craoladh Gàidhlig Meudaich tionndadh 3s pàrtaidh de riochdairean neo-eisimeileach air fhaighinn bho susbaint meadhanan Gàidhlig Meudaich tionndadh eadar-nàiseanta de riochdairean meadhanan Gàidhlig Meudaich an àireamh de ghnòthachasan riochdachaidh neo-eisimeileach Meudaich co-mhaoineachadh phrògraman

Tomhasan

✖ Meudaich uairean amhairc- luchd-amhairc bunaiteach Meudaich barail cothromach luchd-amhairc–luchd-amhairc bunaiteach Meudaich cleachdadh stuthan ionnsachadh Gàidhlig neo-loidhneach Meudaich dol an sàs luchd-amhairc ann am meadhanan didseatach le craoladh Gàidhlig	✖ Meudaich uairean amhairc gu nàiseanta Cùm suas barail cothromach agus reataichean aonta luchd-amhairc nàiseanta Meudaich amharc air ùrlaran neo-loidhneach Meudaich barail cothromach mun Ghàidhlig agus cultar na Gàidhlig ann an Alba. Meudaich Gàidhlig air rèidio coimeirsealta Meudaich duaisean a gheibh riochdairean airson prògraman Gàidhlig
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✖ Meudaich an àireamh de dh’obraichean FTE Meudaich GVA de MG ALBA / craoladh Gàidhlig Meudaich tionndadh 3s pàrtaidh de riochdairean neo-eisimeileach air fhaighinn bho susbaint meadhanan Gàidhlig Meudaich tionndadh eadar-nàiseanta de riochdairean meadhanan Gàidhlig Meudaich an àireamh de ghnòthachasan riochdachaidh neo-eisimeileach Meudaich co-mhaoineachadh phrògraman	✖ Meudaich uairean amhairc gu nàiseanta Cùm suas barail cothromach agus reataichean aonta luchd-amhairc nàiseanta Meudaich amharc air ùrlaran neo-loidhneach Meudaich barail cothromach mun Ghàidhlig agus cultar na Gàidhlig ann an Alba. Meudaich Gàidhlig air rèidio coimeirsealta Meudaich duaisean a gheibh riochdairean airson prògraman Gàidhlig

Outcomes

✖ Gaelic users are informed educated and entertained and have their lives enhanced through media in their own language	✖ Increase viewing hours – core audience Increase audience appreciation – core audience Increase use of non-linear Gaelic language learning resources Increase digital media engagement of viewers with Gaelic broadcasting
✖ Celebration and Normalisation of Gaelic and Gaelic culture in mainstream Scottish society	✖ Increase viewing hours nationally Maintain national audience appreciation and approval ratings Increase viewing on non-linear platforms Increase appreciation of Gaelic and Gaelic culture in Scotland Increase Gaelic on commercial radio Increase Awards won by producers for Gaelic programmes
✖ Full economic potential and better employment opportunities realised	✖ Increase number of FTE jobs Increase GVA of MG ALBA / Gaelic broadcasting Increase 3rd party turnover of independent producers derived from Gaelic media content Increase international turnover of Gaelic media producers Increase the number of independent production businesses Increase co-finance of programmes

✖ Cultar beothail de dh’ùr-ghnàthachas agus tionnsgalachd sna meadhanan Gàidhlig am measg dhaoine òga.	✖ Meudaich entrepreneurachd meadhanan Gàidhlig Meudaich taic gnothachais 3s pàrtaidh Meudaich CPD iomchaidh air a chrìochnachadh le riochdairean neo-eisimeileach Meudaich an àireamh de chothroman com-pàirteachais gus gluasad bho FE/HE gu gnìomhachas Meudaich sgilean mheadhanan agus ìrean litearraais chlann aois sgoile aig a bheil a’ Ghàidhlig Meudaich com-pàirteachadh riochdairean meadhanan Gàidhlig ann a bhith a’ tabhann trèanadh Meudaich agus leasaich an àireamh de dhaoine le tàlant agus ealantas a tha ri fhaotainn airson craoladh Gàidhlig
✖ Làn chomas eaconamach agus a bhith a’ faighinn cothroman cosnaidh nas fheàrr.	✖ Meudaich an tomhas de shusbaint Gàidhlig neo-chraolte air a chruthachadh le luchd-cleachdaidh Meudaich luchd-amhairc de shusbaint Gàidhlig neo-chraolte air a chruthachadh le luchd-cleachdaidh Meudaich an àireamh de bhrannan mheadhanan didseatach agus conaltradh Gàidhlig Meudaich buaidhean neo-chraolte de riochdairean meadhanan Gàidhlig neo-eisimeileach
✖ A bhith a’ comharrachadh na Gàidhlig agus cultar na Gàidhlig gu h-eadar-nàiseanta.	✖ Meudaich uairean amhairc gu h-eadar-nàiseanta air ùrlaran neo-loidhneach

✖ Better educated, more skilled and successful Gaelic media community	✖ Increase Gaelic media entrepreneurship Increase 3rd party business support Increase relevant CPD completed by independent producers Increase number of partnership opportunities for transition from FE/HE to industry Increase media skills and literacy levels of Gaelic speaking children of school age Increase participation of Gaelic media producers in offering training Increase and improve talent and expert pool available to Gaelic broadcasting
✖ A vibrant culture of Gaelic media innovation and creativity among young people	✖ Increase volume of Gaelic non-broadcast user-generated content Increase viewership of non-broadcast Gaelic user-generated content Increase number of Gaelic digital media and communications brands Increase non-broadcast impacts of Gaelic media independent producers
✖ The celebration of Gaelic and Gaelic culture internationally.	✖ Increase viewing hours internationally on non-linear platforms

A' cur ris na Builean Nàiseanta agus ri Builean Plana Nàiseanta na Gàidhlig

Contributing to National Outcomes and National Gaelic Language Plan Outcomes

TOROIDHEAN (builean) MG ALBA MG ALBA OUTCOMES	A' CUR RIS NA BUILEAN NÀISEANTA CONTRIBUTES TO NATIONAL OUTCOMES	A' CUR RI BUILEAN PLANA NÀISEANTA NA GÀIDHLIG 2012-17 CONTRIBUTES TO NATIONAL GAELIC LANGUAGE PLAN 2012-2017 OUTCOMES	
Luchd-cleachdaidh na Gàidhlig fiosraichte, foghlamaichte agus fèisichte agus am beatha air an leasachadh tro na meadhanan nan cànan fhèin. Gaelic users are informed educated and entertained and have their lives enhanced through media in their own language	16. Tha ar seirbheisean poblach aig ìre àrd is a' sìor fhàs nas fheàrr agus tha iad èifeachdach is a' freagairt air feuman an t-sluaigh. Our public services are high quality, continually improving, efficient and responsive to local people's needs. 14. Tha sinn a' lùghdachadh a' bhuaidh ionadail agus chruinneil air an àrainneachd a thaobh caitheamh agus giullachd. We reduce the local and global environment impact of our consumption and production.	A' CUR RI: - Buil na Dachaigh agus nan Tràth Bhliadhnachan - Builean Foghlaim - Buil Ionnsachadh Inbheach - Buil Corpais	CONTRIBUTES TO: - Home and Early Years outcome - Education outcomes - Adult Learning outcome - Corpus outcome
Àbhaisteachadh na Gàidhlig agus cultar na Gàidhlig ann am mòr shruth comann na h-Alba. Normalisation of Gaelic and Gaelic culture in mainstream Scottish society	13. Tha sinn moiteil às ar n-ìomhaigh mar nàisean làidir, chothromach agus fhosgailte. We take pride in a strong, fair and inclusive national identity.	A' CUR RI: - Builean Foghlaim (clàradh agus dol an sàs) - Buil Ealain & Meadhanan: "Na h-ealain agus nam meadhanan Gàidhlig a leasachadh mar dhòigh air an cànan àrdachadh, daoine a thàladh chun chànan agus an dealas a mheudachadh tro chothroman a' Ghàidhlig ionnsachadh, a chleachdadh agus a leasachadh." - Builean Dualchais & Turasachd CONTRIBUTES TO: - Education outcomes (enrolment and engagement) - Arts & Media outcome. "Development of Gaelic arts and media as a means of promoting the language, attracting people to it and enhancing their commitment through opportunities to learn, use and develop Gaelic." - Heritage & Tourism outcomes	
Làn chomas eaconamach agus cothroman obrach nas fheàrr air an toirt gu buil. Full economic potential and better employment opportunities realised	2. Tha sinn a' coileanadh ar làn-chomais eaconamach le cothroman cosnaidh nas pailte agus nas fheàrr do ar daoine. We realise our full economic potential with more and better employment opportunities for our people	A' CUR RI: - Buil Coimhearsnachd - Buil Àite-obrach - Buil Dualchas & Turasachd	CONTRIBUTES TO: - Community outcome - Workplace outcome - Heritage & Tourism outcome
Coimhearsnachd mheadhanan Gàidhlig nas fhoghlamaichte, nas sgileil agus nas soirbheachail. Better educated, more skilled and successful Gaelic media community	3. Tha sinn nas ionnsaichte, nas sgileile agus nas soirbheachaile, le cliù airson rannsachadh agus adhartas. We are better educated, more skilled and more successful, renowned for our research and innovation.	A' CUR RI: - Buil Corpais - Buil Àite-obrach	CONTRIBUTES TO: - Corpus outcome - Workplace outcome
Cultar beothail de dh'ùr-ghnàthachas agus cruthachail nas am measg dhaoine òga. A vibrant culture of Gaelic media innovation and creativity among young people	4. Tha ar daoine òga nan luchd-ionnsachaidh soirbheachail, daoine misneachail, com-pàirtichean èifeachdach is saoranaich chiallach. Our young people are successful learners, confident individuals, effective contributors and responsible citizens.	A' CUR RI: - gach buil air fad ann an comann a tha a' sìor fhàs nas lìonraichte - Contributes to all outcomes in an increasing networked society	

Taing | Acknowledgements

Bha an ro-innleachd seo mar chuspair co-chonaltraidh farsaing. Chùm sinn sreath de choinneamhan poblach air feadh Alba, agus co-chonalttradh air-loidhne as t-Earrach 2015. Tha sinn taingeil don h-uile neach a ghabh com-pàirt sa phròiseas seo. This strategy was the subject of extensive consultation. We held a series of public meetings across Scotland, and online consultation in Spring 2015. We are grateful for all who took the time to engage with this process.

Tha sinn taingeil do na leanas airson na chuir iad a-steach: We are indebted to the following for their input:

1. Bòrd na Gàidhlig

2. Comhairle nan Leabhraichean

3. Comunn na Gàidhlig

4. Stòrlann Nàiseanta na Gàidhlig

5. Fèisean nan Gàidheal

6. Bòrd na Co-bhanntachd, BBC ALBA

7. BBC Radio nan Gàidheal

8. Pròiseact nan Ealan

9. An Comunn Gàidhealach

10. Comhairle nan Eilean Siar

11. Comhairle Bhaile Ghlaschu

12. Acair

13. Corcadal Productions
14. Midas Media

15. The Woven Thread

16. Mactv

17. Demus Productions

18. Move on Up

19. Sabhal Mòr Ostaig

20. Robin Macpherson, Professor of Creative Industries, UHI

21. Highlands & Islands Enterprise

22. Scottish Enterprise

23. Scottish Development International

24. Alba Chruthachail

25. Riaghaltas na h-Alba

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