

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



**\*Please scroll down for English Version\***

## **BÒRD NA GÀIDHLIG A' CUR FÀILTE AIR NAIDHEACHD URRAS A' BHBC**

**21 An Dùbhlachd 2010**

Chuir Bòrd na Gàidhlig fàilte air an naidheachd a nochd bho Urras a' BhBC an diugh gu bheil an t-seirbheis telebhisein BBC ALBA gu bhith ri fhaotainn feadh Alba air Freeview.

Thuir Cathraiche a' Bhùird Art MacCarraig: “ 'S e fìor dheagh naidheachd a tha seo dhan h-uile duine a tha air a bhith an sàs anns an iomairt airson BBC ALBA a thoirt do luchd-pàighidh cìs an telebhisein tro Alba air fad air Freeview. Tha Urras a' BhBC rim moladh son tighinn chun cho-dhùnaidh seo agus bidh sinn an dòchas a nis gun gabh seo gluasad cho luath sa ghabhas. Rinneadh sgrùdadh gu math mionaideach air mar a tha an t-seirbheis a' frithealadh saoghal na Gàidhlig agus mar a thathas a' tarraing dhaoine thuige, is gu sònraichte an luchd-ionnsachaidh, agus cuideachd mar bu chòir a bhith a' dèiligeadh ri luchd-amhairc bho seo a-mach. Chaidh fiosrachadh a thoirt dhan Urras a thug dhaibh an cothrom breithneachadh air seo ann an dòigh a tha a' freagairt air a h-uile duine air a' cheann thall. Chan b'urrainn dhuinn a bhith air naidheachd nas fheàrr fhaighinn agus tha am fuasgladh seo fìor mhath gu teicnigeach agus a thaobh luach an airgid, a' toirt dhuinn an cothrom BBC ALBA a sgaoileadh air Freeview. Bidh sinne a nis ag obair gu dlùth còmhla ris a' BhBC agus MG Alba a th'air tighinn còmhla ann an co-bhanntachd a tha fìor shoirbheachail ann a bhith a' cur BBC ALBA air bun-stèidh a tha cothromach. Gluaisidh sinn a nis an com-pàirteachas gus a neartachadh agus a leasachadh.”

Fhreagair còrr is 5,000 neach co-chomhairle Urras a' BhBC air ceist Freeview. Thuir Ceannard a' Bhùird Iain Aonghas MacAoidh gu robh seo fìor mhisneachail cuideachd ann a bhith a' toirt saoghal na Gàidhlig agus an luchd-ionnsachaidh nas fhaisge. Thuir e: “Tha Urras a' BhBC air dearbhadh gu bheil BBC ALBA air adhartas mòr a dhèanamh ann a bhith a' tarraing dhaoine ùra chun na Gàidhlig, agus gu sònraichte an lùib phròiseictean foghlaim. Tha seo deatamach dhuinne aig a' Bhòrd agus sinn a' gluasad air a' phlana-gnìomh againn Ginealach Ùr na Gàidhlig. Tha BBC ALBA air leth cudromach a thaobh leasachaidhean foghlaim agus a bhith a' sìneadh a-mach chun ghinealaich ùir a tha sinn a' togail. Bidh sinn ag obair gu dlùth leis an t-sianal a' leasachadh chùisean leithid an làraich-lìn ùr a thathas a' cruthachadh do luchd-ionnsachaidh ach am faigh sinn uile an luach as fheàrr a ghabhas a mach às an stòras a chaidh a chur ris an t-sianal.”

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



A' chrìoch

Airson tuilleadh fiosrachaidh mun naidheachd seo, cuiribh fios gu Iain A MacAoidh,  
Ceannard, Bòrd na Gàidhlig, air 07500 089 661. Foillsichte: Dimàirt, Dùbhlachd 21, 2010

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



## **BÒRD NA GÀIDHLIG WELCOMES BBC TRUST APPROVAL FOR BBC ALBA CARRIAGE ON FREEVIEW**

**21 December 2010**

Bòrd na Gàidhlig has welcomed today's confirmation by the BBC Trust that the Gaelic-language service BBC ALBA will be available to viewers in Scotland on Freeview.

Bòrd Cathraiche (Chairman) Arthur Cormack said: "This is fantastic news for everyone who has been involved in the campaign to have BBC Alba made available to licence fee payers in Scotland through Freeview. The Trust is to be congratulated on its decision and hopefully this can now be implemented without delay. The review looked at how well the channel is serving Gaelic speakers, how well it is attracting new and non-speakers, and how it should be made available to audiences in the future. The evidence submitted to the Trust clearly enabled them to reach a decision which is in everyone's interests in terms of coverage. This is the best possible result producing a solution which is technically and financially viable, enabling BBC ALBA to be carried on Freeview. We now look forward to working closely with the BBC and MG Alba in their partnership which has successfully created the channel to strengthen and develop the service as much as possible."

The BBC Trust's review included a public consultation which drew over 5,000 responses. This, said Bòrd Chief Executive John Angus MacKay, was particularly heartening in terms of reaching both Gaelic speakers and non-Gaelic speakers. He said: "The Trust has acknowledged that BBC ALBA is making strong progress towards attracting new speakers to the Gaelic language, with strong links with educational partners. This is crucial in terms of the work being done by Bòrd na Gàidhlig through our action Plan Ginealach ùr na Gàidhlig. BBC Alba has a vital role to play in education terms and in reaching the new generation of Gaelic speakers we are trying to build. We will continue to work closely with the channel on projects such as the new website for learners so that we can achieve the best value for the investment which we are all making in the output."

Ends

For further information on the contents of this News Release, please contact John Angus MacKay, Ceannard (Chief Executive), Bòrd na Gàidhlig, on 07500 089 661.