

Bòrd na Gàidhlig

Brath Naidheachd
Press Release



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MYGAELIC.COM SEACHAD AIR 1,000 CLÀRAICHTE

30 Am Màrt 2009

Tha còrr is 1,000 neach a-nis clàraichte air mygaelic.com, an làrach-lìn fiosrachaidh agus lìonradh coluadair do dhaoine le ùidh ann an Gàidhlig. Chan eil ach dà mhios bhon chaidh an làrach ùr fhoillseachadh le taic bho Bhòrd na Gàidhlig, a' phrìomh bhuidheann leasachaidh le uallach son na Gàidhlig.

Thuirtear Ministear na Gàidhlig Micheil Ruiseal gu robh e air leth toilichte le mar a th'air soirbheachadh le mygaelic.com, an dèidh dha fhèin àite a chlàradh air an làrach. A' bruidheann aig an Fhèis Film Cheilteach anns a' Chuimrigh, far an robh e a' gabhail pàirt ann an deasbad air na Meadhanan didsiotach, thuirtear Mgr Ruiseal: "Tha daoine gu math tric a-mach air teicneòlas didsiotach mar theicneòlas an latha-màireach. The seo a' call gu tur na tha a' tachairt. 'S e seo teicneòlas an latha an diugh. Feumaidh sinn gach cothrom a th'air a thairgse a ghabhail agus a dhol an-sàs annta. Tha mi air mo mhòr-mhisneachadh le na tha mygaelic.com a' tabhann, na tha de dh'ùidh a' nochdadh ann, agus mar a tha e a' fruingeachd a-mach chun an t-saoghail mhòir. Tha Saoghal na Gàidhlig a' sìneadh air feadh an t-saoghail tro sgaoileadh nan Gàidheal, cuid dhiu aig a bheil Gàidhlig, agus feadhainn eile a th'airson Gàidhlig ionnsachadh. 'S e stòras air leth luachmhor a tha seo le cothroman àraid luchd-ionnsachaidh agus an fheadhainn a tha fileanta a thoirt còmhla ann an coimhearsnachd ùr na Gàidhlig air feadh an t-saoghail."

Thuirtear Rosemary Nic a' Bhàird, Ceannard an Gnìomh Bhòrd na Gàidhlig, gu bheil am Bòrd air leth toilichte mar a tha cùisean air fuasgladh ann am pròiseact ùr-nò, a tha ag amas an dà chuid air luchd-ionnsachaidh agus daoine a tha fileanta ann an Gàidhlig. Tha an làrach a' tabhann rudeigin dhan h-uile neach, le cothroman ionnsachaidh agus taic ann a bhith a' bruidheann agus a' cleachdadh Gàidhlig.

Thuirtear i: "Tha sinn air ar misneachadh gu mòr leis an astar aig a bheil daoine 'gan clàradh fhèin agus 's e adhartas mòr a th'ann gu bheil sinn a-nis seachad air 1,000 neach ann an ùine cho goirid. Tha e fìor dheamach ann a bhith a' libhrigeadh a' Phlana Nàiseanta airson na Gàidhlig gu bheil sinn a' cleachdadh na modhan as ùire agus na siostaman conaltraidh as adhartaike a ghabhas faighinn. Tha mar shoirbhich leis an làrach, agus an dòigh anns a bheil daoine air an tàladh thuige agus a' ceangal ris air leth dòchasach agus a' dearbhadh cho cudromach agus a tha an seòrsa innleachd seo."

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“Bidh sinn a’ leanntainn leis an leasachadh air an làrach agus a’ cur ris tro mholaidhean an luchd-cleachdaidh agus ’ga chumail cho sùbailte agus feumail ’sa ghabhas. Tha mi air leth toilichte cuideachd gu bheil uidhir de bhuidhnean agus luchd-cleachdaidh de gach seòrsa a’ ceangal ris an làrach agus a’ cleachdadh mygaelic.com mar phrìomh innleachd fiosrachaidh air na gnothaichean aca fhèin agus a’ cumail fiosrachaidh agus naidheachdan ri daoine mu na tha a’ tachairt ann an Saoghal na Gàidhlig. Tha an làrach seo a-nis ’na shàmhla air mar a tha coimhearsnachd na Gàidhlig a’ sìor fhàs agus na cothroman a th’ann do dhaoine.”

Ann na seachd seachdainean bhon chaidh an làrach a chur air bhog, thadhail daoine bho chòrr is 70 dùthaich air còrr is 16,000 turas uile gu lèir. Chaidh an làraich a thogail leis a’ Chòmhlán Chruthachail a th’air Fiona NicIllaDhuinn fhadthairis airson a bhith a’ frithealadh chùisean. Dh’ionsaich Fiona a’ Ghàidhlig i fhèin agus thuirt i: “Tha e air leth misneachail gu bheil an luchd-cleachdaidh a’ fuireach air an làrach airson seachd mìonaidean gu leth anns a’ chumantas agus tha còrr is 50% a’ tilleadh thuige an dèidh a chleachdadh. Tha seo ag innse dhuinn gu bheil am fiosrachadh a tha sinn a’ tairgse feumail agus tarraingeach agus gu bheil fìor chothroman co-luadair ann dhan luchd-tadhail.

Tha daoine air tadhal air an làrach bho dhùthchannan leithid Saudi Arabia, An Ruis, Iapan, Costa Rica agus Cyprus. Tha a h-uile càil air a bhith air bhoil agus tha sinn a’ nis a’ leudachadh agus a’ cur ris an làrach ach am bi sinn a’ biathadh gach iarrtas a tha a’ nochdadh bho air feadh an t-saoghail agus a’ fàs an stòrais a tha sinn a’ tairgse.”

Fiosrachadh: Tha an Còmhlán Chruthachail, companaidh conaltraidh agus coluadair stèidhichte ann an Glaschu, a’ frithealadh mygaelic.com as leth Bhòrd na Gàidhlig. Ghlèidh an Còmhlán farpais tairgse airson an làraich a rannsachadh, a dhealbhadh agus a libhrigeadh. Thug iadsan an obair airson an làraich a thogail dhan chompanaidh leasachaidh eadar-lìn Reefnet a tha stèidhichte an Steòrnabhagh agus chaidh Alasdair Caimbeul as an Eilean Sgitheanach fhadthairis mar sgrìobhaiche. Tha an Còmhlán Chruthachail cuideachd a’ dèiligeadh ri margaidheachd agus sanasachd an làraich agus tha am pròiseact air a fhrithealadh le Fiona NicIllaDhuinn.

Airson tuilleadh fiosrachaidh mun naidheachd seo, cuiribh fios gu Uisdean MacIllInnein air 0751 528 7040.

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MYGAELIC.COM EXCEEDS 1,000 USERS

30 March 2009

mygaelic.com, the new Bòrd na Gàidhlig-funded information and networking website, has exceeded 1,000 registered users just two months after its launch, delighting all involved in this ground-breaking initiative.

mygaelic.com has been hailed as a major success by Minister for Gaelic Mike Russell MSP – one of the site’s most recently registered users. Speaking from the Celtic Film Festival in Wales, where he was participating in a panel discussion on digital media, Mike Russell said: “People often talk of digital technologies as tomorrow’s technology. That is to miss the point completely – these are today’s technologies. We must embrace them and make best use of the multitude of opportunities they provide. I am enthused by the mygaelic.com offering, the interest the site is obviously provoking, and the truly worldwide access it provides to Gaeldom. There are members of the Scottish diaspora all over the world, some of whom are Gaelic speakers, some who will be interested in Gaelic language and culture, and some who want to learn Gaelic. This is an invaluable resource with an amazing opportunity to bring together aspiring Gaelic speakers and fluent speakers from home and abroad.”

Rosemary Ward, acting Chief Executive of national Gaelic development agency Bòrd na Gàidhlig, said the Bòrd is delighted with the success of the innovative project, which is aimed at both Gaelic and non-Gaelic speakers and offers something for everyone with an interest in or wishing to learn more about Gaelic, or how to speak the language.

She said: “The rate at which people have signed up for mygaelic.com has been hugely encouraging and we are thrilled with the progress being made. It is vital that in the delivery of the National Plan for Gaelic, we use the most modern and up to date communication channels available. The success of the site, and in particular the way in which registered users are returning and engaging with it, emphasises just how important this resource is.

“We will continue to develop all aspects of the site and create new content based on opportunities which arise, and use feedback from users to enable us to make it as user-friendly, supportive and informative as possible. I am also delighted that groups and agencies involved in Gaelic are linking to mygaelic.com and using it as a platform to provide information on their organisations, news and Gaelic related events. The site is a clear indication of an ever growing and active Gaelic community that people can be part of.”

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mygaelic.com had over 16,000 hits in its first 7 weeks from over 70 countries. The site was developed by The Creative Cell, who have recruited Fiona Dunn to deal with the day to day management of the site. Fiona, who has learned Gaelic to fluency herself said: "It is very encouraging that users are staying on the site for an average of seven and a half minutes and nearly 50% of the visitors to the site are repeat visitors. This suggests that the information we are providing and the networking opportunity we are offering are of interest to our target audience.

We have had visitors from over 70 countries world-wide including Saudi Arabia, Russia, Japan, Costa Rica and Cyprus. It has been a hectic but encouraging start and we are now continuing to develop the site and provide people who are interested in Gaelic throughout the world with an information rich resource."

Background note: mygaelic.com is managed on behalf of Bòrd na Gàidhlig by Glasgow-based creative communications agency, The Creative Cell, which won the tender to research, design and deliver the project. The Creative Cell commissioned the site build to Stornoway based web development agency Reefnet and the copywriting of mygaelic.com to Alasdair Campbell based on the Isle of Skye. The Creative Cell is also responsible for advertising and promotional campaigns supporting the site and has appointed Gaelic speaker Fiona Dunn to manage the site.

For further information on the contents of this news release, please contact Hugh Dan MacLennan on 0751 528 7040.