Bòrd na Gàidhlig

Brath Naidheachd
Press Release

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Athchuinge gu Urras a' BhBC
ag iarraidh BBC Alba air Freeview sa bhad

Airson a chleachdadh bho seo a-mach - 19 April 2010

Tha athchuinge ùr air-loidhne a' moladh do dh'Urras a' BhBC BBC Alba a thairgse air seirbheis Freeview anns a' bhad ach an tèid aig BBC Alba air cùisean a leasachadh. Tha an athchuinge ri faighinn air an làrach-lìn mygaelic.com agus thèid a chur air adhart gu Urras a' BhBC anns na seachdainnean a tha romhainn.

Thuirt Cathraiche Bhòrd na Gàidhlig Art MacCarmaig gu robh am Bòrd fìor thàmailteach gu robh Urras a' BhBC air maill a chur air cùisean le bhith a' diùltadh BBC Alba a sgaoileadh air Freeview, le dùil gur e sin a thigeadh às an lèirmheas a rinneadh air an t-seirbheis.

Thuirt e: "Chaidh a dhèanamh gu math follaiseach anns an deasbad a bh'ann am Pàrlamaid na h-Alba an t-seachdainn seo chaidh gu bheil taic làidir thar-phàrtaidh ann son na h-iomairt airson BBC Alba a leigeil air Freeview. Tha Bòrd na Gàidhlig tàmailteach gun do dhiùlt Urras a' BhBC seo. 'S e a bheachd a th'aig a' mhòr chuid gu bheil ana-ceartas an seo nuair a tha e coltach gu bheil BBC Alba air soirbheachadh cho math leis gach tomhas a chaidh a chur mu choinneimh seirbheis na Gàidhlig. 'S e an tuigse th'againne air cùisean gu robh a' mhòr-chuid a ghabh pàirt anns a' cho-chomhairleachadh air na ceistean seo bho chionn ghoirid taiceil dhan phrionnsabal son Alba a chur air Freeview."

"Tha dàil mar seo leis an Urras ag abhrachadh mi-chinnt agus dh'fhaodadh nach bi BBC Alba ri faotainn air Freeview gu deireadh 2010, fad Bliadhna an dèidh dhuinn a bhith ga shùileachadh. Chan eil seo idir a' cuideachadh leis an iomairt a th'air ùrachadh a-nis airson àireamhan an luchd-cleachdaidh fhàs tro Alba air fad. Tha BBC Alba fìor dheatamach agus aig cridhe gach oidhirp a nì sinn agus bidh sinn a' cur impidh air an Urras feuch an tig iad gu co-dhunadh air a' chùis an ùine nach bi fada. Tha am Bòrd air a dhèanamh gu math soilleir gu bheil an t-ainm fhèin a' dearbhadh gun deach Freeview a stèidheachadh airson phrograman telebhsein a ghiùlain agus tha am Bòrd dhen bharail leis sin gum bu chòir prìomhachas a bhith aig BBC Alba thar stèiseanan reidio air a' mheadhan a tha sin. Tha iomadach dòigh eile ann air an gabh programan rèidio faotainn agus a lìbhrigeadh an asgaidh ach tha leasachadh air BBC Alba ga chur an dàrna taobh seach gu bheil bacadh ann do mhòr shluagh na h-Alba a tha as aonais cothrom an t-seirbheis fhaotainn. Tha cho beag astar aig a' Bhannleathan anns a' mhòr-chuid de sgìrean iomallach air a' Ghàidhealtachd gu

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bheil e doirbh BBC Alba a thogail tron i-Player aig àm nuair a tha na sgìrean sin an impis gluasad gu telebhisean didsiteach. Bhiodh e ceart dhan BhBC an t-seirbheis a thairgse nis cho farsainn sa ghabhas."

Thuirt Mghr MacCarmaig gu robh am Bòrd deònach a bhith a' co-obrachadh gu dìcheallach leis a' BhBC ged a bha am Bòrd air leth tàmailteach gu robh maill anns a' chùis, airson BBC Alba a bhuinnig air Freeview, a' leantainn amasan a' BhBC mar luchd-lìbhrigidh sianal sheirbhisean poblach.

Tha buannachdan gu math soilleir ag èirigh à BBC Alba gu cruthachail, a-thaobh leasachaidhean cànain, sòisealta agus eaconamach. Tha an t-seirbheis a' cur ri beòthalachd coimhearsnachd na Gàidhlig agus a' neartachadh bun-structaran na h-Alba, a' cumail taic ri leasachadh cànain agus a' ceangal luchd-labhairt na Gàidhlig gu sòisealta mar choimhearsnachd agus a' tarraing mòran dhaoine thuige sin. Tha an sianal cuideachd a' cruthachadh cothroman cosnaidh nach biodh rim faighinn ann an sgìrean iomallach agus cuideachd am meadhan na dùthcha a' toirt buaidh air ceàrnaidhean far nach eil buidhnean craolaidh eile a' dol an-sàs. Tha dearbhadh ann cuideachd gu bheil BBC Alba, a dh'aindeoin is gach bacadh, a' fruigheachd earrann gu math cudromach de mhòr-shluagh na h-Alba.

Chrìochnaich Mghr MacCarmaig: "Tha am Bòrd gu làidir dhen bheachd gu bheil ceann-uidhe BBC Alba an crochadh air dà nì gu sònraichte – a bhith ga fhaotainn tro Freeview anns a' bhad agus cuideachd a bhith 'ga mhaoineachadh gu ìre a tha cothromach a-thaobh cothroman leasachaidh airson pròghramanan a thoirt air adhart. Tha Bòrd na Gàidhlig a' cur impidh air Urras a' BhBC a bhith a' cumail taic ri BBC Alba le bhith a' cur air adhart gun rachadh BBC Alba a chur air Freeview anns a' bhad. Chan eil teagamh nach rachadh an luchd-amhairc am meud agus chuireadh sin ris a' bheachd gum bu chòir stòras a bharrachd a chur ris an t-seirbheis airson a leasachadh agus a thoirt air adhart."

A' chrìoch

Airson barrachd fiosrachaidh mun naidheachd seo, cuiribh fios gu Uisdean MacIlleInnein air 0751 528 7040 no Shona Sloan air 07775433202.

Foillsichte: Diluain, Giblean 19, 2010

Bòrd na Gàidhlig

Brath Naidheachd
Press Release

BBC TRUST URGED TO PROVIDE IMMEDIATE TRANSMISSION OF BBC ALBA ON FREEVIEW

19 April 2010
For use immediately

An online petition has been launched urging the BBC Trust to make the Gaelic channel BBC Alba available on Freeview with immediate effect to enable it to sustain and develop its programming. The petition is being carried on mygaelic.com and will be submitted to the BBC Trust in a few weeks' time.

Arthur Cormack, Cathraiche (Chair) of Bòrd na Gàidhlig said the Bòrd was extremely disappointed that the BBC Trust had chosen to delay the introduction of BBC Alba on Freeview, which was the hoped for result of their review. He said: "Last week's debate in the Scottish Parliament showed the level of support across all political parties, for the immediate availability of BBC Alba on Freeview. Bòrd na Gàidhlig regrets this delay on the part of the BBC Trust. It is widely perceived that the BBC Trust has moved the goalposts when BBC Alba appears to have been met the challenges initially set out in the review. It is our understanding that the majority of respondents to the recent consultation were supportive of BBC Alba's carriage on Freeview."

"This delay by the BBC Trust causes uncertainty and could set back the availability of BBC Alba on Freeview until the end of 2010, a whole year after it had been initially expected. This is extremely unhelpful at a time of renewed efforts to increase the number of Gaelic speakers in Scotland. We see BBC Alba as critical to these efforts, and will press the BBC Trust for a much earlier decision. The Bòrd has always made clear its view that it is inherent in its title that Freeview was designed to carry television programmes and we believe, therefore, that BBC Alba should take precedence over the broadcasting of radio stations on that platform. There are many other ways in which people can access the radio stations in question for free, whereas the development of BBC Alba is being hampered by the fact that a large proportion of the Scottish population cannot access the channel at all at present. Poor Broadband speeds in the most remote areas make it difficult to access BBC Alba on the BBC iPlayer and at a time when the most remote areas of the Highlands & Islands are switching over to digital television, the time seems right to make BBC Alba more widely available."

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Mr Cormack added that, despite disappointment at the delay, the Bòrd would continue to work constructively with the BBC Trust, MG Alba and the BBC to secure access to Freeview for viewers, which is fully in line with its function as a public service channel.

BBC Alba has demonstrable creative, cultural, linguistic, social and economic benefits. It taps the creativity of the Gaelic community, strengthens Scotland's cultural infrastructure, reinforces language development, bonds Gaelic speakers socially as a community and draws a wider population into it. The channel also creates employment which would otherwise not exist in peripheral and central areas, in every sense gets to the parts that other media do not reach.

Despite limitation in ways to do so, its audience reach demonstrates that a significant segment of the Scottish population accesses it.

Mr. Cormack concluded: "The Bòrd believes that the future success of BBC Alba is dependent on two key actions - making BBC Alba available on Freeview with immediate effect and increasing the funding available to BBC Alba to enable it to sustain and develop its programming. Bòrd na Gàidhlig urges the BBC Trust to support BBC Alba by recommending immediate transmission on Freeview. An increased audience would augment the argument for increased resources to enhance and develop the service output."

Ends

For further information on the contents of this news release, please contact Hugh Dan MacLennan on 0751 528 7040 or Shona Sloan on 07775433202.
Issued: Monday, April 19, 2010