

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



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**Airson Sgaoileadh sa bhad**

**06/12/2012**

## **Iomairt nàiseanta aig Bòrd na Gàidhlig gus tuilleadh thidsearan Gàidhlig a thrusadh**

Bidh iomairt sanasachd nàiseanta a mhaireas aon latha deug a' tòiseachadh air an deireadh-sheachdain seo air STV a bhios a' brosnachadh dhaoine gu bhith toirt a-mach dreuchd ann an teagasg Gàidhlig.

Tron iomairt, a chì còrr is 1.5 millean neach-amhairc ann an Alba, thathar an dòchas oileanaich ùra a tharraing gu bhith cur a-staigh airson teagasg Gàidhlig agus gun toir i air daoine a tha an dreuchd teagaisg mu thràth beachdachadh air gluasad gu Gàidhlig, le bhith sealltainn dhaibh na buannachdan is dùbhlain a gheibhear ann an siostam foghlaim a tha sìor fhàs nas motha.

B' iad an companaidh riochdachaidh, Muckle Hen Productions à Dùn Èideann, a chruthaich is a stiùir na ceithir sanasan do Bhòrd na Gàidhlig. Anns gach sanas chìthear sealladh de dh'fhoghlam Gàidhlig tro shùilean nan sgoilearan fhèin, agus iad a' sealltainn diofar shuidheachaidhean leithid clas ealain, clas saidheans, clas P.E. agus clas cànan. Tha na sanasan a' cur an cèill an t-eadar-dhealachadh a gheibhear ann am foghlam tro mheadhan na Gàidhlig ann an diofar raointean sgoile. Chaidh na sanasan a chlàradh ann an trì sgoiltean ann an Lannraig a Tuath agus Deas.

Le bhith cruthachadh is a' craoladh nan sanasan seo tha sinn air ceum mòr a ghabhail a thaobh na h-iomairt gus an iomadh tidsear Gàidhlig a tha dhìth a thrusadh ma tha sinn a' dol a choileanadh na prìomh thargaid sa Phlana Cànan Nàiseanta Ghàidhlig 2012-2017, an àireamh de chloinn a tha tòiseachadh ann am foghlam tro mheadhan na Gàidhlig a dhùblachadh.

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Ri linn na h-obrach a tha Oifigear Trusaidh Luchd-teagaisg Bhòrd na Gàidhlig, ar buidhnean com-pàirt agus daoine eile air a dhèanamh, chunnacas leudachadh nach beag sna beagan bhliadhnaichean a dh'fhalbh air an àireamh de dhaoine a tha toirt a-mach dreuchd mar thidsear Gàidhlig.

Thuirt Leasaiche Foghlaim & Ionnsachaidh Màiri NicIlleMhaoil: “Seo a’ chiad turas riamh a tha Bòrd na Gàidhlig air sanasachd a dhèanamh air telebhisean, agus gu dearbh a’ chiad uair a tha sanasan telebhisein air a bhith ann airson foghlam tro mheadhan na Gàidhlig. Tha sinn air leth toilichte leis mar a chuir Muckle Hen an cèill na beachdan a thug sinn dhaibh, tha na sanasan an dà chuid tarraingeach agus togarrach. Tha pailteas chothroman obrach ann am foghlam tro mheadhan na Gàidhlig, agus ruigidh an teachdaireachd chudromach a th’ againn air ceudan de mhiltean de dhaoine tro thelebhisean. Tha e na amas do dh’Alba an àireamh de chloinn a tha a’ dol tro foghlam tro mheadhan na Gàidhlig a dhùblachadh leis a’ bhliadhna 2017 agus cha ghabh sin a dhèanamh mura faic sinn àrdachadh san àireamh de thidsearan Gàidhlig.”

Thèid na sanasan a shealltainn aig diofar amannan eadar 7/12/2012 agus 18/12/2012, agus thèid an sealltainn cuideachd còmhla ri diofar phrògraman air an STV Player tràth san Fhaoilleach.

## DEIREADH

**Airson tuilleadh fiosrachaidh mun bhrath-naidheachd seo, cuiribh fios le ur toil gu Steven MacIomhair, Oifigear Corporra is Conaltradh aig Bòrd na Gàidhlig, aig [steven@gaidhlig.org.uk](mailto:steven@gaidhlig.org.uk) no air 07557 481 081.**

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## **For Immediate Release**

**06/12/2012**

### **Bòrd na Gàidhlig makes a national call for Gaelic teachers**

An eleven day national advertising campaign, promoting careers in Gaelic teaching kick starts this weekend on Scottish Television.

The campaign, which will reach over 1.5 million viewers throughout Scotland, hopes to attract new students to the profession while also promoting to others who are already qualified in teaching, the rewards and challenges that exist in this fast growing education system.

Edinburgh-based production company, Muckle Hen Productions, produced and directed the 4 unique adverts for Bòrd na Gàidhlig. Each advert features the viewpoint of school pupils and is set in a variety of situations from an art class, science class, P.E class and language class. The adverts effectively show the diversity of Gaelic-medium education in a variety of school environments. The adverts were filmed in three schools in South and North Lanarkshire.

The creation and broadcasting of these adverts is a significant step forward in the drive to recruit the many more Gaelic teachers needed to meet the headline target of the National Gaelic Language Plan 2012– 2017, to double the number of children going into Gaelic medium education.

Through the work of Bòrd na Gàidhlig's Teacher Recruitment Officer, partner organisations and others, significant growth has been seen in the number of people taking up Gaelic teaching as a career over the last few years.

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Head of Education and Learning Mary MacMillan said: “Television advertising is a first for Bòrd na Gàidhlig and indeed for Gaelic-medium Education. We are delighted with the way in which Muckle Hen have brought our ideas to life in such an exciting and positive way. There are an abundance of career opportunities in Gaelic-medium education, and in using TV advertising we can reach hundreds of thousands of people with this important message. Scotland aims to double the number of children going through Gaelic-medium education by 2017 and this is only achievable by also increasing the number of Gaelic teachers.”

The adverts will be shown at different times between 7/12/2012 and 18/12/2012, they will also be shown around different programmes through the STV Player early in January.

**END**

**For more information about the content of this press release, contact Steven MacIver, Corporate and Communications Officer at Bòrd na Gàidhlig, by e-mailing [steven@gaidhlig.org.uk](mailto:steven@gaidhlig.org.uk) or by phoning 07557 481 081.**