

Bòrd na Gàidhlig

Brath Naidheachd
Press Release



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BÒRD NA GÀIDHLIG A' CUR ÌMPIDH AIR URRAS A' BHBC AIRSON ALBA CHUR AIR FREEVIEW

28 An Dàmhair 2010

Sgrìobh Bòrd na Gàidhlig, a' phrìomh bhuidheann le uallach airson brosnachadh agus leasachadh na Gàidhlig, gu Urras a' BhBC gan eagrachadh gu sianal na Gàidhlig BBC ALBA a chraoladh tro mheadhan Freeview, ach an tèid aig an t-sianal air ceumannan leasachaidh agus adhartais a ghabhail. Ann an litir gu Sir Mìcheil Lyons, Cathraiche Urras a' BhBC, a chaidh fhoillseachadh an dèidh coinneamh dhen Bhòrd an Inbhir Nis, tha Ceannard a' Bhùird, Iain Aonghas MacAoidh, air aire an Urrais a tharraing chun obair ionmholta a rinneadh leis an t-sianal thar dà bhliadhna agus mar tha taic thar-phàrtaidh ann, mar fhianais air feum gluasad an aithghearrachd gu seirbheis tro Freeview.

Tha an litir ag ràdh: “Tha e ceart gum biodh am BBC moiteil as an t-seirbheis seo a chaidh a stèidheachadh, a mhaoinachadh agus a leasachadh an co-bhanntachd còmhla ri MG Alba. Bu chòir barrachd fuaim a dhèanamh mu na gnìomhan a rinneadh, agus bu chòir e bhith ri fhaotainn thar gach meadhan didseatach a chum toileachais agus buannachd saothrach le mòran a bharrachd dhen t-sluagh. Leis sin, tha an t-àm ann, tha fhios, do dh'Urras a' BhBC aontachadh an t-seirbheis a libhrigeadh dhan mhòr-shluagh feadh Alba tro Freeview; thathas air a dhearbhadh tro shaideal; bidh barrachd luach an airgid ri fhaotainn do luchd-pàighidh na Cìse TV nan rachadh a libhrigeadh mar sin. Chaidh an luach a thathas a' cur air an t-seirbheis aithneachadh ann an deasbad ann am Pàrlamaid na h-Alba bho chionn ghoirid le taic thar-phàrtaidh, na shamhla gu dearbh dhen ruigsinneachd a choilean an t-seirbheis fad is farsaing, le taic a tha seasmhach tro choimhearsnachd na Gàidhlig feadh Alba. Chaidh an taic sinn a shoillearachadh agus a mhìneachadh gu poblach aig a' Mhòd Rìoghail Nàiseanta bho chionn ghoirid.”

Tha am Bòrd roimhe seo air tagradh fa leth a dhèanamh gu Urras a' BhBC ag iarraidh an t-seirbheis a chraoladh air Freeview. Tha dùil gum bi Urras a' BhBC a' breithneachadh air a' cheist an ùine nach bi fada agus tha am Bòrd aig an ìre seo a' moladh dhan Urras gum bu chòir dhaibh am poileasaidh atharrachadh a thaobh “stòras Nàiseanta air leth”, mar chuideachadh ann a bhith a' cur taic ri ùrachadh agus àbhaisteachadh na Gàidhlig.

Seo mar tha an litir a' crìochnachadh: “Tha Bòrd na Gàidhlig mothachail gun do thachair an leasachadh air BBC ALBA aig àm far an robh sùil nas mionaidiche ga thoirt air measadh

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riaghailtean sheirbheisean craolaidh poblach. Tha e nas àraid buileach, ma tha, gu bheil an t-seirbheis air a bhith cho dealasach agus foghainteach ann a bhith a’ tighinn suas gu, agus a’ dol nas fhaide na chaidh iarraidh no bhathas a’ sùileachadh. Tha seo a’ toirt barrachd misneachd dhuinn ann a bhith a’ coimhead air adhart gu suidheachadh far am bith co-oibreachadh nas dlùithe le BBC ALBA ach an gabh ceumannan leasachaidh eile gabhail a bhios feumail do luchd-amhairc is èisteachd, agus a bhios cuideachd na thaic dhan oidhirp a tha sinn fhèin a’ dèanamh fon lagh a’ fàs àireamhan luchd-cleachdaidh an Gàidhlig ann an Alba – agus bhur luchd cleachdaidh is leantainn fhèin ri linn sin. Chuireadh lìbhrigeadh ALBA air Freeview gu mòr ri oidhirp an dà bhuidhinn againn, le dòchas gun soirbheachaidh le chèile.

“Tha sinn an dòchas gu bheil sibh a-nis air tomhasan àireamhan luchd-cleachdaidh agus ruigsinneachd fhaighinn a tha a’ dearbhadh sàr-mhaitheas co-bhanntachd BBC ALBA an coimeas ro tomhasan àbhaisteach seirbheis craolaidh poblach. Seach gur e seo an aon sheirbheis telebhisein Gàidhlig a tha ri fhaighinn le coimhearsnachd na Gàidhlig, tha e nas cudromaiche anns a h-uile dòigh a-thaobh cànan, gnothaichean sòisealta, cultarail agus eaconamach ann an Alba na tha seirbheisean craolaidh poblach eile. Tha Bòrd na Gàidhlig leis sin a’ moladh dhan Urras an ath cheum chiallach a ghabhail agus BBC ALBA a chur air Freeview.”

A’ bruidhinn an dèidh coinneamh a’ Bhùird, thuirt an Cathraiche Art MacCarraig gu robh e airson a dhaingneachadh gu soilleir gu bheil am Bòrd deònach a bhith a’ co-oibreachadh gu dìcheallach le Urras a’ BhBC, MG ALBA agus am BBC ach am faigh luchd-amhairc an t-seirbheis tro Freeview “dìreach mar bhiodh daoine an dùil bho shianal craolaidh poblach sam bith.”

Airson tuilleadh fiosrachaidh mu ghnòthach sam bith anns an naidheachd seo, cuir fios gu Iain Aonghas MacAoidh, Ceannard, Bòrd na Gàidhlig, air 07500 089 661.

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BÒRD NA GÀIDHLIG URGES BBC TRUST ON TRANSMISSION OF BBC ALBA ON FREEVIEW

28 October 2010

Bòrd na Gàidhlig, the principal body responsible for the promotion and development of Gaelic, has urged the BBC Trust to make the Gaelic channel BBC Alba available on Freeview to enable it to sustain and develop its programming. In a letter to Sir Michael Lyons, Chairperson of the BBC Trust, issued following a meeting of the Bòrd in Inverness, the Bòrd's Ceannard, (Chief Executive) John Angus MacKay highlighted the two-year old channel's track record and cross-party political support as evidence of the need to move to provision on Freeview.

The letter states: "The BBC is right to be proud of this service, established, funded and developed in partnership with MG ALBA. This achievement should be more widely proclaimed, available on all digital platforms and the investment in it enjoyed by many more people. In these circumstances, it is surely time for the BBC Trust to agree to provide this service to viewers throughout Scotland on Freeview: it has proven itself on satellite; it will give licence fee payers throughout Scotland better value for their money if also shown on Freeview. The extent to which the value of the service is recognised is demonstrated by the cross-party support voiced in a recent debate in the Scottish Parliament, mirroring the widespread viewing reach achieved by the service as well as the steadfast support of the Gaelic community throughout Scotland. This support was strongly articulated last on a range of public platforms at the premier Gaelic festival - the Royal National Mod.

The Bòrd has previously made a submission to the BBC Trust calling for BBC ALBA to be shown on Freeview. The Trust is expected to make a decision on the issue soon and the Bòrd has now asked for the change in policy relating to "a significant Scottish asset" as a crucial contribution to the revitalisation and normalisation of Gaelic.

The letter concludes: "Bòrd na Gàidhlig is aware that the development of BBC ALBA coincided with tightening regulatory scrutiny of public service broadcasting services. It is all the more remarkable, then, that the service has robustly lived up to, and exceeded, requirements and expectations. This gives us greater assurance in looking ahead to working in closer partnership with BBC ALBA to assist further development which will be of increasing benefit to audiences and will also support our aims under Parliamentary legislation to grow the numbers of Gaelic speakers in Scotland - and your audience in consequence. Availability of BBC ALBA on Freeview will greatly enhance the prospects of

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success for both our organisations. “I trust that you already have the relevant audience numbers and reach statistics which show the remarkable success of the BBC ALBA joint venture against the normal benchmarks for public service broadcasting. That this is the only Gaelic television service available to the Gaelic community makes it much more significant in linguistic, social, cultural and economic terms in Scotland than other public service broadcasting television provision. Bòrd na Gàidhlig, therefore, urges the BBC Trust to take the next logical step to provide BBC ALBA on Freeview.”

Speaking after the Bòrd meeting, Cathraiche Arthur Cormack emphasised that, despite disappointment at the continuing delay in reaching a decision, the Bòrd would continue to work constructively with the BBC Trust, MG Alba and the BBC to secure access to Freeview for viewers: “fully in line with its function as a public service channel.” For further information on the contents of this news release, please contact John Angus MacKay, Ceannard, Bòrd na Gàidhlig on 07500 089 661.