

# Bòrd na Gàidhlig

Brath Naidheachd  
*Press Release*



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

## MINISTEAR AN RIAGHALTAIS A' CUR FÀILTE AIR A' CHIAD PLANA GÀIDHLIG ANN AN CRAOLADH

**13 An t-Ògmhios 2011**

'S e tè de phrìomh chompanaidhean telebhisein na dùthcha, mneTV, a tha a' libhrigeadh phrògraman spòrs leithid ball-coise bhon SPL, rugbaidh bho Lìog Mhagners, Ceòl Dùthchail, Dannsa agus agallamhan le rionnagan mòra saoghal nan ealan is cur-seachad, a' chiad bhuidheann bho shaoghal craolaidh a th'air Plana Gàidhlig a dheisealachadh agus aontachadh le Bòrd na Gàidhlig. Mar chompanaidh phrìbheadach, chan eil mneTV air a meas mar "bhuidheann poblach" fo Achd na Gàidhlig agus air sgàth sin a' tighinn fo impidh far a feumar leithid de Phlana a dhealbh. 'S e a' chompanaidh fhèin a ghluais gus plana a dheasachadh mar mheadhan air ceumanan a ghabhail air slighe a chruthachadh gu Dealbhadh Gàidhlig pongail agus seasmhach a chur an gnìomh, agus chaidh am plana a chur air adhart chun Bhùird airson aonta. Tha dlùth cheangal gu math làidir air a bhith eadar mneTV, a chaidh a stèidheachadh ann am Beinn na Faoghla ann an 1989 agus a tha le prìomh oifisean aig Cidhe a' Chuain Sèimh ann an Glaschu, agus coimhearsnachdan na Gàidhlig tro chraoladh is prògraman telebhisein. Chuir am Ministear airson Sgilean agus Ionnsachadh Alasdair Allan BPA fàilte air Plana Gàidhlig mneTV. Thuirt e: "Tha mi ro-toilichte mneTV fhaicinn a' gabhail leithid de cheum seo air an ceann fhèin, agus iad mar chiad chompanaidh prìbheadach a' deisealachadh agus a' foillseachadh Plana Gàidhlig. Leis a' chompanaidh a' sìor chruthachadh stuth ann an Gàidhlig dhaibh fhèin gu làitheil, a bharrachd air a bhith a' cur stuth a-mach agus air-loidhne, 's e ceum gu math cudromach a th'ann agus a' leantainn rùintean Achd na Gàidhlig (Alba). Tha fiughar agam tuilleadh chompanaidhean fhaicinn a' leantainn an deagh eisimpleir agus a' gabhail leithid chionta de cheumanan." Thuirt Ailean Dòmhnallach, Àrd-Stiùiriche mneTV: "Ann an saoghal mòr nam meadhanan a tha a' sìor atharrachadh, tha sinne a' creidsinn gu mòr gum bu chòir rùintean agus miann coimhearsnachd na Gàidhlig aithneachadh taobh-staigh ar Plana Gàidhlig. 'S e ceum gu math nàdarra a bh'ann dhuinn a bhith an coluadar gu foirmeil leis a' Bhòrd agus tha sinn gu math moiteil gur e mneTV a' chiad chompanaidh malairteach a rinn seo. Tha sinn cuideachd moiteil às an luchd-obrach againn an seo agus thall thairis, agus a tha a-nis gu follaiseach a' cur an taic fhèin ri leasachaidhean Gàidhlig thar gach raon anns a bheil sinn an-sàs tro na meadhanan." Thuirt Daibhidh Boag, Leasaiche Cànain Gàidhlig aig Bòrd na Gàidhlig: "Tha Bòrd na Gàidhlig a' cur meala-naidheachd air mneTV agus iad a' foillseachadh am Plana Gàidhlig, a' chiad eisimpleir dhe leithid anns an roinn phrìbheadaich agus le an toil fhèin. A bharrachd air an cliù ann a bhith a' deisealachadh deagh phrògraman telebhisein Gàidhlig, tha mneTV a-nis air fàs gu ìre prìomh chompanaidh craolaidh ann an

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Alba, a’ cur gu mòr ris an fhàs mhòr a th’air tighinn air raointean cruthachail a’ ghnìomhachais thar nam bliadhnaichean. Tha am Bòrd mothachail gu bheil àite air leth cudromach aig na meadhanan mar luchd-fastaidh luchd-obrach le sgilean aig àrd-ìre. Ma tha sinn a’ dol a thoirt piseach air suidheachadh na Gàidhlig, tha e deatamach gum bi a’ Ghàidhlig aithnichte mar sgil air a bheil luach le raon farsaing de luchd-fastaidh, agus ri cluinntinn gu h-àbhaisteach ann an ionadan-obrach air feadh na dùthcha. Tha plana Gàidhlig mneTV na prìomh dheagh eisimpleir de nas urrainn dhuinn a bhith a’ dèanamh agus bidh sinn an dòchas gun lean tuilleadh na ceumanan seo.” Mar phàirt dhen Phlana Gàidhlig, bidh mneTV a’ misneachadh luchd-obrach agus luchd-compàirteachas gu bhith a’ cleachdadh na Gàidhlig. Tha a’ chompanaidh cuideachd an dòchas gum misnichear òigridh le Gàidhlig a thighinn a dh’obair dhan ghnìomhachas còmhla ri mneTV agus anns na meadhanan Gàidhlig agus craoladh, agus gun cuirear taic ris a’ ghnìomhachas agus iomairtean trusaidh cosnaidh agus iomairtean eile leithid co-chruinneachaidhean dhreuchdan agus cosnaidh. **A’chrìoch** Gheibh sibh an-lùib seo dealbh saor agus an asgaidh airson a chleachdadh: Ceannard Bhòrd na Gàidhlig Iain Aonghas MacAoidh a’ cur meala-naidheachd air Ailean Dòmhnallach bho mneTV Fiosrachadh mneTV, stèidhichte ann an 1989, a-nis mar tè de phrìomh chompanaidhean neo-eisimeil na h-Alba le cliù fad is farsaing airson a bhith a’ deisealachadh fìor dheagh phrògraman. mneTV a’ fastadh eadar 20-25 luchd-obrach gu cunbhallach nam prìomh oifisean ann an Glaschu aig Cidhe a’ Chuain Sèimh, a’ chompanaidh as mòtha tha fastadh dhaoine ann an craoladh Gàidhlig a bharrachd air a’ BhBC. mneTV air còrr is 100 sreath phrògraman a dheisealachadh mar phrògraman aithriseachd fa-leth agus sreathan cunbhallach, cuideachd a’ fastadh grunn luchd-obrach air an ceann fhèin, leithid luchd-aithris spòrs, luchd-obrach camara agus goireasan eile air chùmhnannt, a-rèir uallach na h-obrach. mneTV a’ deisealachadh cuid de na prògraman cur-seachad as mòtha a tha a’ tarraing aire gu BBC ALBA leithid “Ceòl Country”, “Farpaisean Chon Chaorach”, “Cuide ri Cathy” agus Còcaire nan Còcairean”. Air an t-seachdain seo fhèin bidh sreath ùr de 11 prògram, “Dannsa,” a’ tòiseachadh, agus a’ tighinn gu ceann le prògram sònraichte airson uair a shìde bhon Tramway ann an Glaschu: “Dannsa Beò.” mneTV a’ chompanaidh as mòtha a tha a’ craoladh de spòrs ann an Alba an làthair aig tachartasan mòra spòrs na dùthcha, nam measg Prìomh lìog Ball-coise na h-Alba, Lìog Mhagners ann an rugbaidh, ball-coise eadar-nàiseanta nam ban agus iomain eadart-nàiseanta. Tha mneTV cuideachd a-nis air am fastadh aig SPORTFIVE a’ frithealadh geamaichean ball-coise prìomh lìog na h-Alba le na dealbhan gan reic air feadh an t-saoghail tro iomadh meadhan. mneTV a’ chompanaidh telebhisein as mòtha a tha a’ siubhal air feadh an t-saoghail an dèidh a bhith ag obair ann an 300 àite, bho na sgìrean as bochda de Quito gu lasairean is deallrachd Los Angeles agus New York. An uiridh, bha a’ chompanaidh ag obair anns na h-Innsean, Sìna, Vietnam, Guatemala, Botswana agus Africa a Deas, agus tha sgioba bhon chompanaidh dìreach airt tilleadh à Texas far an robh iad ag obair aig fèis ceòl dùthchail. Tha mneTV air duaisean a thogail

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leithid Spiorad na Fèise aig an Fhèis Fiolm Ceilteach agus Duais Chruthachail aig an Fhèis Eadar-nàiseanta son Fiolm agus TV ann an California. Airson barrachd fiosrachaidh mun naidheachd seo, agus agallamhan sam bith a tha a dhìth (Gàidhlig agus Beurla), cuiribh fios gu Ailean Dòmhnallach, Àrd-stiùiriche, mneTV aig 0141 300 3800 neo [allan@mnetv.tv](mailto:allan@mnetv.tv) mneTV Cidhe a' Chuain Sèimh Glaschu G51 1PQ

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## MINISTER WELCOMES FIRST TELEVISION COMPANY TO CREATE GAELIC PLAN

**13 June 2011**

Leading television production company mneTV, whose work ranges across coverage of SPL football matches, Magners League Rugby, Country Music, Dance, and interviews with stars in the entertainment world, has become the first organisation in the industry to produce a Gaelic Plan which has been approved by the development agency Bòrd na Gàidhlig. As a private company, mneTV is not a “public body” coming under the scope of the Gaelic Language (Scotland) Act 2005 and therefore designated as having to create a Plan. This process towards meaningful and sustainable Gaelic Planning has been taken on the company’s own initiative and was submitted to the Bòrd for approval. mneTV, which was set up in Benbecula in 1989 has its headquarters in the prestigious media quarter at Pacific Quay in Glasgow, and has a long association with Gaelic communities through its television programming. The new Gaelic Plan has been welcomed by the Minister for Skills and Learning, Alasdair Allan. “I am very pleased to see mneTV use their initiative and produce a Gaelic Language Plan, the first to come from a private company. For the company to encourage use of Gaelic internally on a daily basis, as well as producing external and online materials, is a significant step forward and very much in line with the provisions of the Gaelic Language (Scotland) Act. I hope to see more companies following their good example.” mneTV Chief Executive Allan Mac Donald said: “In a rapidly changing global media landscape we believe it is important that the Gaelic community’s aspirations and expectations are reflected within our Gaelic Language Plan. For us it was a natural extension of our work to engage formally with Bòrd na Gàidhlig, and we are very proud to be the first commercial company to do so. We’re proud also of our staff who work here in the UK and abroad, and who are publicly committing themselves to supporting Gaelic language development across the range of our activities in the media sector.” Daibhidh Boag, Leasaiche Canain Gàidhlig (Language Development Director) at Bòrd na Gàidhlig congratulated mneTV on the publication of their Gaelic Plan: “This is the first of its kind by the private sector and a task which mneTV undertook on a voluntary basis. The Bòrd recognises the vital role that the media plays as an employer of highly skilled Gaelic speaking staff. In order for us to grow Gaelic, it is vital that the language is recognised as a valued skill by a wide range of employers and is seen and heard as part of normal life in workplaces across the country. The mneTV Gaelic Plan provides an excellent example of what can be done and one which we hope others will follow.” As part of the Gaelic Language Plan, mneTV will encourage employees and partners to use Gaelic in daily operations, and will promote the language in its branding. The company also hopes that the

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Plan will help encourage young Gaelic speakers to pursue career opportunities with mneTV and in the wider Gaelic media and broadcasting sector, and will contribute effectively to industry and wider recruitment campaigns and initiatives such as careers conventions.

Ends

For further information on the contents of this News Release and interviews (Gaelic and English) please contact Allan Mac Donald, Chief Executive, mneTV at 0141 300 3800 or [allan@mnetv.tv](mailto:allan@mnetv.tv)

## Background Information

*mneTV, established in 1989, is one of Scotland's leading independent television production companies with an outstanding reputation for producing high quality broadcast programming. mneTV normally employs 20-25 staff at its base in Pacific Quay in Glasgow and is the biggest single employer in Gaelic television apart from BBC.*

*The company, which has well over one hundred programme titles to its credit in single documentaries as well as long running and returning series, also supports a large number of people working in the freelance sector, such as sport commentators, camera and sound personnel and other facilities on contracts, depending on programme commitments. Some of the favourite Entertainment brands on BBC ALBA are produced by the company such as 'Ceol Country', 'Farpaisean Chon Chaorach', 'Cuide ri Cathy' and 'Cocaire nan Cocairean'. Next Monday sees the launch of a new 11-part dance series by the company on BBC ALBA called 'Dannsa', a series which culminates in a one and a half hour special recorded at the Tramway Theatre in Glasgow, 'Dannsa Beò'.*

*mneTV is Scotland's most prolific Sports producer, providing Outside Broadcast programming across a number of top flight sporting genres including SPL football, Magners League Rugby, Women's Football Internationals and Shinty. mneTV now also produces live coverage of Celtic Football Club home matches for SPORTFIVE of Geneva – coverage that is sold to broadcasters worldwide and is available on multiple platforms. mneTV is the country's most widely travelled television company having worked in over 300 destinations across the world, from the slums of Quito to the glitz of Los Angeles and New York. In the last few years the company has worked in India, China, Vietnam, Guatemala, Botswana and South Africa, and has recently returned from filming country music features in Texas. Awards range from the Spirit of the Festival Award at the Celtic Film Festival to a Creative Excellence Award at the International Festival of Film and TV in California.*

mneTV Pacific Quay Glasgow G51 1PQ