Co-chomhairle Phoblach MG ALBA 2015

MG ALBA Public Consultation 2015
Review of questions and answers

Leirmheas air ceistean agus freagairtean
MG ALBA conducted a public consultation exercise in Spring 2015. It comprised an online survey and public meetings. The purpose of the consultation was to evaluate the appropriateness of five strategic objectives proposed by MG ALBA as part of the preparation of its strategy for Gaelic media for the next five years – Ro-innleachd nam Meadhanaidh Gàidhlig 2020 (Lèirsinn 2020).
**Co-theacsa**

Tha MG ALBA agus am BBC a’ cruinneachadh agus a’ toirt mion-shùil air fiosrachadh gu formimeil gach seachdaine agus gach mìos. Tha TRP a’ ceasnachadh pannail de 350 luchd-labhairt na Gàidhlig gach seachdaine agus tha TNS a’ dèanamh agallamh ri aghaidh ri le 1,000 neach air feadh Alba gach mìos. Tha seo a’ ciallachadh gu bheil co-dhùnaidhean ro-innleachdail sam bith, me, a’ freagairt air iarrtasan cuid de phàirtean den luchd-amhairc, stèidhichte air fianais.

B’ e prìomh amas na co-chomhairle phoblach gu h-ìosal a’ toirt geàrr-chunntas air freagairtean gach amas ro-innleachdail, còmhla ri na priomh chuspairean a nochd. Tha an iomadh bheachd sam bith a’ chaidh a thogail air an cur air a dhéanamh, le luchd-amhairc a bha an sàs sa pròiseas.

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**Context**

MG ALBA and the BBC gather and analyse data on a rigorous, formal basis weekly and monthly. TRP query a panel of 350 Gaelic-speakers weekly and TNS conduct face-to-face interviews monthly with 1,000 people throughout Scotland. This ensures that any strategic decisions, e.g. on addressing the needs of particular audience segments, are strictly evidence-based.

The public consultation was intended to enable assessment of the five proposed strategic objectives. It was an informal process, and not analogous to the process behind the weekly and monthly audience research. The consultation was self-selecting, had a very small sample of 172, attendance at public meetings was highly variable (maximum of 16, minimum of 1), and aimed to receive the views mainly of the Gaelic audience, as opposed to the views of the much wider national audience that BBC ALBA attracts. Nevertheless, the consultation provided useful qualitative information to MG ALBA, and enabled the examination of the proposed strategic objectives by the audience members engaged with the process.

**Amasan Ro-innleachdail**

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The information below summarises the responses to each strategic objective, along with key themes that arose. It also notes MG ALBA’s response to issues raised. The many useful comments made on specific TV programmes have been passed on to BBC ALBA’s editorial team, but they have not been summarised here, as the central aim of the consultation was to assess the proposed strategic objectives.

**Strategic Objectives**

The information below summarises the responses to each strategic objective, along with key themes that arose. It also notes MG ALBA’s response to issues raised. The many useful comments made on specific TV programmes have been passed on to BBC ALBA’s editorial team, but they have not been summarised here, as the central aim of the consultation was to assess the proposed strategic objectives.
Objective 1:
PSB partnership services for Gaelic users

Evidence
This objective received the support of 91% online. There was support for this objective in the public meetings too. Some issues raised in this context included the extension of the schedule in order to better cater for young children. The current lack of live programming was raised, and perceived weaknesses in coverage of contemporary life for Gaelic users. Youth-oriented programming was noted as currently underserved, and the potential for non-linear outlets, such as YouTube was raised (see Development below). Issues in relation to the amount of Gaelic content were also raised in this context; these are dealt with below.

Response
The gap in relation to youth programming is noted. Strategic measures to address this will be included in Lèirsinn 2020 (MG ALBA’s strategy for Gaelic media to 2020, which we intend to publish in the Autumn).

Similarly, Lèirsinn 2020 will include digital media provision to address, inter alia, the issue of an online development space for Gaelic content.

There is currently no scope to extend the number of hours broadcast. This may be considered if increased funding becomes available to the channel in the future. Note however the current view of MG ALBA is that any increased future investment should be targeted on increasing quality of content within the existing hours broadcast, including through increased originations, rather than extending the hours of broadcast.

The observation on coverage of contemporary life is noted, as is the comment on live programming.
Evidence
This objective received support of 94% of online respondents. The importance of providing Scottish culture, music and language, including sport such as shinty, was noted as filling a gap no other channel currently fills. One suggestion was that the normalisation of Gaelic should include the ambition that quality Gaelic programming win awards. Some comments challenged the fulfilment of this through content such as football, suggesting the ambition should include its fulfilment through high quality programming, including drama. One contribution suggested that more could be made of the opportunity to promote Gaelic, Gaelic Medium Education and other Gaelic related matters during the broadcast of content attractive to non-Gaelic users. Again, the importance of the channel as a bridge to learning was noted in this context, i.e., the principle that the channel must do more than raise awareness, it must enable conversion of that awareness to activity in Gaelic learning. Some comments were made on content which could promote access, such as content on places and place-names, thus (i) making Gaelic more directly accessible to non-Gaelic users but also (ii) showcasing the Scottish landscape. Some contributors made points about the national audience coming at the cost of Gaelic programming and this point is addressed below.

Response
The desire to attract non-Gaelic users through high quality programming is shared by MG ALBA. Note that funding is critical to this ambition, in that that would enable increasing the investment in programmes, by increasing the cost per hour.

The potential for the promotion of Gaelic and Gaelic Medium Education, particularly during content targeted at non-Gaelic users is noted.
are BBC restrictions on promotion, it may be possible to highlight subjects within programmes - off-channel promotion, linked to content, can also potentially address this question.

The importance of the channel in relation to Gaelic learning is noted. Lèirsinn 2020 will set out (i) the need for research to establish the relationship between BBC ALBA’s content programming and Gaelic language learning initiation and support and (ii) our specific proposals for new BBC ALBA-led learning content.
Amas 3:
Cruthaich luach eaconamach

Evidence
This objective received 91% support of online respondents. It generated fewer comments and less debate. It was noted that unlike out-of-London and Nations quotas for other PSB channels, Gaelic commissioning spend stayed in Scotland. The challenge of measuring such impact was noted, along with the necessity of investment in training, apprenticeships, and support for non-Gaelic speaking staff. The political importance of robust economic arguments was noted.

Response
Leiríonn 2020 will set out MG ALBA’s ambitions in relation to economic impact, including through internationalisation of some Gaelic-originated content. This will be on an evidence-led basis.

Objective 4:
Contribute to Gaelic language maintenance and development

Evidence
This objective received 96% support online. Again, it generated fewer comments and less debate. The role of MG ALBA in training Gaelic users and non-users was noted, in particular support for literacy. Potential difficulties in measurement were noted.

Response
Leiríonn 2020 will set out MG ALBA’s training strategy in detail. The learning initiative referenced above will include measures to address literacy in advanced/fluent Gaelic users.
**Amas 5:**
**Araich dàimhean agus cleachdadh sna meadhanan Gàidhlig**

**Fianais**
Fhuair seo taic bho 95% air-loidhne. Bha a’ mhòr-chuid taiceil ris a’ bheachd. Bha cuid mothaclair gu feum cuid de shusbaint atharrachadh a rèir diofar phàtrain coimhich, còmha ris a’ chudromas a th’ ann luchd-cleachdhai dh na Gàidhlig a bhith a’ cruthachadh an t-susbeanrach aca thèin, agus a bhith a’ meudachadh cleachdadh na Gàidhlig sna meadhanan sòisealta. Chaidh iomrnadh a thoirt air FilmG a th’ ann an “an ire a chuir a-steach airson na farpais, feart, miseachadh agus cothromain a tha na lùib”.

**Fregaìrth**
Thathar mothaclair air an fheum a th’ ann air ro-inleachd didseatach cunbhalach a leasachadh agus theid dèiligeadh ris ann an Lèirsinn 2020.

Tha MG ALBA mothaclair air an fheum a th’ ann arainn a chruthachadh far a bheil Gàidhlig sna meadhanan sòisealta abhasteach, agus far a bheil luchd-cleachdai dh na Gàidhlig air an uideamachadh agus misneachd gu leòr aca com-pàirtiachadh tro mheadhan na Gàidhlig. Tha MG ALBA ag obair le com-pàirtiachan eile ann a bhith a’ lorg an dòigh as èifeachdach air seo a dhéanamh agus theid sùil nas dlùithe a thoirt air Lèirsinn 2020.

**Objective 5:**
**Foster active engagement and participation in Gaelic media**

**Evidence**
This received 95% support online. Comments were broadly supportive. Some contributors noted the importance of adapting for different viewing patterns, in addition to the importance of Gaelic users creating their own content, and increasing the presence of Gaelic in social media. FilmG was mentioned in terms of ‘the scale of entries, and quality, confidence and outlet it provides’.

**Response**
The need to develop a comprehensive digital strategy is noted and will be addressed in Lèirsinn 2020.

MG ALBA notes the need to contribute to the creation of an environment in which Gaelic in social media is a normal activity, and in which Gaelic users are equipped and have sufficient confidence to participate through the medium of Gaelic. MG ALBA is working with other partners in exploring the most effective way of achieving this and this will be more fully documented in Lèirsinn 2020.

FilmG has been successful and future developments include a focus on Gaelic scripts and related writing development, and the follow-through both in terms of outlets for FilmG content but in terms of developing talent identified through FilmG. Again this will be articulated in Lèirsinn 2020.
Beachdan eile:
Fo-thiotalan

Fianais
Chaich fo-thiotalan a thogail le dacing air-loidhne agus ann an coinnreamhan. Bha móran airson ’s gum biodh fo-thiotalan Beurla roghainneil. Bha cuid ag iarraidh fo-thiotalan Gàidhlig. Bha gu leòr a’ faicinn an luach a th’ ann gum bi fo-thiotalan ann chaladh a bhios a’ coimhead na seanail ach aig nach eil a’ Ghàidhlig. Bha a’ mhò-r-chuid a bheachdaich air a seo den bheachd gum bu chóir roghainn a bhith an luchd-amhairc nam biodh sin comasach.

Freagairt
Tha MG ALBA mothachail air a’ cheist a thaobh fo-thiotalan. A thuilleadh air beachdan thaighinn tron cho-chomhairle, chuir MG ALBA air bhonn rannsachadh air a’ bhuaidh a th’ aig fo-thiotalan air luchd-amharmac a tha a’ cleachadh a’ chànan (faic Eàrr-ràdh 1). Tha MG ALBA a’ leantainn leis a’ bheachd gu bheil e air leth cudromach gum bi an t-seanail a’ frithealadh orrasan aig nach eil a’ Ghàidhlig agus tha poileasaidh aca a tha a’ taobhadh le fo-thiotalan Beurla a bhith ann a ghabhas ‘an tionndadh dheth’. Tha am BBC a’ coimhead air dé na roghainnean a th’ ann a thaobh na cúis seo. Tha MG ALBA a’ moladh gun tèid cumail le na fo-thiotalan air an lusgadh a-steach ann am Beurla gus an tig an t-àrm far a bheil fo-thiotalan roghainneil rim faighinn thar gach urlar sgaolichd. Tha MG ALBA den bheachd nach bi e fada gus an cuir Ofcom uallach air BBC ALBA cuir ris an t-seirbheis tro fo-thiotalan, seirbheisean claisneachd agus soighridh.

Other Feedback:
Sub-titles

Evidence
Subtitles were raised by online respondents and in meetings. Many wanted English subtitles to be optional. Some wanted Gaelic subtitles. Many recognised the importance of subtitles for channel accessibility for non-Gaelic users. There was a consensus that the viewer should have a choice if possible.

Response
MG ALBA notes the concerns on subtitles. In addition to consultation feedback MG ALBA also commissioned specific research on the impact of current subtitle policy on viewers who are users of Gaelic (see Appendix 1). MG ALBA continues to emphasise the importance of the accessibility of the channel to non-Gaelic users and has a policy preference for English language ‘turn off’ optional subtitles. The BBC is investigating the options with regard to this. MG ALBA proposes that the use of burnt-in English language subtitles continues until such time as optional subtitles in an acceptable form are available across all distribution platforms. Note that MG ALBA expects Ofcom in the near future to formally require BBC ALBA to enhance access provision through subtitles, audio description and signing.
Fianais
Thog grunnan cho cudromach ‘s a tha an t-seanail ann an ath-bheothachadh na Gàidhlig,agus feadhann a’ moladh gum bu choir dhan t-seanail a bhith nas ‘iomairtiche’ san dòigh seo le mar eisimpleir, usbaint a bheir sùil air na h-adhbharan air cùlaibh crionadh na Gàidhlig, a’ bhuaidh a’ bhaigh a’ bh’ aig call cànain agus iomairtean ath-bheothachaidh a chaidh a chuir air an fhuireadh ann an dtìut an t-seanail na Gàidhlig, agus a’ chòrdadh gu h-easamh a thog grunnan cho cudromach ‘s a tha an t-seanail ann an ath-bheothachadh na Gàidhlig, agus a’ bh’ aig call cànain agus iomairtean ath-bheothachaidh a bhaibh an t-seanail ann an dtìut an t-seanail na Gàidhlig, agus amas na seanail ann an dtìut an t-seanail na Gàidhlig.

A thuilleadh air mar a dh’fhaodadh an t-seanail pròs agus misneachd a thogail am measg luchd-cleachdadh na Gàidhlig. Thog cuid a’ cheist air dè cho feumail ‘s a bha e daoine a’ chleachdadh ann an prògraman mar robh Gàidhlig aca, ‘s gur ann a bh’ in air chòir dhan t-seanail a bhith feuchainn ri tìut an t-seanail na Gàidhlig.

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Ceangailte ris a’ phuing mu misneachadh chaidh a’ cheist a thogail nach robh Gàidhlig gu leòr ann an cuideadh na Gàidhlig. A thuilleadh air mar a dh’fhaodadh an t-seanail pròs agus misneachd a thogail am measg luchd-cleachdadh na Gàidhlig.  Bh’ a’ bheachd ann nach robh Gàidhlig gu leòr ann an cuideadh na Gàidhlig. A thuilleadh air mar a dh’fhaodadh an t-seanail pròs agus misneachd a thogail am measg luchd-cleachdadh na Gàidhlig.  Bh’ a’ bheachd ann nach robh Gàidhlig gu leòr ann an cuideadh na Gàidhlig.
attracting non-Gaelic users. There was a view that efforts to attract and maintain an audience of non-Gaelic speakers ought not to come at the cost of Gaelic. For some contributors the objective of achieving normalisation of Gaelic through Gaelic content was impeded because this was not being achieved through Gaelic content per se, but through programming with superficial use of Gaelic.

Finally, the importance of Gaelic content being made through the medium of Gaelic, rather than through the medium of English, was noted. This was cited in relation to Gaelic media production in general, and also FilmG. English usage in aspects of Gaelic production other than in front of camera was noted as a wasted opportunity both to promote Gaelic as an economic asset and to normalise it as a working asset. This practice was also noted as generating cynicism about the value of Gaelic in the media. Emphasis was placed on the desirability of strengthening Gaelic language skills in production teams.

Response

As noted above, Lèirsinn 2020 will set out (i) proposals on how the relationship between BBC ALBA content and Gaelic language learning uptake and maintenance can be better understood and developed and (ii) proposals for new BBC ALBA–led learning content.

MG ALBA’s audience strategy is to provide content that both serves the Gaelic audience, and has resonance with the national audience. The rationale behind this strategy is normalisation of Gaelic: it is MG ALBA’s view that that can best be achieved by BBC ALBA being a successful broadcaster, broadcasting high quality content (to the extent possible on current budgets).
Aig amannan, dh’fhaodadh e bhith gu bheil barrachd Beurla ann an cuid de phrògraman air sgàth ‘s gur e amasan ãbhaisteachd a bha san amharc. Mar eisimpleir, mas e an t-amas beachdan dhaoine a ghluaasad bho staid coma co-dhiù mun Ghàidhlig gu leth-choma, no bho leth-choma gu deasachs nam barail, a rèir prionnsabal stèidhichte le MG ALBA. Airson freagairt a chur mu choinneamh dhraghhan mu ire de Bheurla ann am prògraman, tha MG ALBA a-nis a’ foiliseachadh nam prionnsabal sin ann an Èàrr-ràdh 2 agus a’ gealtainn gum frithiul na prògraman sin air na h-adhbharan ro-innleachdail.

Tha doimhneachd cainnt a tha ri fhaotainn sa Ghàidhlig aig cridhe ro-innleachd BBC ALBA. Tha páirt den ro-innleachd sin stèidhichte air tàlant am measg luchd-cleachdadh na Gàidhlig a chomharrachadh agus a bhrosnachadh.

Tha iomadh dòigh ann air cur ri cleachdadh na Gàidhlig ann an susbaint nam meadhana agus tha MG ALBA air neartachadh cainnt fhighe a-steach do dh’iarthas deasachadh phrògraman.

Tha MG ALBA a’ gealtainn a bhith ag obair cómhla ri sgiobaidhean riodhchaidh nar roinn solarachaidh gus tréanadh agus taic a thoirt sa Ghàidhlig anns gach meur de riodhchaidh. Théid seo a chur an cèill nas mionaidh ann an Lèirsinn 2020.

In order to address concerns over programmes with high levels of English content, MG ALBA sets out those principles at Appendix 2 and commits to ensuring that such programming will serve those strategic purposes.

The reflection of the richness of Gaelic diversity is at the heart of BBC ALBA strategy. Part of that strategy concentrates on nurturing and celebrating talent among Gaelic users.

There is significant scope to enhance the use and practice of Gaelic in media content and MG ALBA has incorporated strengthened language criteria into programme editorial specifications.

MG ALBA commits to working with production teams in our supply sector to facilitate and support Gaelic language training in all aspects of production. This will be set out in more detail in Lèirsinn 2020.

through the medium of Gaelic, not by creating a Gaelic broadcasting niche. It is not MG ALBA’s view that its two audience objectives are mutually exclusive. While MG ALBA holds that this audience strategy is the correct one for the success of the channel, MG ALBA recognises and understands the concerns expressed over the amount of Gaelic in programming.

Some content may have higher English content because it has been commissioned with specific normalisation objectives in mind, e.g. the conversion of viewers from apathy to a neutral stance, or neutral to positive opinions about Gaelic, in accordance with principles established by MG ALBA.
Beachdan eile: Luchd-ionnsachaidh

Fianais
A bharrachd air na puingean a chaidh air dh’ainmeachadh chaidh beachdan a chur air adhart mu ro-inneachd airson taic a chur ri ionnsachadh teaghlaich (seach daoine fa leth). A-rithist, bha an ceangal eadar susbairt Gàidhlig agus gluasad gus a’ Ghàidhlig ionnsachadh air a mheas mar phrlomh thomhas.

Freagairt
Faic na puingean gu h-àrd a thaobh (i) rannsachadh agus (ii) iomairt ionnsachadh na Gàidhlig.

Beachdan eile: Leasachadh

Fianais
Thog cuid de luchd-com-pàirt ceistean mu chúisean leasachaidh leithid am feum a th’ ann air taic a thoir do luchd-sgriobhaidh na Gàidhlig airson comadaidh agus dràma agus dìth airgid airson leasachadh agus rannsachadh air beachdan a leasachadh agus fhuechainn a-mach. Chaidh a thogail gu bheil feum air fhìochann sònraichte airson beachdan a thoir air adhart agus feachainn a’ moladh YouTube a cheithridh airson a leithid.

Freagairt
Tha MG ALBA mothachail air na ceistean a chaidh a thogail agus leasachadh sgilean sgriobhaidh gu sònraichte airson dràma agus comadaidh. Bithear ag amas dèiligeadh ri seo tro FilmG agus le bhith ag obair ann an com-pàirtreachas le buidhnean eile. Thèid seo a chur an cèill nas mionaidh ann an Lèirsinn 2020. Cuiridh Lèirsinn 2020 ro-inneachd nam meadhanan didseatach an cèill, a bheir a-steach ceistean mu àite leasachaidh mar a chaidh a thogail roimhe.

Other Feedback: Learners

Evidence
In addition to the points noted above, strategies specifically to support family learning (as opposed to individuals) were suggested. Again, the relationship between Gaelic content and conversion to learning was identified as being a key measure.

Response
See the points noted above in relation to (i) research and (ii) a language learning initiative.

Other Feedback: Development

Evidence
Several contributors raised development issues such as the need to encourage and support Gaelic writing for comedy and drama and the lack of funding for idea development and experimentation. The need for a development space for programme ideas was noted, with contributors suggesting the possibility of YouTube for such.

Response
MG ALBA notes the concerns raised about development of skills in particular writing skills for drama and comedy. It will seek to address these issues both through FilmG and by working in partnership with other organisations. This will be set out in more detail in Lèirsinn 2020. Lèirsinn 2020 will also set out the organisation’s digital media strategy, which will encompass issues such as the development space referred to.
Tha doimhneachd cainnt a tha ri fhaotainn sa Ghàidhlig aig crídhe ro-innleachd BBC ALBA
Beachdan eile:
FilmG

Fianaí
Thog FilmG iomadh beachd mhath. Bhathar mothachail gu sònraichte air mar a chaighd na meadhannan sòisealta a chealachdadh agus mar a bhathar a’ a’ chogaidh misuseachd luchd-com-pàrteachaidh. Chaidh ceistean a thogail mun dòigh sam b’ urrainnear iadsan a shoirbhich a thogail air adhart. Chaith a thogail cuideachd gun robh gainnead chothromann ann an-dràsta airson nam filmichean sin a chraoladh.

Freagairt
Mar a chaighd a thogail gu h-àrd, cumaidh MG ALBA orra a’ thogail air soirbhheasachta FilmG. ‘S iad na priomhchasa is an fàgadh an meadanach cinnteach gu b’ iad Ghàidhlig a chreachadh na farpais, gun tèid sgrìobhadh sgrìobhdaichean a leasachadh san fharsail, agus do-rainneachdan gu tèid an fhheadhainn a shoibrich an t-sàiseachadh ann an airson adhart ann an dòigh ionchaidh. Thèid coimhead ri dòigh shealltainn na filmichean a shealadh. Chan e beachd MG ALBA na filmichean aig FilmG a shealadh air an t-seanail fhèin ach dòigh shealadh eile a ròg. Thèid seò a chur a mach gu mionaideach ann an Lèirsinn 2020 ach tha e gu math folaisach gu mòr ri cheile.

Evidence
FilmG generated many positive comments. Its successful use of social media was noted, and its success in building participants’ confidence was also cited. There was a perceived lack of follow-through for successful participants. The lack of broadcast opportunity for winning films was also noted.

Response
As noted above, MG ALBA will continue to build on FilmG’s success. Future priorities include ensuring the integrity of Gaelic content within the competition, ensuring Gaelic script writing is developed as part of the competition, and ensuring there is appropriate follow-through for competition winners. Opportunities for showcasing content will be investigated; MG ALBA’s priority is not for broadcast of FilmG films on BBC ALBA per se but to investigate other forms of consumption. This will be set out more fully in Lèirsinn 2020; it is clear that the strategy for FilmG’s development and MG ALBA’s digital media strategy will require to be highly integrated.
Co-dhùnadh

Thug co-chomhairle phoblach MG ALBA as t-Earrach 2015 am follais gu làidir gu bheil luchd-cleachdaidh na Gàidhlig dealasach a thaobh BBC ALBA agus a’ faireadh dàimh làidir le na meadhanan craolaich Gàidhlig aca. Bha beachdan gu math eadar-dhealaichte a’ nochtadh air diofar thaobhan de phoileasaidh, ro-inleachd no prògramadh, ach san fhostaingeachd bha miann aca uile gum biodh teilebhisean Gàidhlig an dà chuid a’ toirt sealladh air staid càn an agus cultar na Gàidhlig san latha an-diuagh agus mar mheadhan air daoine a thaladh gu Gàidhlig agus airson fás agus leasachadh.

Tha MG ALBA dealasach mu bhith a’ leantainn air adhart le conaltradh ri luchd-ùidh agus ri luchd-amhairc agus ris an fheadhainn a thà a’ cruthachadh nam prògraman. Thèid na molaidhean againn airson am a ri teachd a chur an cèill ann an Lèirsinn 2020, a tha sinn an dòigh fhoilseachadh as t-Foghar 2015, a’ cur mar coinneamh na priomh dhùbhlain agus chothroman airson nam meadhanan Gàidhlig, agus tha sinn a’ cur fàilte air obair sam bith eile a theòd a chur ris an obair sin.

Conclusion

MG ALBA’s public consultation in Spring 2015 provided strong evidence that users of Gaelic are highly committed to BBC ALBA and feel strong bonds of ownership with their Gaelic broadcast media. Respondents had differing views on certain aspects of policy, strategy or programming, but in general exhibited a shared desire for Gaelic television to be both a contemporary reflection of Gaelic language and culture and an instrument of recruitment, growth and development.

MG ALBA commits to the continuation of this conversation with stakeholders and with the users and creators of Gaelic media. Our proposals for the future, Lèirsinn 2020, which we expect to publish in Autumn 2015, will set out some key challenges and opportunities for Gaelic media, and we welcome all contributions to that work.
Statement 1:
The subtitles on-screen are off-putting.
More respondents (51.3 percent) disagreed with the statement that “the subtitles on-screen are off-putting”, than agreed (24.0 percent).
- Non-fluent respondents were more likely to strongly disagree, with 51.5 percent of them indicating this.

Statement 2:
The Gaelic to English translation is accurate.
Over half (55.3 percent) of the respondents agreed that the “translation is accurate”, while few (11.3 percent) disagreed.

Statement 3:
The subtitles can be difficult to see clearly.
A majority of two in every three (66.9 percent) disagreed with the statement that “the subtitles can be difficult to see clearly”.

Appendix 1:
Use of Subtitles on BBC ALBA
Survey conducted by Lèirsinn with Gaelic TV Audience Panel, December 2014.

Beachd 1:
Tha na fo-thiotalan air an sgàilean mì-thaitneach.
Chaidh barrachd (51.3 sa cheud) an aghaidh a’ bheachd sin “tha na fo-thiotalan air an sgàilean mì-thaitneach”, na chaidh leis a’ bheachd (24 sa cheud).
- Bha an fheadhainn a bha neo-fhileanta nas dualtaiche a bhith làidir an aghaidh a’ bheachd sin, le 51.5 sa cheud dhibh a’ sealltainn seo.

Beachd 2:
Tha an t-eadar theangachadh Gàidhlig gu Beurla ceart.
Cha do dh’aontaich ach beagan is leth (55.3 sa cheud) de dhaoine gun robh “an t-eadar-theangachadh ceart” agus beagan (11.3 sa cheud) a’ dol às a’ chòrr (32.8 sa cheud) gun bheachd aon taobh no an taobh eile.
- The fluent respondents were more likely to agree, while non-fluent speakers were more likely to give a neutral response.

Beachd 3:
Tha na fo-thiotalan doirbh an leughadh.
Bha a’ mhor-shluagh, dithis às gach triùr (66.9 sa cheud) a’ dol an aghaidh a’ bheachd sin gu bheil “na fo-thiotalan doirbh an leughadh”.
- The proportion of fluent respondents who disagreed (38.4 percent) was greater than those who agreed (28.8 percent), with the remainder (32.8 percent) remaining neutral.
- The fluent respondents were more likely to agree, while non-fluent speakers were more likely to give a neutral response.

CO-CHOMHAIRLE MG ALBA 2015
Statement 4:

Having English subtitles encourages non-Gaelic speakers to view BBC ALBA.

Almost all respondents (85.1 percent) agreed that “having English subtitles encourages non-Gaelic speakers to view BBC ALBA”. Over half (55.3 percent) agreed strongly.

Beachd 4

Tha fo-thiotalan Beurla a’ brosnachadh dhaoine aig nach eil a’ Ghàidhlig a bhith a’ coimhead BBC ALBA.

Bha cha mhòr a h-uile duine ann an aonta (85.1 sa cheud) gu bheil “fo-thiotalan Beurla a’ brosnachadh dhaoine aig nach eil a’ Ghàidhlig a bhith a’ coimhead BBC ALBA”. Bha còrr is leth (55.3 sa cheud) ag aontachadh gu làidir.

91% a’ toirt taic do dh’amas

“Seirbheisean co-bhanntachd PSB airson luchd-cleachdaidh na Gàidhlig”

94% a’ toirt taic do dh’amas

“Coilean buaidh nàiseanta ann an Alba le bhith a’ cruthachadh luach sòisealta agus cultarail tro shusbaint Gàidhlig”

91% a’ toirt taic do dh’amas

“Cruthaich luach eaconamach”

96% a’ toirt taic do dh’amas

“Cuir ri cumail suas agus leasachadh na Gàidhlig”

95% a’ toirt taic do dh’amas

“Araich dàimhean agus cleachdadh sna meadhanan Gàidhlig”
Earr-ràdh 2:
Stiùireadh Gàidhlig MG ALBA / BBC ALBA

Tha a’ cho-bhanntachd aig BBC ALBA a’ lìbhrigeadh susbaint tar-mheadhan a tha a’ gabhail a-steach an seanail BBC ALBA, Radio nan Gàidheal agus www.bbc.co.uk/alba gach fear aca a’ tabhann ghioireasan agus susbaint a tha co-fhreagarrach. Tha gach seirbhis air a thabhann tro mheadhan na Gàidhlig.

Raon-dleastanais

Tha BBC ALBA ag amas air luchd-bruidhinn na Gàidhlig a fhritheachadh, iadsan a tha ag ionnsachadh, iadsan aig am biodh ùidh ann a bhith ag ionnsachadh, agus iadsan aig a bheil ùidh sa chànan agus sa chultar. Tha e ag amas air cultar, féin-aithne agus dualchas na Gàidhlig a thaisbeanadh.

Ann a bhith a’ coileanadh a raon-dleastanais tha BBC ALBA a’ cur ro-innleachd prògram an sàs a tha ag amas air a bhith a’ frithealadh:

• ladsan a tha a cheana a’ bruidhinn agus ag ionnsachadh na Gàidhlig – le bhith tabhann seirbhis aig a bheil creideas agus buntanas

• ladsan aig nach eil a’ Ghàidhlig – le bhith tabhann susbaint a tha tairgse roghainnean coimhid eile do luchd-airc agus coimhearsnachd an sàs a tha ag amas air cultar, féin-aithne agus dualchas na Gàidhlig a thaisbeanadh.

Tha BBC ALBA cuideachd ag amas air:

• A bhith a’ cuideachadh ann a bhith a’ tâladh luchd-labhairt ùra chun chànan

• Ìomhaigh na Gàidhlig a thogail tron RA air fad le bhith tabhann susbaint a tha tarraingeach do luchd-amhairc aig nach biodh ùidh no luach sa chànan mur e b’ e seo

• A bhith ag amas air sealladh eadar-nàiseanta a thoirt seachad a’ gabhail a-steach cànain is cultaran eile

Appendix 2:
MG ALBA / BBC ALBA Gaelic language guidelines

The BBC ALBA partnership delivers a cross-media offering which includes the BBC ALBA TV channel, Radio nan Gàidheal and www.bbc.co.uk/alba each offering complementary content and resources. All three services are delivered through the medium of the Gaelic language.

Remit

BBC ALBA aims to serve Gaelic speakers, those learning the language, those that might wish to learn, and those interested in the language and culture.

It aims to reflect and support Gaelic culture, identity and heritage.

In addressing its remit BBC ALBA operates a programme strategy which seeks to serve:

• Existing Gaelic speakers and learners – by providing a credible and relevant service

• Non-Gaelic speakers – by providing content which offers alternative viewing to audiences and communities of interest across Scotland and the rest of the UK

BBC ALBA also aims to:

• Help attract new speakers to the language

• Raise the positive profile of Gaelic throughout the UK by offering attractive content to audiences who might otherwise see little relevance or value in the language

• Offer an international perspective involving other languages and cultures
Ro-innleachd Cànain

Tha BBC ALBA a’ stèidheadachadh na Gàidhlig ann an co-theacsa far am faod daoine aig nach eil i a thiginn na làb ann an suidheachaidhean far nach sùlichear a thaobh cultar na Gàidhlig. Tha aithne na Gàidhlig na pàirt mòr de mheudachadh luchd-amhartach a dh’fhaoadadh nach eil eil fileanta ach a tha taiceil a thaobh suidhichdhean far am fàigh a’ Ghàidhlig cothrom fàs agus a dhol am meud.

Le bhith cur na Gàidhlig an làb co-theacsa Albannach tha a’ mhor-shluagh a’ tòiseachadh a bhith faicinn mar ri ’ábhaisteach’ ann am beatha na h-Alba. Thathar an dòchas a dhèid seo am meud tro thide, agus gum bidh a bhuaidh aige air an tuilleadh dhaoinne a tharraing Chun chràin.

Mar sin ’s e fear de na dileastasanan a tha aig na meadhanan Gàidhlig AITHNE na Gàidhlig a thogail tro Alba air fad. Thathar a’ deànann se a tho phrògraman Gàidhlig anns a bheil cusairean a bhiodh intinnneach agus ruaisinneach do dhaoinn aig nach eil i. ’S e an dìarna dileastanas a th’ aig na meadhanan Gàidhlig a bhith a’ togail INBHE a’ Ghàidhlig mar bhrannd telebhisein shoirbheachail naiseanta a’ cur ri sin. Tha aithne agus inbhe a’ cuideachadh le bhith ag ÀBHAISTEACHADH, far a bheil a’ Ghàidhlig ag amas air a bhith air a h-aithneachadh mar phàirt de bheatha ìbhaisteach ann an Alba. Agus mu dheireadh, bu chòir do na meadhanaidh Gàidhlig a bhith a’ cuideachadh le DLÜTH-GHABHAIL, far a bheil diultadh na Gàidhlig a’ gluasad gu gabhal rithe agus far a bheil iadsan a tha a’ luachadh a’ Ghàidhlig a’ lorg sligean gu ruige comais-labhait.

Language Strategy

BBC ALBA situates Gaelic in contexts where non-speakers may come across the language in contexts not obviously linked to traditional Gaelic culture. Gaelic awareness is an important part of the growth of new audiences who may not be fluent in the language but are willing to support initiatives which aim to create the conditions where Gaelic can grow and flourish.

By placing Gaelic within a mainstream Scottish context the general population begins to see Gaelic as a ‘normal’ part of life in Scotland. It is hoped that through time this will have an incremental, positive impact with more speakers attracted to the language.

As such one of the roles of Gaelic media is to build AWARENESS of Gaelic throughout Scotland. It does this through Gaelic programmes whose subject matter is of interest and accessible to non-Gaelic speakers. A second role of Gaelic media is to build STATUS, and Gaelic as a successful, national television brand assists. Awareness and status are aids to NORMALISATION, whereby Gaelic aims to be recognised as part of mainstream Scottish life. Finally, Gaelic media content should support ADOPTION, whereby rejection becomes acceptance and valuers of Gaelic find routes to becoming speakers of Gaelic.
### Speak Gaelic

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### Middle Scotland

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### Reject Gaelic

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### Spèis dhan Gàidhlig

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### A’ diultaídh na Gàidhlig
Prògraman

Tha coimisein shoirbheachail a’ gabhail a-steach ro-inleachd cànan airson a’ prògràmra taobh a-staigh Sònrachas Deasachaidh. Tha na priomh nithean a bheir buaidh air a’ phoileasaidh cànan airson gach prògram/sreath mar a leanas:

• Luchd-amhairc air a bheilear ag amas
• Gnè a’ prògràim
• Àite sa chlàr-ama
• Prìomh thàlant
• Luchd-com-pàirt sa prògràm

Com-pàrteachas cânain agus bun-tús mu luchd-com-pàirt prògràman BBC ALBA – Tha BBC ALBA ag aithneachd trí pròròmh bhuidhnean de luchd-amhairc airson a chuid prògràman.

CRIDHE GÀIDHILG: Prògraman airson luchd-amhairc a tha bruidhinn Gàidhlig.
Bu chòir na prògràman seo a bhith a’ cleachdadh na ghabhas de dhaoine a tha cofhurtaig agus fileanta sa Gàidhlig, le fileantaich sa Gàidhlig a’ gabhail pròmhmachair thairis air nì sam bith eile.

GÀIDHILG LE CO-FHAIREACHDAINN NÀISEANTA: Prògràman a bhith bruidhinn Gàidhlig airson luchd-com-pàirt phrògràman BBC ALBA – Tha BBC ALBA ag aithneachd tri pròròmh bhuidhnean de luchd-amhairc airson a chuid prògràman.

Gàidhlig ach aig aig sgàth sin a bheil co-fhaireachdainn nàiseanta agus a thà cuideachd ag amas orrasan aig nach eil a’ Gàidhlig.
Bìdh cuspairean ann na prògràman seo ann am biodh ùidh aig daoine gu nàiseanta ach a bhios air an teòrachadh leothasan a tha fileanta sa Gàidhlig agus a bhith inbhe gu nàiseanta.
Eisimpleirean mar an prògràm aithriseach air Modaràtar Easlaiche na h-Alba no an t-sreath litreachais, ’Sàr-Sgeòil’.

NÀISEANTA: Prògraman a bhith a dhàtaighdo mu luchd-amhairc gu nàiseanta agus nach eil air an coineagalachd cùs le ruigsinnseach cnapan-starrraidh a thaobh.
Bu chòir am prògràmadh seo a bhith aig amas air na tobrachean-eòlais as fhèarr air gu nàiseanta airson sgeulachd, gum umhail do chànan no dualchas.
Bu chòir luchd-com-pàirt a bhith a’ rìochdachadh Alba air fad ach aig e a-mhàn luchd-labhairt nan Gàidhlig.

Programmes

A successful commission includes a language strategy for the programme within the Commissioning Specification. The main factors which will impact on the language policy for each programme / series are as follows:

• Target audience
• Programme genre
• Schedule Slot
• Key talent
• Programme contributors

Language contributions and provenance of contributors for BBC ALBA programming – BBC ALBA recognises three main target audiences for its programming:

CORE GAELIC: Programming for the core Gaelic-speaking audience. This programming should include as many contributors as possible who are comfortably fluent in Gaelic, fluency in Gaelic taking precedence over other factors. Hebridean content will often be very strong in this programming but, in the same way as Radio na Gàidheal content, the editorial scope may be national or international. Examples include news programming like ’An Là’, drama like ’Bannan’, documentaries like ’An Dotair Mòr’, religion like ’Alleluia’ and light entertainment like ’Fonn, Fonn, Fonn’.

GAELIC WITH NATIONAL RESONANCE: Programming which has a strong production tie to Gaelic speakers or Gaelic culture but the content of which also has national resonance and thus is also targeting non-Gaelic speakers. This programming will have themes which resonate nationally but which will be led by fluent Gaelic speakers who have some national profile. Examples include the documentary on the Gaelic-speaking moderator of the Church of Scotland or the Scottish literary series, ’Sàr-Sgeòil’.

NATIONAL: Programming which should appeal to national audiences and which is not over-encumbered by barriers to access.
This programming should aim to get to the best available national sources for its storytelling, regardless of language and heritage. Contributors should reflect all of Scotland and consciously should not be solely Gaelic speakers or learners. Examples include ’Bainsean’

Tha co-bhanntachd BBC ALBA ag iarraidh air companaidhean a tha a’ frithealadh an t-seanail ro-innleachdan a chruthach a bheir freagairt air na leanas:

- An ro-innleachd chànan airson prògraman a libhrigeadh
- Cànan obrach an riochdachaidh agus mar a thathas a’ sùileachadh a bhith a’ conaltradh le tàlant, luchd-com-pàirt prògraman agus a’ mhòr-shluagh
- Na h-írean cànan as àirde a libhrigeadh

Gàidhlig

Ann an gné prògraman leithid naidheachdann agus prògraman eile a thòid an seilbheachadh thà e iomchaidh gun nochd cànan eile. Faodar eadar-theangachdachd no fo-thiotalan a chleachadh mar a bhios iomchaidh san deasachadh me bu chòir fo-thiotalan a chleachadh aird na h-Eòrpa, eileagadha, seachadha, ghearradh ghoireasan leithid fhacalair an gnoir-cìrichte a thaobh bhith fhacal agus an co-theacsa san deasachadh.

Goireasan

‘S iad luchd-labhairt agus luchd-ionnsachaidh na Gàidhlig a tha sa phrìomh àite a thaobh a bhith a’ sáchadh dhà� chòinneimh prògraman BBC ALBA agus feumar cainnt a chleachadh a tha mar sgàthan air a thòid a chànan a thathas a’ cleachadh aird a tha os an lathach.

Other Languages

In programmes genres such as news and current affairs and acquired programmes it is appropriate that other languages feature. Voice over translation or subtitles can be provided as editorially appropriate e.g. Irish Gaelic should be considered for subtitling rather than voice-over.

Resources

Gaelic speakers and learners are the core consumers of BBC ALBA programmes and the language used must reflect the language which is spoken in communities today by old and young, by native-speaker and learner alike. There are many useful language resources at www.learnGaelic.net including dictionaries, thesaurus, guidance on grammar and the Gaelic Orthographic Conventions (which should be followed at all times unless historic spellings are editorially justified). Producers are asked to remember when using any dictionary or translation resource that care needs to be taken with regard to the meaning of words and the context in which they will be used.

Support

Recent studies have shown that there is a generational lack of confidence in language use – vocabulary and grammar – which needs to be addressed. It is apparent and
recognised within many companies supplying BBC ALBA that support and expertise is generally required with written and spoken Gaelic. These are core skills which should be developed as part of industry courses and training. Collaboration with training bodies, media courses, and Bòrd na Gàidhlig will help address any skills gaps which can, through time, improve confidence and ensure the quality of output is maintained and enhanced.
Rùn
Mission

Geallaidh sinn spionadh agus brosnachadh a thoirt tron Gàidhlig agus na Meadhanan
Our promise is to inspire and encourage through Gaelic and Media

A’ toirt Gàidhlig thugaibh
Bringing Gaelic to you

Lèirsinn
Vision

Gum bi na meadhanan Gàidhlig aithnichte fad is farsaing airson oibair chruthachail, ùr-ghnàthach agus den ire as ùrde
That Gaelic Media is recognised universally for creativity, innovation and the highest standards
Ar Luachan

Values

’S e ar luchd-amhairc ar spionnadh
Our audience is our inspiration

Tha sinn daonnan a’ sireadh sàr-mhathas nar n-obair
We strive always to achieve excellence in our work

Tha sinn gar giùlain fhèin le ceartas,
follaiseachd agus treibhdhireas
We treat everyone with fairness, openness & integrity

Tha sinn a’ toirt urram is taic do chàch a chèile
We respect and support one another

Tha co-obrachadh agus com-pàirteachas aig cridhe ar n-obraich
Teamwork and partnership are at the heart of what we do

Tha MG ALBA a’ toirt priomhachas don luchd-amhairc
MG ALBA puts the audience first