



Creating Tomorrow's Gaelic Digital Content A Framework for Training in the Gaelic Media Production Sector

Background

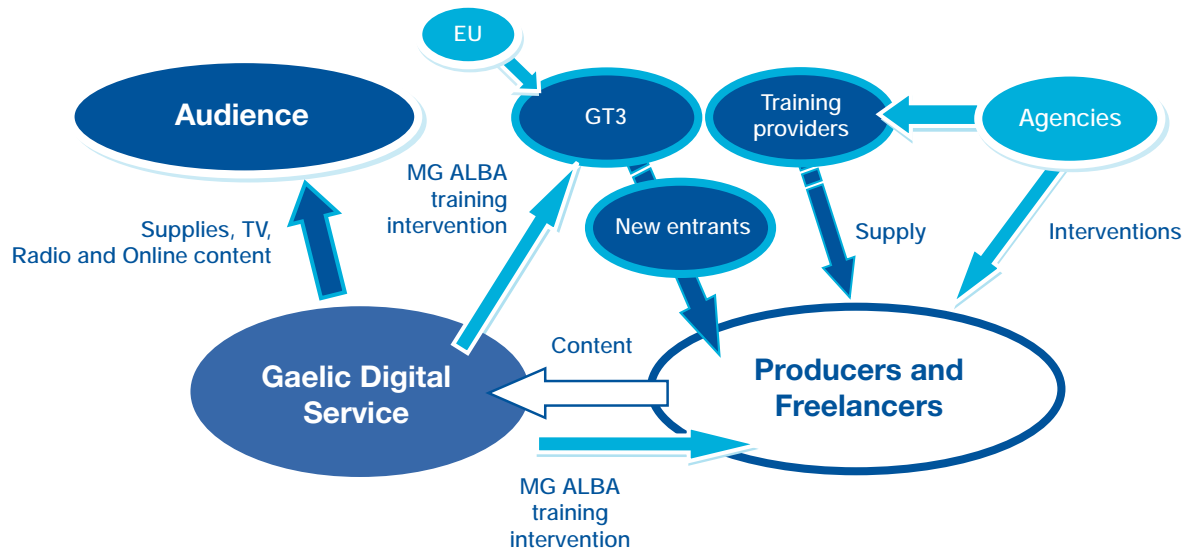
In March 2008 a discussion paper was circulated with the same title as above posing key questions and proposing tentative solutions for the training and development needs of the Gaelic television production sector.

- What structures or initiatives could be established to ensure a coherent and effective approach to the needs of the supply chain?
- What structures or initiatives could be established to ensure that initiatives designed to feed the Gaelic TV food chain also deliver cultural, community, linguistic and lasting economic value, and which organisations should take responsibility for those aspects?
- How appropriate is the current provision of training funded by MG ALBA (the Gaelic Television Training Trust and ad-hoc course or placement support) for new needs of Gaelic TV (and possibly radio) sector? If not appropriate, what should replace it and who could partner in new models for the delivery of training and development?
- What strategic investments ought MG ALBA to make in training and development in order to meet the needs of the TV schedule of 3 or 5 years time?
- Is there agreement to the proposition that the key skills gap is in the area of business development and not in technical, craft or creative areas (even accepting that skills gaps in those areas may be acute)?

MG ALBA Strategy

Following consultation MG ALBA's response to those questions is as follows.

- For the years 2008/9 and 2009/10 MG ALBA's primary goal should be to support training initiatives that directly support the production of high quality Gaelic programmes for the 2008/9, 2009/10 and 2011/11 TV schedules.
- MG ALBA investment should generally be matched by funding from other sources or by the investment of the applicant.
- The two areas requiring key investment are: **new entrants** and **continuing professional development** of professionals already in the industry.
 - o For new entrants and youth MG ALBA's investment will be directly in the training provider (mainly but not exclusively direct financial support for the Gaelic Television Training Trust (GT3) at least for the current year); and
 - o For professionals MG ALBA's investment will be in the training programmes of production companies and freelancers



MG ALBA's investment in training in 2008/9 and 2009/10 will follow the following profile:

- For new entrants:
 - o Gaelic Television Training Trust for 2008/9 (£130k)
 - o Gaelic Television Training Trust for 2009/10 to be reviewed;
- For professionals already in industry:
 - o Continuing Professional Development (CPD) initiatives focused on
 - supporting production companies develop staff engaged in, or intending to be engaged in, Gaelic TV productions (up to £100k each year); and
 - supporting the development of freelance professionals engaged in, or intending to be engaged in, Gaelic TV productions (up to £30k each year).
- For children 12 – 18
 - o Teenagers' Workshops focused on digital content creation in Gaelic (£10k for each of 2008/9 and 2009/10)
- For students and trainees
 - o Student Bursary Scheme allowing around 10 students or trainees attend media events and conferences so as to gain networking experience and learn from the expertise of top industry professionals (£5k for each of 2008/9 and 2009/10)
 - o Radio Events Project focused on building new teams capable of creating quality radio content at major events for community radio or online radio (£15k for each of 2008/9 and 2009/10). Quality ideas and proposals would be eligible for development or production funding



- For communities
 - Community documentary project. 6 people not currently in a media profession from Gaelic speaking communities will be provided with a Masterclass in “self shoot” documentaries followed by regular support from mentor. Outcomes will include regular content provision online from places such as Barra, Islay, Argyll, Lochaber, Uist, Islay, Tiree, Mull [or other islands as appropriate] (£15k for each of 2008/9 and 2009/10)

MG ALBA will convene a meeting of interested parties in late August to consider new entrant provision in light of the requirements of the new channel. This forum will assess

- the current provision of the Gaelic Training Trust.
- other potential models of new entrant training.
- partnership models and participation of Gaelic media in initiatives such as Scotland’s screen and media academies.

The forum will aim to reach clear conclusions about new entrant training provision sufficient to meet the needs of the new channel.

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