



Mercator Media Monographs

1: The Welsh Language in the Media

Rhodri ap Dyfrig, Elin Haf Gruffydd Jones and George Jones

© Mercator Media 2006

www.aber.ac.uk/mercator

Contents

1. Background Context	3
1.1 Historical and Linguistic Background	3
1.2 Territory and Speaker Statistics	3
1.3 Language Use	4
1.4 Legal Position of the Language	4
1.5 The Language in the Education System	5
1.6 The Language in Local Government	5
1.7 The Language in National Government	6
1.8 The Language in the Private Sector	6
1.9 Literature and Music in the Welsh Language	6
1.10 Cultural Mobilisation	7
2. Overview of the Welsh-language media today	8
3. Legislative framework	9
4. Broadcasting – Brief Historical Overview	10
4.1 Historical overview of broadcasting in the UK	10
4.1.1 Historical overview of radio in the Welsh language	10
4.1.2 Welsh language radio broadcasting in the private/commercial and voluntary sector	11
4.1.3 Historical overview of television broadcasting in the UK	11
4.1.4 Historical overview of television broadcasting in the UK in the Welsh language	12
4.2 Television	13
4.2.1 Structure	13
4.3 Radio	14
4.3.1 Public Radio	14
4.3.2 Commercial Radio	16
4.3.3 Community Radio	18
4.3.4 Short-term and long-term Radio Restricted Service Licences (RSLs)	19
4.3.5 Internet Radio/Podcasting	19
5. Press	21
5.1 The Historical tradition of the printed press in the Welsh language	21
5.2 Key players in the printed press	22
5.2.1 Daily newspapers	22
5.2.2 Weekly titles	22
5.2.3 Monthly publications	23
5.2.4 Specialist publications	23

5.2.5 Regional or local newspapers	24
5.2.6 Welsh columns in English language newspapers	25
5.3 Public funding framework for the printed press in the language	25
6. New Media	27
6.1 On-line News	27
6.2 S4C	28
6.3 Public Administration Websites	28
6.4 Interactive Media	28
6.5 Libraries	29
6.6 Software	29
6.7 Blogs	30
6.8 Web Communities	30
6.9 Web Directories	30
7. Cinema	31
7.1 Early Welsh Language Cinema	31
7.2 The Welsh Film Board	31
7.3 S4C and Cinema	31
8. Book publishing	34

The Welsh Language in the Media

1. Background Context

1.1 Historical and Linguistic Background

Welsh is a member of the Brythonic branch of the Celtic language family, this branch also being known sometimes as the *p*-branch, as opposed to the *q*-branch (or Goidelic branch) of Celtic. The terms *p* and *q* refer to different realisations in the present-day languages of an initial consonant found in certain words and derived from one and the same original consonant in Celtic. The Welsh language's nearest relatives are Breton and Cornish. The Brythonic language from which all three are derived was spoken in Britain before the Roman invasion.

1.2 Territory and Speaker Statistics

The traditional territory of Welsh is the whole of Wales, one of the constituent countries of the United Kingdom occupying some 20760 sq km located to the west of England. The language has, however, not survived to a uniform degree in all parts of the country, some areas still retaining high percentages of Welsh speakers in the population and others having more or less lost the language as a traditionally transmitted medium of community interaction. In these latter areas, however, the language has to varying degrees been restored by means of second-language teaching, both to children and adults and in some cases by population movement. In very general terms, one can say that those regions which have retained a substantial percentage of speakers are located predominantly in the west of the country – and particularly in the north-west. Some figures from the most recent population census conducted in the UK in 2001 (http://www.statistics.gov.uk/downloads/census2001/Report_on_the_Welsh_language.pdf), give an idea of the numerical strength of the language's speakers. The total population of those over 3 years of age was 2,805,701, of whom 661,526 (23.6%) could understand spoken Welsh. The number able to actively speak the language was 582,368 (20.8%). 567,152 (20.2%) could read Welsh and 495,519 (17.7%) could write it. These figures represented an increase after a long period of decline in the number of the language's speakers, the number of speakers in 1991 constituting less than 20% of the population where some 80% had been able to speak the language at the beginning of the nineteenth century. If one looks at the percentages of people able to speak Welsh in different age groups then there appear to be indications of a trend towards increase. 36.4% of 5-9 year olds, 43.7% of 10-14 year olds and 42.8% of 15 year olds are able to speak the language, these figures being higher than for any other age group. Only 14.7% of 40-49 year olds can speak the language, for example. This increase in the lower age groups is due in large measure to efforts in the education system. On the other hand, however, an increase in speakers among younger people has been evident for some time and does not appear to have carried through into older age groups. It would appear that for some the grasp of the language gained in school is not maintained in later life. The number of Welsh speakers outside Wales is not precisely known although it has been estimated that there may be between 150,000 and 450,000 in England and approximately 1,000 in Patagonia, Argentina.

1.3 Language Use

Despite what appears on the face of it to be an encouraging reversal of the language's decline, there remain grounds for concern over actual language use as opposed to mere competence. The learning of Welsh in school does not necessarily mean in all cases that there is either desire or opportunity to use it in other contexts – although social groups such as [Urdd Gobaith Cymru](#), a youth organisation, attempt to address this issue. There are also serious grounds for concern about the continuing decline in the percentage of the population speaking Welsh in those areas where the language is still a substantial medium of community interaction, as a result of in-migration by non-speakers from elsewhere and out-migration by the native population. According to Davies (1993):

In 1961, 37% of the surface area of Wales consisted of communities – 279 in all – in which over 80% of the inhabitants had a knowledge of Welsh. By 1981, the figure had fallen to 9.7% and a total of 66 communities.

1.4 Legal Position of the Language

The language's legal position has been determined by a number of Acts of the UK Parliament. The Acts of Union 1536-1542 completely united Wales with England from the point of view of administration and declared English the sole language of any state office. This position remained unchanged until well into the twentieth century when a number of other relevant Acts were passed. The first of these was the Welsh Courts Act of 1942, which granted a very small measure of status to the language in courts of law, falling, however, far short of equal treatment with English. It stated that 'the Welsh language may be used in any court in Wales by any party or witness who considers that he would otherwise be at a disadvantage by reason of his natural language of communication being Welsh'. The Welsh Language Act of 1967 brought further limited concessions, declaring that a document written in Welsh, e.g. a will, had 'equal validity' with one written in English. It also granted the absolute right to speak Welsh in a court of law, which the 1942 Act had not done. At the end of 1992 the British Government presented proposals to Parliament for a new Welsh Language Act which was passed in October 1993. This legislation placed a duty on bodies in the public sector to prepare language schemes detailing measures 'giving effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle that in the conduct of public business and the administration of justice in Wales the English and Welsh languages should be treated on a basis of equality'. The Act also established a statutory Board to regulate the drafting of such schemes and to promote the use of the Welsh language within public bodies. Private organisations, even those providing essential public services, are under no legal obligation to draw up language schemes, although they are strongly encouraged to do so and have indeed done so in at least some cases. The Board has the twofold function of helping organisations to draft their plans and passing the resulting plans as acceptable. In 2004-05 the Board received £11,966,000 of grant-in-aid (public funds), of which some £6,762,000 was distributed by the Board to other organisations in the form of grants to promote and facilitate the use of the Welsh language and to support Welsh language education. At the time of writing (2006), there have been proposed changes

which would bring the work of the Language Board within a department of the Welsh National Assembly (the devolved government body for Wales). The Board's function as monitor of language schemes might then be undertaken by another body, yet to be established. However, it remains unclear whether these proposals will in fact be implemented. Another piece of legislation having a bearing on the status of Welsh is the 1998 Government of Wales Act, which established the National Assembly for Wales and gave it the power to 'do anything it considers appropriate to support the Welsh language'. This legislation also states that 'The Assembly shall in the conduct of its business give effect, so far as is both appropriate in the circumstances and reasonably practicable, to the principle that the English and Welsh languages should be treated on a basis of equality' and the standing orders of the Assembly are in both English and Welsh. The Assembly is not as yet, however, empowered to pass primary legislation concerning the language or any other matter.

1.5 The Language in the Education System

In the education system, Welsh has the status of core subject in Welsh medium schools and that of foundation subject in the rest of the schools of Wales. All pupils must at least study Welsh as a subject up to the age of 16, whether in a Welsh or an English medium school. The precise provision varies, however, according to the policies of individual Local Education Authorities. The availability of courses through the medium of Welsh in further and higher education has hitherto been rather limited and tended to depend in a rather haphazard manner on the policies of individual institutions and the Welsh speaking staff who happen to be available. The [Welsh Medium Teaching Development Centre](#) was established in 2000 with the aim of working towards extending and developing Welsh-medium provision throughout the sector and in 2003, The Higher Education Funding Council for Wales established a Steering Group to advise on the development of a long term strategy for maintaining and expanding university education through the medium of Welsh. The Steering Group and its working parties convened on several occasions and as a result produced a strategy which was presented to the Welsh Assembly Government in November 2004. One of the main proposals was to fund a fellowships scheme and a scholarships scheme for post-graduates, to enable more individuals to train as lecturers through the medium of Welsh. A budget of nearly £3 million has been earmarked to enable 48 individuals to benefit from the two schemes in the period between 2005 and 2012.

1.6 The Language in Local Government

The degree to which Welsh is used in local government varies from body to body. Gwynedd in the north-west, has long had a strong policy of bilingualism, (although the area covered by this local government region has now been somewhat reduced following a reorganisation in 1996) and some other authorities in the more strongly Welsh-speaking regions, e.g. Ceredigion have gone down the same path to a lesser extent. In theory, at least, possibilities for residents to communicate with their local authorities in Welsh should now be on a somewhat firmer footing following the Welsh Language Act of 1993. All local authorities must prepare a language scheme in accordance with the requirements of the 1993 Language Act.

1.7 The Language in National Government

At national level, approximately half of the members of the National Assembly for Wales are able to speak Welsh. Some members speak Welsh in discussions and debates to varying degrees and facilities are available for them to be interpreted. The Assembly's website is bilingual although Welsh language content does at times lag behind what is available in English. If one writes to an Assembly department in Welsh one may expect to be answered in Welsh and, if telephoning, one may ask to be transferred to a designated Welsh speaker assigned to dealing with the type of issue in question through the medium of Welsh. The UK parliament in London makes no use of Welsh other than in as much as if one happens to be represented by a Welsh-speaking member one is able to communicate with him/her in the language. Members may not speak Welsh on the floor of the house. However, when the Welsh Affairs Committee (a select committee of MPs) meets in Wales Welsh may be used.

1.8 The Language in the Private Sector

The private sector in Wales is to a large extent externally owned and use of Welsh is limited. Private bodies (even ones providing essential utilities such as water and electricity companies) are not covered by the 1993 Language Act and are therefore not obligated to produce language schemes. There has, however, been a perceptible increase in commercial publicity and advertising through the medium of Welsh in recent years and the Welsh Language Board produces publicity seeking to persuade private enterprises to increase their use of Welsh in dealing with the public. However, the majority of advertising broadcast on S4C (see below), for example, is in English.

1.9 Literature and Music in the Welsh Language

The Welsh literary tradition is a long-established and robust one, particularly in the field of poetry, and while the oral language displays a substantial dialectal diversity, the traditional literary language has long been highly standardised. Literary manuscripts earlier than the middle Welsh period (i.e. after approximately 1100) are scarce. It is, nevertheless, almost certain that a significant amount of surviving literature was originally composed before this. The Book of Aneirin, which dates from the 13th century, narrates in verse the story of a battle at Catterick (in what is now Yorkshire) involving a tribe known as the Gododdin, an event which most likely took place around 595CE. The work of another early poet, Taliesin, is thought to have been composed around 580CE. Both of these poets belonged to the area which now forms southern Scotland and the far north of England, where an early form of Welsh was still spoken at that time. The collection of tales known as the *Mabinogi* are said to have been committed to writing at some point between 1050 and 1170 but the stories or elements of them are very likely to have existed in oral tradition for a great deal longer. Prose writing in modern times is represented by a full range of genres, including novels, short stories, essays and drama.

There are relatively lively traditional and modern music scenes in Welsh, with a number of record companies publishing music in the language.

A major cultural festival known as the National Eisteddfod is held annually, each year in a different location. This is attended even by many who do not speak Welsh

(although all official proceedings take place in Welsh only) and involves competitions and performances in the fields of literature, music and drama. Many bodies, public, voluntary and commercial, maintain a presence on the Eisteddfod field and the event is a socially important one for many Welsh speakers.

1.10 Cultural Mobilisation

There is a relatively high level of politicisation around issues relating to the language in Wales and particularly since the 1960s such matters have frequently been the focus of high profile public protest and debate, by means of which many of the developments relating to the promotion and defence of Welsh have been achieved.

2. Overview of the Welsh-language media today

The Welsh language is comparatively strong in the field of television, with the broadcaster S4C broadcasting on both an analogue and a digital platform (the complete withdrawal of analogue throughout the UK being anticipated over the next few years).

In the field of radio the BBC provides a national service known as Radio Cymru and some local commercial stations use Welsh in parts of their schedules. The UK's main regulatory body for the media, Ofcom, has no power to impose specific linguistic requirements on such stations.

Considering the comparatively strong tradition of literacy in the Welsh language, as compared with other languages in similar social positions, it is perhaps surprising that there is not at present a particularly robust press at national level. There is to date, for example, no daily newspaper in the language, although a project with wide popular support has in recent years been undertaken to establish one under the title *Y Byd* (*the World*) and it is foreseen that publication will now begin in the near future. There are a number of weekly and monthly Welsh-language papers and magazines, such as *Golwg*, *Y Cymro* and *Barn*. A number of more specialized Welsh-language magazines are sponsored by [Cyngor Llyfrau Cymru \(The Welsh Books Council\)](#). On a local level, there are some 57 papurau bro (i.e. neighbourhood newspapers with a strongly local focus) with a substantial popular following. The total number of people reading these far exceeds in fact the number of readers of the national Welsh-language press.

Cyngor Llyfrau Cymru, which is funded by the Welsh Assembly Government, is the body responsible for the promotion of book-publishing in Wales in the Welsh and English languages. Text books for schools are subsidised by the Qualifications and Curriculum Group of the Department of Education, Lifelong Learning and Skills of the National Assembly for Wales and by the Welsh Joint Education Committee, an educational services organisation belonging to the local authorities. In total, some 600-650 books per year are published in Welsh, the great majority with grant aid.

The most important on-line medium in Welsh is BBC Cymru'r Byd which was launched in 2000 and offers a range of news, sport, features, live and on-demand streamed video and audio. The website of S4C also offers opportunities to see some of its television programmes through broadband.

Film in the Welsh language has a lengthy history stretching back to 1935 when the first talking picture appeared in the language, only eight years after the first ever talking picture. Since then more than a hundred films have been produced in Welsh.

3. Legislative framework

(See also historical overview of broadcasting)

Television and radio broadcasting in the UK are regulated by three statutory bodies: [Ofcom](#), the [BBC's Board of Governors](#) and the [S4C Authority](#). All three bodies have broadcasting codes which broadcasters must adhere to. All codes should also comply with the EU Directive, Television without Frontiers as well as other pieces of relevant legislation.

With regard to television in the Welsh language, Ofcom is the highest regulatory body, though the S4C Authority has its own programming code in areas where Ofcom does not have statutory regulatory powers. These areas include language policy.

Welsh language radio broadcast by the BBC – BBC Radio Cymru, as there are no longer BBC local radio stations in Wales – is regulated via the BBC's regulatory framework. In the commercial and local sector, radio stations are regulated by Ofcom. Content provision in the Welsh language usually forms part of the licensing agreement between Ofcom and the licence holder.

Broadcasting is not a devolved responsibility of the [National Assembly for Wales](#) and remains part of the remit of the [Department of Culture, Media and Sport](#). It is a requirement, however, that the Assembly is consulted on issues of broadcasting before changes are made or new legislation introduced in London.

With regard to regulating the printed press, the industry in the UK operates under a system of self-regulation. [The Press Complaints Commission](#) is a non-statutory body and its Commission includes lay members as well as representatives from the industry. It has a code of conduct which is voluntarily adhered to by its membership.

4. Broadcasting – Brief Historical Overview

4.1 Historical overview of broadcasting in the UK

Regular broadcasting began in the UK during the 1920s. In 1922 the British Broadcasting Company was formed out of a group of private companies. In 1925, a parliamentary committee reported that “broadcasting...should be conducted by a public corporation acting as Trustee for the national interest” and this led to the establishment of the British Broadcasting Corporation whose first Royal Charter was granted in 1927. Since then the BBC has operated under a series of Charters, and the present charter and agreement (the seventh), which dates from 1996 and runs until 2006, is currently being reviewed.

Broadcasting in the UK remained a public sector monopoly with the BBC as the only broadcaster until the introduction of commercial television in the 1950s. Commercial radio was introduced two decades later at the beginning of the 1970s.

4.1.1 Historical overview of radio in the Welsh language

The first radio broadcast in the Welsh language took place during the first BBC (at that time the British Broadcasting Company) radio broadcast from Wales on 13th February 1923. It was in the form of a performance of the song *Dafydd y Garreg Wen* by the baritone Mostyn Thomas.

The BBC’s Cardiff station, in collaboration with Cylch Dewi (a cultural society based in Cardiff) prepared a short series of one hour programmes broadcast in 1925 under the title *A Welsh Hour*. However, while the music in these could be in Welsh, the station’s director was reluctant to allow any spoken Welsh. The prominent nationalist politician, Saunders Lewis, insisted, however, on speaking Welsh in a contribution he was invited to make on 28 February of that year. The station also broadcast eighteen Welsh lessons between May and October 1924; extracts from *Y Pwyllgor*, a drama by D.T. Davies, on 31 July 1924; readings from the poetry of T. Gwynn Jones and R. Williams Parry on 14 February and 6 March 1925 and a service from a Cardiff Baptist Chapel on 31 May 1925 (this last being not entirely in Welsh at the station director’s insistence). The BBC’s Swansea station broadcast a series of half a dozen programmes in 1925 under the title *Welsh Night*, in which all the songs were in Welsh and which included a brief talk in the language as well. One of these talks was also broadcast by the Cardiff station on 2 October 1925. During that year, Swansea also broadcast a number of plays in Welsh and the station’s programmes for schools and children included occasional items in the language. On 22 February 1925 a religious service entirely in Welsh was broadcast. Much of the north of Wales was within reach of the transmitters in Manchester and Liverpool and Liverpool transmitted a programme entitled *Noson Gymreig* on 3 April 1925. In 1931 the BBC (now the British Broadcasting Corporation) agreed that the Daventry transmitter which had hitherto been broadcasting a monthly Welsh interest programme (the speech being in English with songs in Welsh) would now do so fortnightly and also introduce a regular Welsh-language religious service (Davies 1994).

Radio programming in Welsh increased and became more regular during the mid-1930s with the formation of a separate Welsh BBC region. In 1937 1.5 hours per

week were broadcast in the language. During the years leading up to that, prominent figures in Welsh public life, cultural associations and political organizations were involved in various lobbying campaigns including a deputation led by Emrys Evans, vice-chancellor of the University of Wales from 1933 to 1935.

During the 1950s and 1960s both radio and television broadcasting provision in the Welsh language developed: radio, of course, was only available from the BBC and television programmes came from the BBC and the commercial companies. However, in the case of both radio and television, there were no specific channels, stations or frequencies for Welsh language programmes. The frequencies used for Welsh language programmes were the same as those used for English language programmes in those areas and the broadcasting areas frequently did not correspond to the linguistic or geo-political borders between Wales and England. The effect of this was that English speaking audiences, in Wales and in parts of England, received Welsh language programmes. Also, Welsh language programmes tended to be subjected to irregular scheduling, and were usually broadcast out of peak hours. These factors led to a great deal of disgruntlement among both Welsh and non-Welsh speakers: audiences who did not want Welsh language radio and television programmes had to put up with them and audiences who did want them were only able to receive them at erratic and inconvenient times.

Radio Cymru emerged as a separate station with its own allocated frequencies in 1978/9. It broadcasts 20 hours a day of Welsh language radio programmes. (See radio). The creation of BBC Radio Cymru as a separate station did not require an Act of Parliament.

4.1.2 Welsh language radio broadcasting in the private/commercial and voluntary sector

As already mentioned, the BBC had a monopoly over radio broadcasting in the UK until commercial radio licences were introduced in 1972 through the Independent Broadcasting Authority, the statutory body established to regulate commercial broadcasting.

In historical terms, the most important commercial radio station to use Welsh language programming was Swansea Sound/Sain Abertawe which first started broadcasting in 1974. It still continues to broadcast today (see radio).

4.1.3 Historical overview of television broadcasting in the UK

Some television broadcasting took place in the UK during the years preceding the Second World War, but the BBC's regular television broadcasts were properly established in the post-war years. However, its monopoly in television broadcasting did not last long. The Television Act of 1954 permitted the licensing of commercial television broadcasters and the first of these companies started broadcasting in 1955.

The commercial sector was shaped to operate on a system of regional licences throughout the UK. Wales was not one single and exclusive television region under

this system. The northern parts of the country were included in the licence for the north-west of England based around Manchester, and the southern areas were within the same licence as the south-west of England. The implication for Welsh language television broadcasting was that Wales was served by at least two separate licence holders which were held by different commercial companies. It was also the case that BBC regional programming for television followed the same pattern of incorporating northern parts of Wales with north-west England and southern parts with south-west England.

4.1.4 Historical overview of television broadcasting in the UK in the Welsh language

Television first came to parts of Wales in 1952 when the BBC opened a transmitter in the Glamorgan area (near Cardiff) to serve south Wales and south-west England. In the early years, the amount of Welsh broadcast by BBC television was very slight and in September 1957 when the commercial broadcaster Granada launched *Dewch i mewn* (see below) which was an hour long and broadcast twice a week, the total Welsh-language output of the BBC was still only half an hour per week. Indeed, it is likely that competition or the fear of it from the new private sector was one factor militating in favour of a slight and slow increase in the BBC's Welsh-language output during the late 1950s.

Commercial television began in Wales in 1956, when parts of north Wales could receive broadcasts from the transmitter available to the licence holder for the north-west of England (Granada) and though there was no obligation for the company to transmit Welsh language programmes (or, for that matter, programmes of particular interest to Wales) some television broadcasting output in Welsh was produced, including *Dewch i mewn* a magazine programme first broadcast in September 1957 (this was discontinued with the advent of Teledu Cymru, for which see below). In 1958, a broadcast licence was awarded to TWW, a commercial company which was to serve the south of Wales and the south-west of England (later, in 1968, losing its franchise to HTV). This company used a transmitter in Wales. A short-lived company, TWWN, i.e. Television Wales (West and North), received the franchise for western and northern Wales for the period 1962-1968. It began transmissions, broadcasting bilingually under the name Teledu Cymru (Wales Television) on September 14 1962 and ended as a result of financial difficulties on January 26 1964 when the franchise was combined with that held by TWW, who kept the name Teledu Cymru in existence for a further four years.

It must be emphasised, however, that not all areas of Wales could receive television originating from within Wales.

It was in 1962 that a specific BBC service corresponding with the territory of Wales was created, under the name of BBC Wales and until 1982, when the Welsh Fourth Channel, Sianel Pedwar Cymru, began transmission, Welsh programmes were divided between the BBC and the commercial channels holding a franchise in Wales. During this period BBC Wales broadcast some 6-7 hours per week in Welsh.

However, during the 1970s the campaign for a dedicated TV channel in Welsh gathered momentum and finally led to the establishment of S4C in the Broadcasting Act of 1980/81.

S4C Digital was established by the Broadcasting Act of 1996.

4.2 Television

4.2.1 Structure

The first television broadcasts in the Welsh language took place in the 1950s and by the 1960s and 1970s television programmes in the Welsh language were regularly broadcast by the BBC and the commercial sector (TWW, Teledu Cymru and later Harlech Television). These programmes were broadcast at irregular and unattractive times in the regional opt-out slots of the mainstream channels that existed in the UK at the time, namely BBC1, BBC2 and HTV.

The 1970s saw the acceleration of a public campaign for a dedicated channel, led by Cymdeithas yr Iaith Gymraeg (the Welsh Language Society), Plaid Cymru (a political party aiming at self-government for Wales) and other organizations concerned with the future of the Welsh language. This campaign culminated in all major political parties in the UK making a manifesto pledge to establish a separate Welsh language television channel. The general election of 1979 was won by the Conservative party, which subsequently decided it would not proceed with the plans to establish a channel. However, the Conservative government was forced to change its mind when politician Gwynfor Evans announced that he would fast to death if necessary if the government did not adhere to its election promise and establish the Welsh language television channel.

The Broadcasting Acts of 1980/81 established the S4C Authority and the S4C television channel, which first started broadcasting at 6pm on the 1st November 1982.

The BBC supplied some 10 hours per week of television programmes for S4C under the licence agreement (which was later formalised in the 1990 Broadcasting Act) and the remaining programmes were to come from ITV and the independent sector. On average around 32 hours per week of Welsh language programmes are shown on S4C (analogue) with the remainder of the schedule comprising of rescheduled programmes from Channel 4 UK (as S4C is the only 4th channel broadcast from transmitters in Wales on the analogue platform).

From the beginning S4C was a commissioning channel – it did not produce any programmes in-house, with the exception of the weather, general continuity and in particular children's programmes continuity.

The major part of S4C's funding comes from the Treasury (the government in London) – some £80m (or 118m euros) per annum - and since 1993 it has been responsible for its own advertising revenue. It is also able to take part in other commercial activities.

The Broadcasting Act 1996 established the distribution of digital multiplexes in the UK and in November 1998 S4C Digidol (S4C Digital) started broadcasting 12 hours of Welsh language programmes every day. The Act stipulated that it must be ensured ‘that all the programmes in Welsh which are broadcast on S4C are broadcast on S4C Digital at the same time’. This meant that no two Welsh language programmes could be broadcast simultaneously even though S4C Authority had two television channels.

S4C~2 (available only on the digital platform) was launched in 1999 to broadcast coverage of the National Assembly for Wales. Its schedule follows the working sessions of the National Assembly, and when the Assembly is not sitting, it can broadcast other programmes, and additional Welsh language programmes can be broadcast on it.

4.3 Radio

Radio is often one of the earliest forms of media to develop in a minority context, especially where the language is weak, since it does not depend on literacy, which is often compromised in a minority language situation. It also has a relatively low start-up cost and can function equally well for a very small or large community.

A third of minority languages in Europe have their own dedicated publicly funded radio station. If one includes dedicated monolingual commercial and community minority language radio stations in this figure, it rises to 38%. Almost double the number of language communities that have their own television channel.

In the UK, there are five tiers of radio broadcasting:

- Public – funded directly through the BBC licence fee
- Commercial – funded mainly by advertising and sponsorship revenue
- Community – run on a not-for-profit basis, funded mainly by donations, and staffed voluntarily
- Short-term and long-term Radio Restricted Service Licences (RSLs) – not-for-profit radio stations which are allocated frequencies on a short term contract basis
- Internet Radio/Podcasting – individual broadcasting over the web.

The BBC is regulated by the BBC Authority, whilst Commercial, Community and RSL Radio are regulated and licensed by OFCOM, the independent regulator and competition authority for the UK communications industries.

Internet radio and podcasting remain comparatively unregulated, though commercial broadcasters who broadcast on the internet are often restricted in the type of content they can use due to music royalties.

4.3.1 Public Radio

Although the first radio broadcast in Welsh on the BBC was made in the 1920s, it was in 1978 that Radio Cymru was launched with the express aim of broadcasting all of its

programmes in Welsh and providing the widest variety of programmes possible. The station is paid for entirely through the BBC licence fee and in 2004/05 it received £9.2 million (€13.5 million) and broadcast 18 hours daily (a total of 8109 hours in 2004/05 including opt outs). This averages out at a cost of £1,190 (€1,747) per hour, but as it is part of an extremely large corporation it also benefits enormously from overlap with other sections of the BBC, especially in areas such as provision and sourcing of news content and IT facilities.

In 2002 the BBC rebranded the station in an attempt to diversify its audience, and to reach out to new listeners. It was thought that the previous schedule was running the risk of alienating large parts of the Welsh language audience. With this they extended the number of daily broadcast hours to 18 hours a day and created a new youth brand - C2 - which would run nightly for 5 hours rather than the 2 hours previously allocated to this type of programme.

The number of Radio Cymru's listeners under the age of 35 has grown in recent years, with an increase from 15% in 2001 to 20% in 2003, (see the BBC's own figures at http://www.bbc.co.uk/cymru/gwybodaeth/arolwg_2004/cdc_performiad.shtml).

Between 1996 and 2004 the increase in those listeners under 35 was 75% (http://www.bbc.co.uk/cymru/gwybodaeth/arolwg_2005/cdc_performiad.shtml).

Nevertheless, according to the station's most recent annual report it had 163,000 listeners between April 2004 and April 2005, down from 181,000 in 2003/04 (http://www.bbc.co.uk/cymru/gwybodaeth/arolwg_2005) and 186,000 in 2002/03 (http://www.bbc.co.uk/cymru/gwybodaeth/arolwg_2004). Nevertheless this figure still accounts for a third of the Welsh speaking population.

In order to counterbalance this change they have also focused on reaching out into the community in recent years. Regular broadcasts have been held outside of the usual broadcast centres, in small towns across Wales, involving local communities in the programmes and aiming to reflect local issues and interests.

In August 2003 Radio Cymru became available on the "freeview" digital service available throughout the UK via digital set-top boxes or "freeview"-ready television sets (also available through satellite and cable television). Figures show that 65% of UK households and 72% of Welsh households can now receive these digital transmissions ("The Communications Market: Nations and Regions – Wales. Research report 2006" - <http://www.ofcom.org.uk/research/cm/nations/wales/wales.pdf>). In January 2004 Radio Cymru became available streamed live online on the BBC's Radio Player service. This application also allows the audience to listen again to selected shows for up to 1 week following their initial broadcast and has proven extremely popular especially amongst the Welsh speaking diaspora who have shown their approval through the many emails received thanking the BBC for providing this service online.

(www.bbc.co.uk/radio/aod/radiocymru_promo.shtml)

Radio Cymru, however, has not been allocated a frequency on the BBC's UK DAB Multiplex. (This is a single frequency network, rolled out across the UK and it would not be technically possible to change the multiplex line-up in Scotland, Wales and Northern Ireland to carry the BBC's national services, including BBC Radio Cymru

and Radio Wales). This means that Radio Cymru can only be broadcast on DAB frequencies from commercial DAB multiplexes, of which Wales currently has two, broadcasting to the populated areas of Cardiff, Newport and Swansea in south Wales. (The 1996 Broadcasting Act requires Ofcom to reserve capacity on local commercial multiplexes for the BBC's services in Wales, along with those in the other UK nations). Ofcom has announced that it will advertise two additional commercial multiplexes in Pembrokeshire / Carmarthenshire and in Wrexham / Chester in the near future. However, due to use by the Republic of Ireland of VHF band 3 for television services, there are no frequencies currently available to enable multiplexes in mid-west Wales and north-west Wales to be advertised - a position that is unlikely to change until the Republic switches to digital terrestrial television. As a result, listeners in many Welsh-speaking areas of Wales will not be able to receive Radio Cymru on their digital radios for the foreseeable future. There is also, to some degree, an issue over economies of scale, due to the very high cost of rolling out DAB services compared to analogue radio and the fact that the less populated areas of Wales have fewer radio stations and therefore less commercial justification for DAB transmitters. A future answer to the problem may come in the form of DRM technology, which will allow single stations to be broadcast across larger distances using frequencies, for example on the medium wave, that have been so far used for AM transmission, therefore reducing the necessity for so many transmitters. DRM has been enthusiastically adopted on the continent, for example by some of the main German broadcasters but this technology, however, is far from ready to be implemented in the UK at the present time, and would require a further change in digital radio hardware.

4.3.2 Commercial Radio

Champion FM is a bilingual commercial radio station that broadcasts to the Caernarfon and Anglesey area in north west Wales on 103FM, though the station can also be received in much of the Llŷn Peninsula and down the Ardudwy coast.

Established in 1998 and based in Bangor, Champion 103 is currently owned by GCap Media and the station is funded mainly by advertising and direct sponsors of individual programmes.

At the time of writing the station broadcasts 58 hours a week of Welsh language programmes which account for 37% of the total weekly air-time. However, the bulk of the Welsh language programmes are broadcast in prime-time slots between 6am and 7pm. Between 7pm and 6am each day the station syndicates English language content from other radio stations belonging to the Gcap Media Group. The 3-hour Playlist show on Saturday also plays music from Welsh language bands.

The programme content is mainly focused on current and classic hits in Welsh and English, but there is also a nightly specialist music show catering for those with an interest in more alternative music. Welsh language news bulletins, produced in-house, are broadcast 12 times a day from Monday to Friday with the bulk of these broadcast every half hour from 6am to 9pm. Three Welsh language bulletins are broadcast on Saturday and four are broadcast on Sunday.

<http://www.champion103.co.uk/>

Coast FM broadcasts on 96.3FM to the area of the North Wales coast. It was established in 1993 and up until 2003, was broadcast from Colwyn Bay, however it now shares a studio with Champion FM in Bangor.

The specialist Welsh language music programme *Sin* is broadcast from 10pm-11pm from Monday to Friday and from 11-1am on Saturday night. Bilingual bulletins are broadcast at 6am and 6.30am Monday to Friday and at 8am and 9am on Saturday and Sunday.

Radio Ceredigion provides a regional radio service for the people of Ceredigion, in south-west and mid-west Wales (although the signal is received in other areas of west Wales beyond the limits of Ceredigion itself), broadcasting programmes of local interest in both Welsh and English. The enterprise was established in the summer of 1992, and broadcasting began the following November on 103.3FM from the area surrounding the Blaenplwyf mast, on 96.6FM to the Lampeter area and 97.4FM to the Cardigan and Newcastle Emlyn areas.

At the moment, nine members of permanent staff are employed at the station. Volunteers' contributions are also valued at the station, and courses on every aspect of radio work are provided for them. The station funds specific programmes through direct sponsorship. Advertising and membership of the station (open to everyone) are also sources of income. The station also has a secondary studio at Felinfach Theatre.

A reduction in the amount of Welsh language programming followed the purchase of the station in 2000 by North Wales Newspapers Ltd. However, the station was purchased again in May 2004 by the Tindle News Group after which the number of hours dedicated to Welsh-language programming increased again. At the time of writing Radio Ceredigion broadcasts 58 hours a week of Welsh-language programmes, with the bulk of these airing during the day between 9am and 4pm and between 9pm-11pm. This amounts to 44% of the station's total output.

The programme content is extremely varied and covers morning magazine programmes, gardening, local interest and events, community shows, specialist music shows, and Saturday afternoon sport. Welsh language news bulletins are broadcast by the in-house news team 6 times a day from Monday to Friday with an hour-long news show from 12pm each day. Four more news bulletins are broadcast on Saturday.

www.ceredigionfm.co.uk

Swansea Sound broadcasts on 1170 MW and DAB Digital Radio to the city of Swansea and its surrounding boroughs in south west Wales, offering at least 14 hours a week of Welsh language programming. Programme content includes request shows, Welsh language music, choirs and occasional religious programming. These can be heard in the evenings from Tuesday-Friday and on Sunday. In addition to this, daily news bulletins produced in-house are also broadcast in Welsh at 7pm, 8pm and 9pm. Swansea Sound was launched in 1974 and is owned by the UTV Radio Group.

<http://www.swanseasound.co.uk/>

Broadcasting on 999 and 1116 MW to the south Wales valleys, **Valleys Radio** produce 3 hours of Welsh language programmes a week. *The Welsh Show* is broadcast between 7pm-10pm on Sunday evenings. Valleys Radio is owned by the UTV Radio Group.

Radio Carmarthenshire / Scarlet FM / Radio Pembrokeshire

Despite several attempts at communicating with the station owners it has proven impossible to obtain details on the current level of Welsh language content broadcast from these stations.

It is worth noting however that Radio Carmarthenshire received an official warning from the communications regulator, OFCOM in October 2004 following complaints about the lack of Welsh-language programming. It was subsequently forced to increase the provision to what OFCOM called “an acceptable level”. This, however, remains far below the provision of Radio Ceredigion and Champion FM who broadcast to areas with a comparable density of Welsh speakers.

Radio Maldwyn came on air on July 1st 1993 and broadcasts on 756 MW to the bulk of mid Wales and across the border to parts of Shropshire from its studio in Y Drenewydd (Newtown). It currently broadcasts 2 x 2-minute Welsh language news bulletins from Monday to Friday. These are aired after the English language bulletins at 1pm and 6pm, with the 6pm bulletin comprising of both local and national news.

<http://www.magic756.net/>

Bridge FM came on air in 2000 and broadcasts on 106.3FM to the counties of Bridgend and the Vale of Glamorgan. It does not have any specific Welsh language programming but does promote the Welsh language through topical “phrases of the day” sections for Welsh learners.

<http://www.bridge.fm/>

4.3.3 Community Radio

To be eligible for a community radio licence, a radio station must fulfil 4 main objectives. It must:

- be provided primarily for the good of members of the public or of particular communities and in order to deliver social gain
- be intended primarily to serve one or more communities
- be not-for-profit
- offer members of the target community opportunities to participate in the operation and management of the service
- be accountable to the target community.

See

http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/prsandl/l_cr_state/CommRadstrategy.pdf.

Of the four stations which currently hold a community licence in Wales, two are currently broadcasting (2006), with two due to go on air in the near future. Two of these have a commitment to Welsh-language programmes.

GTFM, which broadcasts to the Pontypridd area in south Wales, broadcasts four hours of Welsh-language programmes a week in addition to Welsh-language news bulletins at 3pm every day (syndicated from BBC Radio Cymru).

www.gtfm.co.uk

Calon FM will broadcast to the Wrexham area in north-east Wales and has, until recently, been broadcasting occasionally through a short-term RSL licence. They have recently been awarded a Community Radio licence which allows them to broadcast continuously. They have broadcast Welsh-language programmes in the past, and have indicated that they intend to continue scheduling Welsh-language programmes when they go on air.

<http://www.calonfm.com/>

4.3.4 Short-term and long-term Radio Restricted Service Licences (RSLs)

There are several hospital radio stations holding Restricted Service Licences that also have Welsh language policies and have Welsh language presenters including Radio Bronglais, Radio Glangwili, and Radio Ysbyty Glan Clwyd. Some student radio stations such as Bangor, Aberystwyth, Harlech and Cardiff with this type of licence also have some Welsh-language broadcasts.

4.3.5 Internet Radio/Podcasting

“Podcasting is a means of distributing audio and video programs via the Internet that lets users subscribe to a number of files, also known as "feeds", and then hear or view the material at the time that they choose. A feed is usually in the MP3 audio format.”

(<http://en.wikipedia.org/wiki/Podcasting>)

Radio Amgen is one such radio service that was set up by Welsh language DJ and hip hop artist Steffan Cravos in 2001 to promote underground Welsh language music which he felt was too often overlooked by Radio Cymru. It started podcasting its shows through iTunes in July 2005, and brings in guest DJ's to give a highly diverse radio experience. Shows are podcast roughly every 1-2 weeks.

www.radioamgen.com

November saw the launch of the first side by side internet radio, television, web, and mobile phone broadcast of the popular contemporary Welsh language music show *Bandit*. The show is broadcast weekly on television, clips of these shows can then be

viewed on their web archive, a weekly radio show is broadcast by one of the presenters and video previews are sent to registered users on their mobile phones.

www.bandit247.com

Several more podcasts have appeared in 2006, including a podcast by Radio Cymru which gives the week's highlights from the youth oriented C2 shows in one half hour package. It remains to be seen, however, whether many of these will develop to be regular shows, though with the current ease of personal broadcasting over the internet and the niche nature of these shows this type of media activity is certain to increase.

Welsh learners have their own internet radio station in Radio Acen, which provides Welsh language music on loop 24 hours a day along with some dialogue. Translations of the song lyrics can be seen on the website and listeners can email with requests for the show. It also provides a daily (fabricated) news item to introduce 'news' language in a simplified manner. A transcription of this is also displayed side by side with the audio. The programme is syndicated weekly to the Swansea Sound FM radio station and is also broadcast on DAB to the Swansea area.

<http://www.radioacen.fm>

Maps showing the geographical areas covered by UK radio stations and the locations of transmitters, including those named above can be found by following the links below.

<http://www.ofcom.org.uk/static/radiolicensing/mcamaps/MCAs.htm>

<http://www.ofcom.org.uk/static/radiolicensing/amfm/analogue-main.htm>

5. Press

5.1 The Historical tradition of the printed press in the Welsh language

The printed word in the Welsh language has existed since 1546 with the publication of *Yny lhyvyr hwnn* by Sir John Price, though the first press was not seen in Wales until 1718. The first Welsh language periodical publication to be published with any consistency was *Trysorfa gwybodaeth, neu eurgrawn Cymraeg* [The Treasury of knowledge, or Welsh magazine]. It was first published in 1770 and was printed weekly for a period of three months.

Many of the early periodicals were established as denominational publications, intended to provide reading material for travelling preachers as well as the teachers and pupils in the chapels' Sunday schools. Indeed much of the Welsh language press was owned and controlled by leaders and members of the nonconformist religious denominations throughout the nineteenth century. The first such title was *Trysorfa ysprydol* [Spiritual treasury](1799) edited by Thomas Charles of Y Bala and Thomas Jones of Dinbych (Denbigh). Other titles followed and subsequently disappeared but one that did manage to survive against the odds was the Wesleyan periodical *Yr Eurgrawn Wesleyaidd* [The Wesleyan magazine]. First published in 1809, it survived as a quarterly until 1983.

However, it was not until 1814 that the first Welsh language weekly in a newspaper format, *Seren Gomer* [The Star of Gomer], made its appearance, ten years after the publication of *The Cambrian*, the first English language weekly in Wales. *Seren Gomer* was founded in Abertawe (Swansea) by Joseph Harris ('Gomer'), and was conceived as a national newspaper for Wales, unlike the localised, English language weeklies that had preceded it.

More Welsh language newspapers were established following a reduction in the tax on paper in 1836 such as *Cronicl yr oes* [The Chronicle of the age] (Yr Wyddgrug (Mold), 1836-9) and the bilingual *The Cambrian gazette: Y Freinlen Gymroaidd* (Aberystwyth, 1836), however the taxes imposed on the press were still proscriptive, and combined with poor advertising revenues, distribution problems and a reluctance on the part of the Welsh population to make reading newspapers a part of their daily lives, they ensured that many of these efforts were short lived enterprises (see <http://www.llgc.org.uk/lp/lp0214.htm> and <http://www.llgc.org.uk/lp/lp0216.htm>).

The first Welsh language newspaper to achieve any real success was *Yr Amserau* [The Times], founded by William Rees in Liverpool in 1843. It was subsequently bought by the Dinbych (Denbigh) printer Thomas Gee and incorporated into *Baner Cymru* [The Banner of Wales] in 1859 becoming *Baner ac Amserau Cymru* [The Banner and times of Wales]. It continued to be printed as a weekly until 1992, under the amended title *Y Faner*.

With the abolition of the Stamp Duty in 1855, and the paper and advertising taxes in 1853 and 1861, came a huge boost to the number of newspapers and periodicals available to buy, and now at affordable prices. Many of these weeklies were religious denominational papers such as *Y Goleuad* (1869) and *Y Gwyliedydd* (1877).

However, a good number of the papers that emerged during this period were of a new and different nature to the denominational press that had been so prevalent. The spur

for several new papers came from the radical movement that emerged in the 1830s with the Chartists and which continued throughout the century battling for workers' rights in the industrialised areas of Wales. Early efforts such as *Udgorn Cymru: The Trumpet of Wales* were again short-lived but laid the foundation for anti-establishment weekly papers such as *Y Gwron Cymreig* [The Welsh Hero] (1838-1839) printed in Aberdâr (Aberdare). The most notable of these was *Tarian y Gweithiwr* [The Worker's Shield] which was aimed at the coal and tin miners in the south Wales area, and was published from 1875 to 1931.

North Wales also saw its share of new weekly newspapers with Caernarfon and Bangor functioning as the press centres for the region. *Yr Herald Cymraeg* was launched as a Liberal paper in 1855 though many of the papers of the region such as *Y Cymro* (1886-1921) and *Gwalia* (1886-1921) were Conservative in nature. Even small towns such as Bala and Dolgellau had their own weekly papers some of which continued to be printed throughout the 20th century.

By 1893 there were 15 Welsh language newspapers published in Wales, but this was to be the apex of the growth seen throughout the nineteenth century in the Welsh language press.

5.2 Key players in the printed press

5.2.1 Daily newspapers

There has never been a daily printed newspaper in Welsh. Plans to establish the first one have been developed by Dyddiol Cyf (www.ybyd.com) a privately owned company which was formed in order to pursue this goal. The title of the proposed paper is *Y Byd* [The World].

5.2.2 Weekly titles

Y Cymro [The Welshman] first appeared in 1932. It is a general news publication and in its heyday its circulation is reported to have reached 25,000 copies per week under the editor John Roberts Williams. Today, its circulation is 4,000 (audited figures by Audit Bureau of Circulation www.abc.org.uk).

Its readership is traditionally associated more with the north of Wales rather than the south due to the location of its editorial office, but its subtitle 'The National Newspaper of Wales' is an indication of its mission to serve the whole of Wales in Welsh.

Y Cymro has been owned by a number of different media enterprises, including North Wales Newspapers. It was bought, however, by the Cambrian News, which is itself part of the Tindle Media Group, and re-launched on the 24th November 2004. It receives a grant of £18,000 a year from the Welsh Books Council. The paper recently received confirmation that it was to receive a 3-year grant before further review. The editorial office is in the town of Porthmadog in the north-western county of Gwynedd.

The other weekly publication serving a general audience throughout the whole of Wales is *Golwg* (Outlook) www.golwg.com, a current affairs magazine with a substantial proportion of its content focused on the arts. The magazine is owned by a private company whose main activity is publishing in Welsh. This company, Golwg Cyf, was established in 1988 and according to its own statistics, 3,000 copies of the magazine are bought, and are read by 14,000 people.

Golwg Cyf also publishes the monthly *V* and *Wcw* children's magazines (details below), and the bi-monthly *Lingo Newydd* magazine for Welsh learners.

Yr Herald is a free 8 page supplement to the Welsh edition of the *Daily Post*. It does not report 'hard news' as such but features regular columns on Welsh culture and arts from notable Welsh writers. Originally established in 1855, it was formerly an independent commercial enterprise known as *Yr Herald Gymraeg*, but was later merged with *Herald Môn* (which served the island of Môn or Anglesey) to become *Yr Herald*. A fire in the press and office in the early 1980s resulted in a buy-out of the independent company and having been through the hands of the North Wales Weekly News in the 1980's and Trinity Mirror in the 1990s it was finally incorporated as a supplement to the *Daily Post* in March 2005. 40,000 copies are printed weekly.

5.2.3 Monthly publications

The magazine *Barn* was established in 1962. It carries a mixture of current affairs, politics, pieces on the arts and sport. Its aim is to "offer an independent, intelligent response to current affairs in Wales and the world... without fear of challenging the establishment or of voicing opinion". The magazine's circulation is approximately 1000 copies.

5.2.4 Specialist publications

Taliesin is a quarterly magazine with a circulation of about 1000 readers, targeted at lovers of literature and those who are interested in the arts. The first edition was published in 1960, soon after the Academi Gymreig (the Welsh Academy) was established. The magazine's aims were to give the Academi's members a forum in which to publish their creative works and to discuss literature. It became a platform for non-members of the Academi also, and today, *Taliesin* is a magazine for anyone with an interest in Welsh-language culture.

Y Traethodydd is the oldest periodical still in print in Welsh, and in Wales. Established in 1845, this quarterly is still published by the Welsh Presbyterian Church. Its main aim is to offer articles dealing with a wide range of subjects related to 'culture' in a wide sense of the word including the ideological and intellectual fabric of society. It is funded by the Welsh Books Council.

Y Wawr is a quarterly magazine published by the Welsh national organisation for women – Merched y Wawr. The first issue was published in 1968. Audio versions of the magazine are produced for blind people, 400 tapes being distributed to communities around Wales each quarter. Funding is received for the magazine from the Welsh books Council.

Llafar Gwlad is a quarterly magazine published by Carreg Gwalch Press. Its main themes are folklore and the oral tradition.

Fferm a Thyddyn is a magazine published twice a year by Cymdeithas Hanes Amaethyddiaeth Cymru (Wales's agricultural history society). It includes articles, columns, reminiscences and letters relating to agriculture and countryside customs in Wales.

Cristion is a bi-monthly magazine representing the following denominations: the Methodist Church, the Church in Wales, the Welsh Union of Baptists and the Welsh Union of Non-Conformists. In the magazine, there are articles on the work of the Christian Church in Wales, Britain and throughout the World. Religious books are also reviewed.

The majority of the readers of *Barddas* are members of Cymdeithas Gerdd Dafod, a society for those interested in traditional strict metre Welsh poetry. The membership stands at a little less than a thousand. Work is published in the magazine by poets of all ages as well as articles about poets and series of articles dealing with poetry and related topics. The society is also the chief publisher of the work of poets in Wales, although, of course, it is not the only one. *Barddas* is published with financial assistance from the Welsh Books Council.

Tu Chwith is a quarterly journal containing an eclectic mix of literature, poetry, art reviews, essays, interviews, cartoons, photography etc. At present each issue is edited by a guest editor and is based on a theme.

Y Selar and *Tacsi* are both quarterly magazines looking at Welsh youth popular music and culture and are distributed in music shops.

Several youth-orientated magazines are published, some being distributed through schools and organisations and others as supplements. *Cip*, *Bore Da*, and *iaw!* are published by the youth organisation Urdd Gobaith Cymru. All three are monthly publications and are distributed through schools and their own networks of group leaders. Golwg Cyf publishes both *V*, for children and those in their early teens and *Wcw* for young children. They are included as supplements to *Golwg* magazine but can also be subscribed to separately.

5.2.5 Regional or local newspapers

Papurau Bro (Community Newspapers)

The first *Papur Bro* to be established was *Y Dinesydd* in Cardiff in 1973. Its intention was to be a community newspaper for the Welsh speaking community of Cardiff. Upon seeing the success of the paper, more areas followed suit and within a year another four had been launched: *Papur Pawb* in Talybont, *Llais Ogwen* in Bethesda, *Clebran* in the Preseli area and *Pethe Penllyn* in Llanuwchllyn. Between 1973 and 1990 a further 47 were founded, and today this figure has risen to 58. It is currently estimated that a combined number of over 82,000 issues are published each month.

Bwrdd Yr Iaith Gymraeg (the Welsh Language Board) distributes grants to the *Papurau Bro*. In 2005/2006 the grant was split equally between the 58 titles. Each

paper received £1,306 for publishing 10 issues (this grant is reduced if fewer issues are published).

http://cy.wikipedia.org/wiki/Rhestr_Papurau_Bro

Y Dydd

Y Dydd is a weekly newspaper for Dolgellau and its surrounding areas. It is mainly published in Welsh though much of the advertising content is English, and it does carry English language columns. It was established in Dolgellau in 1868 and continued to be printed there until 2003, when it was bought by the Tindle News Group who own *Y Cymro* and the English language *Cambrian News*.

5.2.6 Welsh columns in English language newspapers

The Western Mail, which heralds itself as the ‘National Newspaper of Wales’, contains a daily Welsh language column in the main newspaper along with two Welsh language pages in the Saturday supplement.

5.3 Public funding framework for the printed press in the language

Cyngor Llyfrau Cymru (Welsh Books Council)

All publishing grants that were at one time administrated by the Arts Council of Wales were transferred to the Welsh Books Council on the 1st April 2003. With a total Publishing Grant of £1,123,000 used for aiding the publishing of Welsh books and magazines, publishing grants were distributed to 236 books and 11 magazines.

For the financial year of 2006/2007 the following grants were issued:

Company and Magazine(s)	Number of issues	Grant £
<u>Academi</u>		
<i>Taliesin</i>	3	32,250
<u>Cwmni Golwg</u>		
<i>Golwg</i>	50	75,000
<i>V</i>	12	18,000
<i>Wcw</i>	12	36,000
<i>Lingo Newydd</i>	6	18,000
<u>Cwmni Urdd Gobaith Cymru</u>		
<i>Cip</i>	10	26,000
<u>Cyhoeddiadau Barddas</u>		
<i>Barddas</i>	5	22,500

<u>Cyhoeddiadau Barn</u>		
<i>Barn</i>	10	80,000
<u>Cymdeithas Hanes Amaethyddiaeth Cymru</u>		
<i>Fferm a Thyddyn</i>	2	2,000
<u>Gwasg Carreg Gwalch</u>		
<i>Llafar Gwlad</i>	4	6,000
<u>Gwasg Pantycelyn</u>		
<i>Y Traethodydd</i>	4	8,000
<u>Merched y Wawr</u>		
<i>Y Wawr</i>	4	10,000
<u>Pwyllgor Rheoli Cristion</u>		
<i>Cristion</i>	4	4,800
<u>Rasal</u>		
<i>Y Selar</i>	6	12,000
<u>Y Cymro</u>	52	18,000
<u>Tu Chwith</u>	2	7,250
		£375,800

6. New Media

According to figures released by OFCOM, the regulator for telecommunications in the UK, in April 2006 59% of Welsh households owned a PC and 49% of households had an internet connection. This is below the UK averages of 66% and 57% respectively. The number of these households that have an internet connection but connect via broadband is currently at around 54% (compared to a 63% average throughout the UK). These figures are reflected in the number of websites that are now appearing which cater to this demand for media content supplied through the web and in the way that the traditional broadcasters are beginning to change the way they supply content.

Although much content on the Welsh-language web is now provided by public bodies such as the BBC, government bodies and quangos, in the early days from 1995-2000 most of the Welsh content on the web was provided by individuals.

This content was not limited to simple text websites or personal homepages but pioneered developments like music downloads and user-driven content.

Gwe Awe - directory of Welsh speakers/ex-patriots etc 1995-1996

scw FAQ - early bilingual Wikipedia, collection of useful facts about Wales, 1996-1998

[Curiad](#) - welsh music info/artists/gigs/reviews from 1995 to the present

Tafod Tafwys - Welsh ex-pat magazine for Londoners. 1997

Radio-D - online radio from 1999-2000

[Radio Amgen](#) - radio shows from 2001 to the present.

6.1 On-line News

The BBC started its on-line Welsh language service, [BBC Cymru'r Byd](#), on the 1st March 2000. This was brought about not through protest and pressure as with Welsh language media battles of old but through a natural evolution of the BBC's existing services and through the change in political climate following the 1997 referendum granting Wales its National Assembly. More resources were given to BBC Wales from London in order to respond to the new conditions of a devolved country (Davies 2006).

The site's main focus was to be its news section, which would offer roughly 15 news and sport stories a day with a national focus. A recording of the Welsh language news programme *Newyddion*, and a live feed of Radio Cymru, which has half-hourly bulletins, are also streamed on the site. The site now also contains local news and stories under the title 'Lleol i Mi' ('Local to Me'). This is achieved in co-operation with 58 of the *Papurau Bro* (independent Welsh language community newspapers), who supply one story a month to the site from their pages. This site also contains

review sections on the arts, history, overseas news, weather, traffic, events, education and a lively children's section. It also syndicates local news from North West Wales from the *Yr Herald* weekly supplement to the Daily Post (<http://www.bbc.co.uk/cymru/gogleddorllewin/newyddion/herald/>).

In May 2005 the BBC Cymru'r Byd homepage received 127,738 visits from unique users and it is possible that another third can be added to this figure if one counts the unique users that visit the news section which has a separate server. A survey carried out by the BBC on the site in 2003 also revealed that 24% of the site's users live outside of Wales. Research by the Hitwise research company in 2005 also showed that BBC Cymru'r Byd was the fourth most used site in Wales.

November 2004 saw the launch of another element to the BBC Cymru'r Byd website, [BBC Vocab](#), a tooltip translation application. This application allows users who are not fluent in Welsh to display English translations of highlighted words by hovering the mouse cursor over them. This allows instant vocabulary assistance without being intrusive to fluent Welsh readers. This service has already been trialled in other languages and it is hoped that it will be extended to many more languages in the near future.

The weekly news and arts magazine [Golwg](#) also has a limited amount of news online, though stories are mainly summaries of the full articles. Online summaries and articles are also provided for the monthly current affairs magazine [Y Faner Newydd](#), and the leftist history and current affairs magazine [Seren Tan Gwmwl](#). [Barn](#), also a monthly current affairs magazine makes a PDF of the whole magazine available online 3 months after publication.

6.2 S4C

[S4C's website](#) has played a less extensive role than that of the BBC in recent years, with a focus on programme-related information rather than on providing a more complete web-based service. The BBC has, in fact, a far wider remit in terms of its site. However, as platforms converge, there is more pressure to adapt and S4C have launched their [broadband service](#) on which one can watch episodes of drama, factual, magazine and light entertainment programmes for a limited period. It also includes additional programmes or bonus programmes such as a 'look behind the scenes' for certain series. This is a major step forward, and an important one at a time when more and more people are viewing content through a broadband connection.

6.3 Public Administration Websites

Both the [National Assembly for Wales's website](#) and the [Welsh Assembly Government's website](#) are fully bilingual. It is also a requirement for all of the 22 county borough councils of Wales that they write and implement a Welsh language plan, and most of these stipulate that they must have some form of Welsh language access on their websites as these are often one of the main points of contact with the public.

6.4 Interactive Media

According to the Skillset Cymru there are 124 companies in Wales in the field of interactive multimedia (http://www.skillset.org/interactive/overview/regions/article_4400_1.asp). Many of these do produce content in the Welsh language, particularly those that produce educational software. However, no concrete figures are available as to how much of the content produced is in the Welsh language.

A recent success story in on-line interactive media has been [Colin and Cumberland](#), an interactive website for learning Welsh based around the adventures of an enthusiastic young man named Colin and his world-weary Welsh speaking dog Cumberland. This project has been developed side-by-side with BBC Scotland and BBC Northern Ireland who have utilised it for Gaelic and Irish learners.

6.5 Libraries

The work of digitising analogue material such as text, pictures, sound and moving images has been at the forefront of the work of the National Library of Wales, through its Culturennet Cymru unit. In his paper, *Wales and the Web*, Andrew Green notes that the reasons for this are multiple: increasing the accessibility of the material, bringing widely scattered material together in one place, exploiting the material in ways impossible before, and preserving information that could be lost in analogue form.

The main focus of this activity has been the bilingual website [Casglu'r Tlysau](#) (*Gathering The Jewels*), which 'displays cultural artefacts of all kinds illustrating Welsh history and culture' (Green, 20:2005). Up to April 2005 it had digitised 21,500 objects from 190 cultural institutions such as museums, libraries and galleries in Wales. These artefacts are all organised thematically and by key words which makes the archive fully and easily searchable.

The National Library of Wales itself has a separate digitisation project, for its own works, entitled [Drych Digidol](#) which includes such items as the text of *Llyfr Du Caerfyrddin* (*the Black Book of Carmarthen*), the earliest collection of poetry in Welsh and *Yny Lhyvyr hwnn*, the earliest book printed in Welsh. There are also many more sound and video clips in and about the Welsh language.

6.6 Software

The Open Source software movement has also been active in providing Welsh language localisation of software such as OpenOffice 2.0, Linux (known as Cymrux), NeoOffice for Macs, the Firefox web browser, and Thunderbird email software. This software can be downloaded free of charge from the [Meddal](#) website. A Welsh language spell-checker and grammar checker called Cysgliad has also been developed by [Canolfan Bedwyr](#) at Bangor University. This is commercially available.

The Welsh Language Board and Microsoft® have also co-operated to produce a [Welsh language interface pack](#) for Microsoft® Windows® XP and Microsoft® Office 2003. Alongside this they have written a document entitled *Bilingual Software Guidelines and Standards* which aims to give detailed technical guidance for the development and production of high quality bilingual software and websites.

The Welsh Language Board also published their [strategy for Information Technology](#) in April 2006 which aims to provide a framework for Welsh language IT work in the future, especially in terms of mainstreaming the Welsh language within IT.

The international nature of the internet led to many forward-thinking companies and software projects taking the requirements of translations into account when building their products. Even a small group of volunteers can enable a website or software product to be provided in a large number of languages with continual development.

Google developed their systems in order to allow volunteers to translate the interface of their search engine as well as other developments. The [Welsh language version of Google](#) was launched in July 2001 and the translation for all Google websites continues to be maintained by volunteers.

Wikipedia provides a completely volunteer-driven encyclopedia and has also made a huge effort in supporting non-English versions of its site. The site is currently available in 229 languages and the [Welsh version](#) was launched in July 2003 on the current platform. It now contains 5,240 articles.

6.7 Blogs

One of the first Welsh-language blogs to emerge was [Morfablog](#) in April 2001, and it is still one of the busiest and most popular Welsh-language blogs 5 years on. 2003 saw an explosion of new blogs in the Welsh language, many of which can be read on the Welsh language blogs aggregator [Blogiadur](#). There are at least 70 active Welsh language blogs at present. Proportionally, this is still a fairly low number in comparison with many other languages and this may be attributed to the relatively low internet take-up in Wales as a whole. However, this growth is very closely in line with the estimated rate of growth in blogs generally, there being now 60 times as many weblogs as in 2003 (source: <http://www.sifry.com/alerts/archives/000432.html>).

6.8 Web Communities

Recent years have seen tremendous growth in on-line web communities and as in many other new media Welsh speakers have been eager to partake in these interactions in their own language. The main Welsh-language message board at the present time is [Maes-e](#), which was launched in August 2002 following the closure of the CymryCwl message board. It now has over 2300 members and 265,411 individual postings and receives between 15,000 and 20,000 page views a day. Other discussion forums include [Anedd y Cynganeddwyr](#) in which Welsh bards discuss their craft, [Pictiwrs](#) which discusses film and television and a Welsh language section on [Forum Wales](#) which is aimed at Welsh learners.

6.9 Web Directories

It is useful to note that the Welsh web portal [Cymru ar y We](#) (Wales on the Web) registers Welsh and Welsh-language websites and validates them to ensure that they contain dependable information. The site is maintained by the National Library of Wales and supported by the Welsh Assembly Government.

7. Cinema

7.1 Early Welsh Language Cinema

The first Welsh language ‘talking picture’ to be produced was *Y Chwarelwr* (The Quarryman) in 1935. It was produced and directed by Sir Ifan ab Owen Edwards, founder of Urdd Gobaith Cymru (The Welsh League of Youth), and portrayed the life of a quarrying family in the slate-quarrying town of Blaenau Ffestiniog. Sir Ifan ab Owen Edwards “believed in Welsh as a medium of communication and thought Welsh should be used with modern techniques” (Ffrancon, 30:2003). The film was shown widely in north Wales during the following year, however there was absolutely no further Welsh-language film activity until 1947, when the idea for the film *Yr Etifeddiaeth* (The Heritage) was conceived by John Roberts Williams, then editor of *Y Cymro* Welsh language newspaper. His main aim in producing the film was to “bring about a sense of appreciation amongst his fellow Welsh men and women of their heritage, their country, their culture and their language by documenting various traditions and practices that were rapidly dying out.” (trans. from Ffrancon, 24:2003). The film itself documents a variety of the virtues of the Llŷn Peninsula from its history to its scenery and uses a World War II evacuee, Freddy Grant, as the narrative bind between these scenes. The film was narrated by the renowned Welsh poet Cynan and received its first screening in Dolgellau in 1949 at the National Eisteddfod.

At the same time as *Yr Etifeddiaeth* was being screened around Wales another film was also being produced - *Noson Lawen* (The Fruitful Year). Shot in English and in Welsh, this film was funded by the National Savings Committee, and its sole purpose was to promote the benefits of thrift and savings in the hard years following the war. The story hangs mainly on the fate of a young man who returns to his home farm to await the results of his university degree exams, his education having been funded by his parents’ conscientious saving.

7.2 The Welsh Film Board

1971 saw the establishment of the Welsh Film Board which attempted to fill the gaping void that had been Welsh language film-making through the 1950s and 1960s. By 1980 the Board had produced eight original features, four shorts and nine films for children, giving the opportunity to nurture new directors wishing to make films in the Welsh language and giving the public the opportunity to see the films by touring them around town and village halls and theatres. The most significant of these productions were the period film *Teisennau Mair* (Mair’s Cakes, Gareth Wynn Jones, 1979) which deals with infidelity and its tragic consequences; the thriller *O’r Ddaear Hen* (From the Old Earth, Wil Aaron, 1981) in which ancient Celtic spirits are awakened to haunt the living; and another period piece *Madam Wen* (Pennant Roberts, 1982) which tells the tale of a bandit who steals from the rich to give to the poor.

7.3 S4C and Cinema

S4C, the Welsh language Fourth Channel was launched in 1982, diminishing the need for a separate Film Board which subsequently closed in 1985, though the closure was also brought about in part by grave financial problems. S4C’s remit included provision for the production of feature films. Indeed, the films were seen as flagship

productions, intended to give status to the new channel. Many films were funded by S4C in the 1980s, though only a few had a life beyond the television screen. These included *Yr Alcoholig Llon* (The Happy Alcoholic, Karl Francis, 1984) which was screened at the London Film Festival, *Rhosyn a Rhith* (Coming Up Roses, Stephen Bayly, 1986) and *Milwr Bychan* (Boy Soldier, Karl Francis, 1986). These last two were released theatrically in the UK. Many of the larger films in the 1980's were filmed in English and in Welsh back-to-back in order to attract additional funding from Channel 4 and other funders. However, this approach to film-making created its own problems, giving rise to uneven acting between film versions due to language difficulties (in both English and Welsh) and an imbalance between the language versions in terms of which had priority on the shoot with regard to getting the best takes etc.

The success of some of these films and the prestige which followed spurred S4C's commissioners to invest further in feature films in the late 1980s and early 1990s. Indeed, the BBC and S4C came together in 1989 to set up and fund Ffilm Cymru, a body with the sole purpose of producing feature films primarily for theatrical release. Only two films were produced, though several more were planned, before the body was merged with the Wales Film Council. These films were *O.M.* (Emlyn Williams, 1990) and *Un Nos Ola Leuad* (One Moonlit Night, Endaf Emlyn, 1991).

Some of the most notable successes from the period came from director Endaf Emlyn. Both *Un Nos Ola Leuad* and *Gadael Lenin* (Leaving Lenin, 1993) achieved critical success, winning awards at overseas film festivals. However the main achievement from this period was *Hedd Wyn* (Hedd Wyn: The Armageddon Poet, Paul Turner, 1992), a powerful film about a Welsh poet lost in his prime to World War I. It was widely acclaimed and was the first Welsh language film to be nominated for a Foreign Language Oscar. It did not however secure theatrical distribution within the UK, which seemed to highlight the major obstacles facing producers with attaining widespread distribution of Welsh language feature films within the UK.

The period between 1989 and 1994 saw the production of more than 20 feature-length dramas for the channel. Other films of note were *Dafydd* (Ceri Sherlock, 1993), a film about a gay Welshman living in Amsterdam, and the first Welsh science fiction film, *Ymadawiad Arthur* (Marc Evans, 1994), a quirky comedy which featured a time-travelling rugby player.

Support continued for around two or three feature-length dramas a year, though it was increasingly difficult to justify sustaining the volume of films made between 1989 and 1994. Securing co-production funding from various sources such as overseas television deals was a necessary component in the financing of most of the film output at S4C. This was the case for such films as *Y Mapiwr* (Endaf Emlyn, 1996), *Cameleon* (Ceri Sherlock, 1997) and *Pum Cynnig i Gymro* (Peter Edwards, 1997). The Wales Arts Council did have some production funding for film-makers but it was not until funding from the National Lottery became available for film in Wales in 1995 that the resources available for film production increased substantially and gave more options for developing and producing Welsh feature films. Some lottery funding was given towards the production and film print of the literary adaptation *Y Mynydd Grug* (The Heather Mountain, Angela Roberts, 1997), and in 1999 the Welsh Lottery Film Fund was able to fund a Welsh-language feature film, *Solomon a Gaenor* (Paul

Morrisson, 1999). This tragic story of forbidden love and anti-Semitism went on to be the next major success for Welsh language film-making after *Hedd Wyn* as the second Welsh-language film to be nominated at the Oscars for the best foreign language film.

International recognition for Welsh-language film has been rare since then, though this may be attributed to a shift in focus at S4C from producing big-budget prestige films with international ambitions to developing new talent through productions such as the Dogme95 experiment *Diwrnod Hollol Mindblowing Heddiw* (Euros Lyn, 2000) and *Eldra* (Tim Lyn, 2002), which told the story of a young gypsy girl's childhood in north Wales.

Recent years have seen a dip in the production of films through S4C, especially those with cinematic ambitions, which can mainly be attributed to a sustained and overriding commitment by the channel to producing high-quality television drama. There have been exceptions however: *Y Mabinogi* (Otherworld, Derek Hayes, 2003), was an ambitious animated film which melded several tales from the Welsh mediaeval tales known as the Mabinogi and was shown in Welsh cinemas as well as at selected screenings in England; and *Dal:Yma/Nawr* (Still: Here/Now)(Marc Evans, 2004), a chronicle of Welsh poetry spanning 1500 years, which toured around cinemas and schools in Wales.

The most recent Welsh language film to receive a cinema outing, though self-distributed rather than through S4C or a commercial distributor, was *Y Lleill* (The Others, Emyr Glyn Williams, 2005). This micro-budget feature film follows a decisive weekend in a young rock band hopes of breaking out, and focuses on the tensions that arise when ambition and the drive for creativity come up against social and cultural pressures.

The future for Welsh language feature films remains decidedly uncertain. An internal report commissioned by S4C in 2004 highlighted the fact that, although budgetary constraints had hampered film production, it was 'essential for S4C to ensure a more regular flow of home produced films because of the particular contribution they make both on and off screen' (p.13 http://www.s4c.co.uk/abouts4c/authority/pdf/e_admewnoi_2004.pdf). However, with the current climate of financial belt-tightening at the channel it remains to be seen whether there will be a renewed commitment to feature films for the cinema, and with more resources being channelled towards multi-platform and multimedia content it is very unlikely that there will be the profusion of film production that was seen in the channel's first decade.

8. Book publishing

The first book in Welsh, entitled *Yny lhyvyr hwnn* ('*In this book*') was published by John Price in 1546, almost a century after the invention of printing. The book contains the alphabet, instructions on how to read Welsh and to count, together with a calendar, the Apostles' Creed, the Lord's Prayer, and various other Christian texts. Forty-four years later a Welsh translation of the Bible appeared on the orders of Queen Elizabeth I, who was anxious to make sure that the Protestant religion should become firmly rooted amongst the Welsh. This gave rise to a tradition of Bible study through the medium of Welsh which is frequently credited with the comparatively high degree of literacy in Welsh and, indeed, the preservation of the language in general.

Cyngor Llyfrau Cymru, which was founded in 1961 and is funded by the Welsh Assembly Government, is the body responsible for the promotion of book-publishing in Wales in the Welsh and English languages. This includes the distribution of a publishing grant in order to help publish books and magazines for children and adults, together with other relevant material. Among the organisation's other core functions are the promotion of interest in Welsh books and books of Welsh interest in English, together with other related material, by providing information and by a full programme of activity; the promotion of the publishing industry in Wales in all its aspects by providing a range of services and by co-ordinating the interest of authors, publishers, booksellers and libraries; and assisting and supporting authors by providing services and grants. In the year 2004-2005, with a publishing grant of £1,123,000 to provide support for Welsh-language books and magazines, the council awarded production grants for 236 books. Programme grants were awarded to 6 publishers. The council also disposes of a literature grant to support works of literary merit in English and Welsh. In 2004-2005 the total of this grant was £900,893. From this, a total of 100 books were grant aided (21 of which were in Welsh), 5 publishers received revenue funding and 9 magazine franchises were supported (6 of which were in Welsh). In total, some 600-650 books per year are published, the majority with grant aid. Exceptions to this are books with a very local subject matter, which do not generally receive a subsidy. Text books for schools are subsidised by the Qualifications and Curriculum Group of the Department of Education, Lifelong Learning and Skills of the National Assembly for Wales and since 1954 have also been funded by the Welsh Joint Education Committee, an educational services organisation belonging to the local authorities. Among the main publishers of Welsh books are Gwasg Gomer (founded in 1892), the University of Wales Press (established 1922 and specialising in academic publications), Y Lolfa (established 1967), Gwasg Carreg Gwalch (established 1980 and publishing many children's books and books on folklore), Gwasg Gee, Ashley Drake Publishing, Christopher Davies Cyf. (established 1949 and specialising in history, nature and Welsh matters), Cyhoeddiadau'r Gair (established early 1990s and specialising in Christian books), Cymdeithas Lyfrau Ceredigion (established 1954), Gwasg Bryntirion (established 1955 and specialising in Christian books), Gwasg Tâf (established 1984 and specialising in children's books), Gwasg y Dref Wen (established 1969 and specialising in children's books), Honno (established in 1986 and specialising in books by women).

According to Davies (1993), about a third of the books published in Welsh are either children's books or school books and, of those for adults, up to a third are books of verse. Welsh books are sold through a well-established network of Welsh book shops throughout the country and can also be bought on line through www.gwales.com.

References and Sources

Berry, David (1996) *Wales and Cinema: The First Hundred Years* Cardiff, University of Wales Press.

Davies, Grahame (2004) “Dechreuadau: Y Gymraeg a’r Cyfryngau Newydd” in *Cyfrwng Media Wales Journal Vol:1 ‘Wales and the World’* Cardiff, University of Wales Press.

Davies, Grahame (2006) “‘By lightning beneath the sea’: adoption of New Media in the Welsh language” in *Mercator Media Forum* 9, Cardiff, University of Wales Press.

Davies, Janet (1993) *The Welsh Language* Cardiff, University of Wales Press.

Davies, John (1994) *Broadcasting and the BBC in Wales* Cardiff, University of Wales Press.

Ffrancon, Gwenno (2003) *Cyfaredd y cysgodion : delweddu Cymru a’i phobl ar ffilm, 1935-1951* Cardiff, University of Wales Press.

Green, Andrew (2005) *Wales On The Web* Institute of Welsh Affairs

Jones, Aled (1993) *Press, Politics and Society: A History of Journalism in Wales* Cardiff, University of Wales Press.

Jones, Aled (2002) *Print, language and identity: newspapers in Wales since 1804* University of Wales Aberystwyth.

The Periodical Press in Nineteenth Century Wales sourced from <http://www.llgc.org.uk/lp/lp0212.htm> (pages of National Library of Wales) on 14/07/2006.

Newspaper Publishing in Wales (from the Report of the Newsplan Project in Wales, 1989) sourced from <http://www.newsplanwales.info/s005.htm> on 14/07/06 .

Mercator Media would like to express our thanks to Dafydd Tomos and Hywel William for their contribution to the Monograph.