



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

# **Sound and Vision 3 A Broadcasting Funding Scheme**

## **Guide for Applicants**

*March 2019*



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## 1. Introduction

The purpose of this document (“the Guide”) is to provide applicants and potential applicants to Sound & Vision 3 (“the Scheme”) guidance on:

- what the Scheme can fund,
- who can apply for funding, and
- how to create and submit an application for funding.

It also provides information on the assessment process, notification of funding decisions and the next steps for successful applicants.

All applicants should read this Guide before completing an official application form and submitting it on [www.baionline.ie](http://www.baionline.ie) (hereafter “[BAOnline](http://www.baionline.ie)”). The official application form can be downloaded from [www.bai.ie](http://www.bai.ie) or [BAOnline](http://www.baionline.ie). The Guide details the information that must be provided as part of an application. The closing times and dates by which applications must be submitted for consideration are set out on the BAI website and in section 5 of this document.

The BAI reserves the right to correct or alter any part of the present document. In the event that this document is altered or revised, an updated version will be made available on the BAI’s website at [www.bai.ie](http://www.bai.ie) and on [BAOnline](http://www.baionline.ie) and identified by the month and year it was published. The relevant Guide and application form for any funding round will be available a minimum of 4 weeks before the closing date. **Applicants are responsible for ensuring that they are using the current version of the Guide and application form.**

For all queries regarding the Guide and application form please contact the BAI at:

T: +353 1 6441200  
E: [info@bai.ie](mailto:info@bai.ie)  
A: Broadcasting Authority of Ireland  
2-5 Warrington Place  
Dublin  
D02 XP29  
Ireland



## 2. Sound and Vision 3

*Sound and Vision 3* (“the Scheme”) is a funding scheme for television and radio programmes, developed under the provisions of the Broadcasting Act 2009 (“the Act”). The objectives of the Scheme are to:

- Develop high quality programmes based on Irish culture, heritage and experience,
- Develop these programmes in the Irish language,
- Increase the availability of programmes referred to above to audiences in the State,
- Represent the diversity of Irish culture and heritage,
- Record oral Irish heritage and aspects of Irish heritage which are disappearing, under threat, or have not been previously recorded, and
- Develop local and community broadcasting.

To achieve these objectives, the Scheme offers grant funding to new television and radio programmes which deal with the themes of:

- Irish culture, heritage and experience;
- Improving adult or media literacy;
- Raising public awareness and understanding of global issues impacting on the State and countries other than the State; and/or
- Any of the above in the Irish language.

The Scheme is financed from the Broadcast Fund which comprises 7% of the annual net receipts from television licence fees. The BAI has been assigned the responsibility of administering this fund. The BAI Archiving Scheme is also financed from the Broadcast Fund.

The BAI will generally allocate funding using a funding rounds system. For each round, the BAI determines the closing time and date; the types of applications that can be submitted and the amount of funding available. These details are published on the BAI website [www.bai.ie](http://www.bai.ie).

For more information on the objectives, scope and funding of the Scheme please read *Sound & Vision 3: A Broadcasting Funding Scheme (January 2015)* (“the Scheme Document”) which is available at [www.bai.ie](http://www.bai.ie).



### 3. Eligibility

Applications must meet the following minimum eligibility criteria to be considered for funding. If any of these criteria are not met, applications will be disqualified. This will generally take place at the Preliminary Evaluation Stage of the assessment process. The BAI's decision in this regard will be final. For more information, see Section 6 of this document, Assessing Applications.

#### 3.1 Applicant

Individuals and established legal entities are eligible to apply for funding under the Scheme. Individuals must be Irish or EU nationals/residents. Legal entities must be incorporated in Ireland or the EU.

#### 3.2 Programme Themes and Language

Programmes must deal with at least one of the themes outlined below and the BAI welcomes broad and creative interpretations of these themes.

- Irish Culture, heritage and experience, which can include but is not limited to: history; historical buildings; the natural environment; folk, rural and vernacular heritage; traditional and contemporary arts; the Irish language; and the Irish experience in European and international contexts;
- Improving adult or media literacy;
- Raising public awareness and understanding of global issues impacting on the State and countries other than the State; and
- Any of the above programmes in the Irish language.

The BAI takes a broad view of Irish culture, heritage and experience and includes all of its contemporary expressions. Programmes can be Irish, English, bilingual (Irish and English) or multilingual (i.e. Irish plus two or more languages)<sup>1</sup>. Bilingual and multilingual programmes must include at minimum of 30% Irish language content.

#### 3.3 Programme Formats and Genres

As provided for under Section 154 (d) of the Broadcasting Act 2009, the Scheme accepts a range of genres and formats as set out in the table below. The only exclusion is programming which is produced primarily for news and current affairs.

Accepted Formats:	Documentary; Education; Animation; Drama; and, Entertainment
Accepted Genres:	Children's; Arts/Culture; Contemporary Society; History/Heritage; Science/Nature/Environment; and, Adult/Media Literacy
Excluded Genres	News and Current Affairs

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<sup>1</sup> Programming in English and another language (s) that is not Irish can be categorised as 'English' language programmes.



Applicants must categorise their proposed programme(s) into one genre and format only based on the above matrix. While some programmes like docu-drama may include elements of more than one format or genre, applicants should select the one that is most appropriate in the context of the overall programme. It is the responsibility of the applicant to select the most appropriate format and genre. Scripted comedy programmes can be submitted under the Drama format. Education projects must contain a learning outcome for the audience - applications that appear to be more informative and with no clear learning outcome may be re-categorised. Applicants are encouraged to support their selection, if required, in the application documentation.

**The BAI retains the right to re-categorise applications during the assessment process if, in its view and based on the application documentation, a programme/s has been inappropriately categorised. The BAI's decision on this matter is final.**

### **3.4 New Programmes**

All programmes funded must be new. The BAI is open to considering applications for second or follow-on programmes or series of programmes. In this case, the applicant must outline the following in their application form (online and in the MSWord/pdf version of the application form):

- Set out how the proposed project is 'new'; and
- Demonstrate that the original and/or subsequent programme or series is substantially complete when the application is submitted. If a follow-on programme/series is awarded funding in principle, the currently contracted programme/series must be completed and delivered to the BAI's satisfaction before a contract for the follow-on programme/series will be concluded. Please note that the standard 12-month deadline for concluding contract negotiations applies for a follow-on programme/series.

### **3.5 Requirement to Broadcast**

The BAI will only fund the production of programmes that will be broadcast by an eligible broadcaster. At application stage, the BAI requires applicants to provide a letter of commitment from a broadcaster which confirms agreement to broadcast the programme in line with the BAI's requirements, please see Section 4.5 of this Guide for more details.

The BAI recognises that some formats continue to be underrepresented in the Scheme, to facilitate applications in these areas, the BAI will accept applications without a letter of commitment from a broadcaster under the following conditions only:

- (i) the Format of the programme must be either Drama or Animation; and
- (ii) the grant requested cannot be more than 50% of the total eligible budget.

Please note that the broadcaster letter **will** be required at offer acceptance stage (i.e. within 3 months of the date of the funding offer). Please note the BAI requires applicants to indicate the preferred broadcaster they will approach to broadcast the programme in their written application. When selecting the channel on



[BAIonline](#) they should select “To be Confirmed Drama/Animation” from the Channel drop down list. Details of any discussions that have taken place with the broadcaster prior to the application being submitted should also be provided within the MS Word application document.

**In instances where there is no Broadcaster letter included, the BAI reserves the right to reject applications at preliminary assessment stage where it deems the finance plan to be incomplete.**

### **3.6 Eligible Broadcasters**

Save for the instances outlined above, all applications must have an eligible broadcaster attached to the project. The eligibility criteria for a broadcaster are set out below.

- Radio programmes must be broadcast by a broadcaster licensed by the BAI or an RTÉ service.
- Television programmes must be broadcast on a free television service which provides near universal coverage to the State<sup>2</sup>; or on an appropriate network provider, as defined in Section 77(1)<sup>3</sup> of the Broadcasting Act 2009; or MMD system as part of a community content provision contract under Section 72 of the Broadcasting Act 2009.

The onus is on the applicant to make the case that the proposed broadcaster is eligible and will be able to broadcast the programme in line with the proposed production schedule. If the proposed broadcaster has not previously been accepted as an eligible broadcaster by the BAI, or if the broadcasting arrangements in relation to such a broadcaster have changed, the applicant should set out why it believes the broadcaster is eligible in the documentation submitted.

Please note that acceptance at application stage that a broadcaster is eligible should not be taken as a final decision in this regard. The BAI reserves the right to decide on this matter before signing a contract for a funding award.

### **3.7 Peak-Time Broadcast**

The eligible broadcaster attached to the project must make a commitment to broadcast the proposed programmes at peak times. All applications must include a signed broadcaster’s letter of commitment to this effect, unless specifically exempted as per section 3.5 above.

Peak viewing and listening times are:

Radio programmes	7am to 9pm
Television programmes	6pm to 11.30pm

<sup>2</sup> A free television service is defined in the Act as “a television broadcasting service for the reception of which no charge is made by the person providing the service, and the reception of which is available to at least 90 per cent of the population of the State”.

<sup>3</sup> “Appropriate Network” means an electronic communications network provided by a person (“appropriate network provider”) which is used for the distribution or transmission of broadcasting services to the public.





Some programmes are exempted from the peak time requirement. These are:

Children's Programmes	<ul style="list-style-type: none"> <li>• These are exempt from peak time requirement unless broadcast on a dedicated children's channel.</li> <li>• Peak time for such channels will be designated by the BAI with reference to factors such as the nature of the channel and the programming being supported.</li> <li>• This general exemption excludes the 00.00 – 07.00 period.</li> </ul>
Educational programmes (including but not limited to adult/media literacy programmes)	<ul style="list-style-type: none"> <li>• These are exempt from peak time requirement.</li> <li>• This general exemption excludes the 00.00- 07.00 period.</li> </ul>
Irish language & long form programmes	<ul style="list-style-type: none"> <li>• The peak time requirement for programmes broadcast in the Irish language (whether radio or television), and long form programmes on television, extends to midnight.</li> </ul>

### 3.8 Access Services (Television only)

In order to facilitate the understanding and enjoyment of television programmes by people who are deaf or with hearing difficulties, all funded programmes must make provision for subtitling. The subtitling provided should conform to the [BAI Subtitling Guidelines](#) and accompanying subtitles must be available/accessible to viewers each time the funded programme is broadcast in the State.

Similarly, in order to facilitate access to programmes for people who are deaf, with hearing difficulties, blind or with visual impairments, some funded programming must make provision for Irish Sign Language (ISL) for deaf or hearing impaired **and/or** Audio Description (AD) for blind or visually impaired. With that in mind, **TV Drama and children's TV applications MUST have at least one broadcast with AD and/or ISL, with the cost deemed an eligible cost.** Drama and Children's programming applicants are free to choose which element suits their project best. This is deemed as an eligible cost and provision for these costs should be made in the budget.

Funding is also available to applicants who wish to provide Irish Sign Language (ISL) and/or audio description (AD) services in other formats (Education, Documentary, Entertainment). **The BAI strongly encourages such applications, either with ISL or AD or both, with the cost also deemed an eligible cost.**

**Flexibility** around these measures will be considered. For example, a primary broadcast at peak times may be permitted without ISL provided a broadcaster commits to a further secondary ISL broadcast, either at peak or off-peak hours. Further details on subtitling, ISL and AD can be found on the BAI website here: <http://www.bai.ie/en/codes-standards/#ai-block-1>.



### 3.9 European Commission guidelines on State Aid to cinematographic and audio-visual works

Under European Commission (EC) regulations concerning State aid to films and other audio-visual works, the maximum grant aid intensity permissible is limited to 50%. The EC has accepted that the programmes specified under the Broadcasting Act 2009 generally fall within the three exclusions to the 50% maximum contained in the EC guidelines. These exclusions relate to programmes which are difficult to make, low-budget or counteract the limited geographic extension of certain languages and cultures.

Applications for funding that meet the following criteria must provide a rationale as to how the proposed programme has the character of an audio-visual work that is difficult to make:

- The total budget exceeds €55,000 (radio) or €750,000 (television)
- AND
- the total grant aid requested is in excess of 50% of the total budget
- AND
- the programmes are *not* in the Irish language
- AND
- the programme does *not* deal with adult literacy.

The criteria for assessing “difficult to make” include:

- Producer, broadcaster or project resources
- Lack of commercial potential
- Lack of significant audience appeal
- Specificity of the linguistic, educational and cultural themes
- The experimental nature and/or creative risk

**TV applications only:** In addition, EU regulations provide that member States may require a minimum level of production activity to take place in their territory to qualify for grant aid. The following table outlines the BAI requirements in this regard. Applicants are required to confirm that they will comply with these requirements when applying for funding.

Grant: Total Budget	Territorial Spend
If the BAI grant is less than 50% of the total budget, then:	160% of the grant aid awarded must be spent within the territory of the Republic of Ireland. For example, if the grant is €30k for a project with a total budget of €100k, then €48k must be spent in the Republic of Ireland.
If the BAI grant is 50% or more of the total budget, then:	80% of the overall production budget must be spent within the island of Ireland. For example, if the grant is €60k for a project with a total budget of €100k, then €80k must be spent within the island of Ireland.



The BAI may, in certain circumstances, accept a lower percentage of spending than those outlined above, for example, where there are justifiable editorial reasons or there is a conflict between the BAI's requirements and the requirements of other funders. Applicants are required to provide a rationale for the lower percentage spending in these instances.

### 3.10 Funding

#### i. Eligible funding – amounts and percentages

The Scheme will only accept applications for programmes that are ready to go into production. The Scheme does not accept applications for programmes already in production. Applications for standalone development or completion funding are not eligible in the general funding rounds.

Eligible costs are the costs associated with the production and delivery of the programme(s) and, in addition to general production costs, may include financial, legal and banking costs. Development costs may be eligible provided they are directly related to the production of the programme and have been supported by budget notes. An example of delivery costs is the provision of dedicated support websites. Applicants should provide a rationale for all costs in their budget notes/ detailed budget breakdown.

Ineligible costs are costs that are related to the production and delivery but are not directly related to programme-making or delivery. Examples of ineligible costs include depreciation, general website costs and training.

In most cases capital costs are ineligible. However, where the applicant is a community group engaged in programme production, some capital costs may be eligible for funding. In these cases, applicants must provide a full rationale as to why these capital costs are required and provide three quotes for the procurement of such equipment. These shall be assessed on a case-by-case and the BAI will contribute up to a maximum of 80% of such capital costs.

The Scheme can fund a maximum of 95% of the costs in the eligible budget. For detailed information in relation to the amounts that can be sought for individual projects, applicants should consult the funding matrix as set out below:

#### Radio programmes

Minimum award	Maximum award	Grant awarded will not represent more than the following percentage of the total <i>eligible</i> budget
	€20,000	Up to 95%
€20,001	€40,000	Up to 90%
€40,001	€55,000	Up to 85%
Greater than €55,001		To be negotiated on a case by case basis but will not exceed 85%.



### Television programmes, including film

Minimum award	Maximum award	Grant awarded will not represent more than the following percentage of the total <i>eligible</i> budget
	€50,000	Up to 95%
€50,001	€250,000	Up to 90%
€250,001	€750,000	Up to 85%
Greater than €750,001		To be negotiated on a case-by-case basis but will not exceed 85%.

#### ii. Ancillary measures

The BAI will implement such ancillary measures as it deems appropriate to support the achievement of the objectives of this scheme. This could allow, but is not limited to, measures to assist community broadcasters to meet their social benefit obligations and/or the provision of some development support for programmes to address themes, genres or formats underrepresented in the general applications received.

The BAI is happy to meet with interested groups to discuss opportunities relating to the implementation of ancillary measures to support the achievement of the objectives of the scheme.

#### 3.11 Commencement of production

Please note that once an application has been submitted, and assessment is underway, production may commence but this is at the applicant's own risk.



## 4. The Application Form

This section of the document explains the separate elements of the Official Application Form and sets out the information the BAI requires under each element. This should be read in conjunction with the Application Form which is available from [www.bai.ie](http://www.bai.ie) and [BAIonline](#). Applicants who fail to complete **all** mandatory sections of the Application Form and provide **all** mandatory documentation **in the correct format** will be rejected at preliminary evaluation stage. The table below identifies the items that are mandatory for each type of application. Items outlined in the table below need to be incorporated into either one MSWORD or PDF document only.

#	Application Form Contents	Mandatory
4.1	Programme Specification, including Treatment	For all applications
4.2	Budget	For all applications
4.3	Budget Notes and/or a Detailed Budget	For all applications*
4.4	Finance Plan, including Territorial Spend	For all applications
4.5	Letter of Commitment from a Broadcaster	For all applications**
4.6	Letter(s) of Commitment from other Funders	Advised but not mandatory
4.7	CVs and letters of Commitment (if applicable) from Key Personnel/Talent/ Contributors	For all applications
4.8	Indicative Running Orders	Mandatory for radio applications, except scripted dramas
4.9	Scripts	For Drama applications
4.10	Animation Samples	For Animation applications only

\* *budget notes are recommended for all applications and are mandatory for Radio projects, a detailed budget is required for all TV projects.*

\*\**see section 3.5 for certain exceptions*

Items not included in the above list such as show reels and promotional material should not generally be included in the application. If applicants include additional supporting material in the Application Form that they believe is essential to the assessment of their projects, they must set out their rationale for it. This includes links to animation artwork stored on the internet (see section 10 of the Application Form). The BAI reserves the right not to view or consider any material not submitted on the Online Form or the Application Form.

### 4.1 Programme Specification

Use this part of the application form to convey what your programme is about to the BAI's assessors. Complete each section as per the guidance in the form. Provide headline details about your project in the first section. In the second section, explain your programme idea in a couple of lines in the synopsis and then set out the Programme Content in more detail. This should include your approach to the narrative and the audio or audio-visual approach. The Programme Specification should not be used solely to provide background information on a subject; you must explain how your programme is going to deal with the subject. Please note that if you receive an offer of funding, you will be asked to provide a treatment for



inclusion in your contract with the BAI for the funding. The second section of the Programme Specification is the treatment. You may need to revise this for the purposes of the contract.

## 4.2 Budget

The Application Form includes one budget template for radio projects and one for television projects. Both budget templates are divided into two sections – eligible costs and ineligible costs (see Section 3.10 for definitions and examples). Line items have been categorised under sub-headings in these sections. All applications must include a completed budget template for their project using the existing categorisation and breakdown. Please see the BAI's requirements for budgets below.

### *Completing the Template*

Television applications must include the total figures for each relevant line item in the budget. Use the budget notes and/or detailed budget section to provide a breakdown of these figures, particularly if you are entering figures in the line items marked "Other".

Radio applications must itemise the cost of each budget item and indicate fully how this figure has been calculated. This should be set out with reference to the Unit Description, Number and relevant Rate. If your project will incur costs not listed in the template, use the "Other" line item and provide the necessary explanations in the Budget Notes. In the case of staffing and productions costs, a daily rate should be provided if less than one week is involved. An hourly rate should only be provided where less than a day is required. See below a sample completed line item where a producer is budgeting for their time in days. The total therefore is the number of days times the producer's rate:

No.	Personnel	Unit Description	Number	Rate	Total
1	Producer	Day	x	€xxx	= number x rate

### *VAT*

Line items in the Budget must be submitted exclusive of VAT unless the applicant is **not registered** for VAT. In that instance, an applicant may include VAT as a cost in those line items where VAT is a non-deductible cost to the applicant. The BAI requires successful applicants to provide confirmation from the Revenue Commissioners at appropriate points that their VAT status has not changed.

### *Currency*

The budget must be presented in the currency in which the majority of the production will be financed. If the production will not primarily be financed in Euro or Sterling, a Euro budget should also be provided. Contracts will be finalised and signed based on indicative Euro payments. This will be further explained during contract negotiations.

### *Travel and Subsistence*

Travel costs should be in line with the current Civil Service rates – circular here

<http://circulars.gov.ie/pdf/circular/per/2017/05.pdf>



Subsistence costs should be in line with the most recent Civil Service rates – circulars as follows:

Subsistence: <https://circulars.gov.ie/pdf/circular/per/2017/06.pdf>

#### *Overheads and Production Fee*

Calculate overheads as a percentage of the eligible costs. This should generally be up to 5%. This is a contribution towards the related overhead costs incurred by the producer during production. Radio applicants with an annual insurance policy covering programmes funded through the Scheme should include the cost of insurance in the overheads calculation. Radio applicants should also note that costs such as programme archival (CDs etc.) and podcasting should be included in the calculation of **overhead costs** and not itemised separately.

A production fee may be included in the budget and is calculated as a percentage of the eligible costs. The production fee is set with reference to factors like the complexity, duration and scale of the production and recognises the work involved in areas like the development of, and contracting for, the project. This is generally up to a maximum of 10%; however, this can be negotiated on a case-by-case basis.

#### *Accounts*

Provision must be made in the budget for the cost of an accountant's report of the project under the M45 – Grant Claim standard i.e. the engagement of a qualified person to examine and sign off on a final cost statement etc.<sup>4</sup> Refer to your homepage on [BAIonline](#) for guidance on the M45 Grant Claim standard.

#### *Archiving and Subtitling (BAI Delivery)*

All programmes funded under the Scheme will be archived by the BAI; provision should be made for this cost. For radio one CD copy of the programme will be required. For TV one DVD plus an [AS-11 .mxf](#) digital copy of the programme with an appropriate subtitle .stl file and a [DPP metadata .xml](#) file submitted on a suitable carrier for each television programme. **Please note that unless it has been otherwise agreed in writing, all funded television will be required to submit programme material in accordance with the above.** It is advised that suitable provision for these costs is included in the application budget. Specific requirements for TV digital items, for example naming conventions, will be outlined to you prior to contracting with the BAI.

Television programmes must be broadcast with the availability of subtitling. Provision must be made for subtitling in the budget. Subtitling and the provision of other access services are considered eligible production costs by the BAI. Please also ensure to budget for delivery of the .stl file and any relevant access digital files that need to be submitted with the AS11 digital copy of the programme. In the case of programmes that are not in the English language, an English translation .stl file will also be required to be submitted.

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<sup>4</sup> European Commission rules require that a formal review is completed on each project to ensure compliance with the Scheme Document and EC State Aid rules.



For television programmes that include Irish Sign Language (ISL) and/or Audio Description (AD) access services, the requirements for delivery to the BAI will be set out in the contract for funding. Note that Drama and Children's programmes have a mandatory requirement for ISL and/or AD. Digital AS-11 files should also contain the relevant file with audio description or ISL.

### **4.3 Budget Notes and/or a Detailed Budget**

This section is mandatory. Applications without Budget Notes and/or a Detailed Budget will be disqualified in the first stage of assessment.

All radio applications **must** include budget notes. It is recommended that all Television projects provide budget notes; in the instance of television applications, they must include budget notes and/or a more detailed budget. The detailed budget must be easily referenced against the budget template. Use the "Page/Ref" column in the budget template to do this.

Use the budget notes to explain how you are going to achieve the programme described in the treatment using the resources listed in the budget. The notes should link to these parts of the application for the assessor. Applicants must adequately justify the time, rates and costs for line items in this section. The notes should provide a breakdown of any costs that are 'bundled' in the budget, e.g. travel and subsistence, and they should explain why particular cost lines are necessary and justified in the context of the proposed programme. Clearly identify where the same person fulfils more than one role, and, if different rates are proposed, this must be justified in these notes. Applicants should also include a summary of the items that have been included in the overhead costs and an explanatory note on the production fee, if you have included one.

Where the applicant is a community group engaged in programme production, some capital costs may be eligible for funding. If requesting funding for capital costs, provide a rationale in the budget notes for these costs. Note the grant can fund up to a maximum of 80% of capital costs.

### **4.4 Finance Plan**

The finance plan must be presented in the currency in which the majority of the production will be financed. If the production will not primarily be financed in Euro or Sterling, a Euro budget must also be provided.

Set out all the funders for the project under the eligible and/or ineligible section of the finance plan, as appropriate. The applicant can be a funder to the project. Clearly state the total amount of funding you are seeking from the Scheme and calculate it as a percentage of the Eligible Costs. The total amount in the finance plan must reflect the total amount in the budget. The Scheme cannot fund over 95% of the eligible costs nor can it fund any of the ineligible costs. 95% is only available in the case of radio projects with a total eligible budget of equal to, or less than, €20k and television projects with a total eligible budget of equal to, or less than, €50k. Please see Section 3.10 (i) above for details on the funding matrices that apply.





**TV Applicants only:** In the Territorial Spend table, applicants confirm that a certain minimum percentage of the total budget or grant will be spent in a particular territory. The percentage spend and territory spend are different depending on whether the grant is greater or less than 50% of the total budget. Complete the table as instructed in the Application form.

#### **4.5 Letter of Commitment from a Broadcaster**

Letters of commitment from a broadcaster must meet the following requirements:

- It must be set on the broadcaster's headed paper, recently dated and signed by the broadcaster;
- It must refer to the title of the applicant's project;
- It should indicate the channel on which the programme will be broadcast;
- It should commit to broadcasting the programme or series at peak times (see Section 3.7 for definition of peak times);
- It must commit to broadcasting the programme or series with the relevant access services e.g. subtitling (for television programmes only);
- In the event of programmes being delivered with Irish Sign Language or Audio Description, it should commit to broadcasting at least one broadcast of this version within one year of the initial broadcast.
- It should confirm any financial commitment to be provided by the broadcaster, if applicable; and
- It should confirm that the broadcaster is eligible under the Scheme (see Section 3.6 for broadcaster eligibility).

As outlined in section 3.5, in **certain** circumstances a letter of commitment from the broadcaster may not be required at the application stage. **Applications that do not include a broadcaster letter must give an indication of the type of broadcaster intended for the programme.**

#### **4.6 Letter(s) of Commitment from Other Funders**

If parties other than the BAI, the broadcaster and the applicant are proposing to provide funding for the project, letters of commitment in this regard should be included in the application. These should be on headed paper, signed and dated within three months of the relevant round closing date. The letter should identify the project by name and confirm the amount of support being provided, when it will be available and any conditions attached to this support. These letters and dates are not mandatory but in the absence of such correspondence the BAI reserves the right to consider in assessment that this support is not confirmed even though it may be listed as confirmed elsewhere in the application. Draft/unsigned documentation from funders will not be accepted as evidence of support.

**If the BAI believe a significant amount/percentage of Finance has not been demonstrated as secured, the BAI may discount the project from the application process.**

#### **4.7 CVs and letters of Commitment for Key Personnel**

This information is mandatory for key personnel. A CV can be a profile or biography if it is appropriate for the application. You may also wish to provide letters or emails of commitment from key personnel where their involvement could be deemed difficult to secure.



#### **4.8 Key Talent/ Key Contributors**

Letters of Commitment from Talent/Key contributors should also be submitted if relevant. Applicants are encouraged to include letters of commitment from Talent/Key Contributors that are essential to the delivery of the project and/or difficult to confirm. This material should correspond with the material listed in the Programme Specification outlined in your application. Please note that in the absence of such correspondence the BAI reserves the right to consider in assessment that participation by these individuals is not confirmed even though it may be listed as confirmed elsewhere in the application.

#### **4.9 Indicative Running Orders**

Radio applicants must include indicative running orders for their projects, except for radio drama applications that include a full script. If the proposal is for a series, one or two indicative running orders may be sufficient. Running orders can also be provided for television programmes where applicants believe it will aid understanding of the other elements of their application e.g. the treatment.

#### **4.10 Scripts**

Scripts must be provided for all Drama programmes and must be in the language in which the programme will be broadcast. For a programme series where all scripts are not available, applications must include at least one script and outlines of all programmes in the series. Scripts **are also advisable** for other formats e.g. documentaries, where there is a significant drama element. Shooting scripts may also be included.

#### **4.11 Animation Artwork**

Applications for animation programmes must include animation artwork. If it is not possible to include this with the application given the size limitation on the application file, applicants can provide a link to key artwork that can be accessed via the internet. This is at the applicants' own risk. If there is any difficulty accessing the material, the BAI is not obliged to revert to the applicant. The BAI reserves the right not to view or consider any such material not submitted on the Online Form or the Application Form.



## 5. Submitting an Application

Applicants are responsible for ensuring that their application documentation is completed and submitted as set out below. All applications must be submitted via BAOnline.

### 5.1 Deadline

Complete applications must be submitted on [BAOnline](#) by **12 noon** on the closing date of each funding round unless otherwise stated. The closing times and dates are published below and on [www.bai.ie](http://www.bai.ie). Applications can only be submitted when a funding Round is open. Each funding Round will be open for a minimum of four weeks prior to the published closing date. Incomplete applications will be disqualified. The BAI's decision in this regard will be final.

The closing dates and times for 2018 and 2019 are listed in the table below. The BAI reserves the right to change these dates and times, if necessary. Any changes will be publicly communicated in a reasonable timeframe.

Round	Eligible Applications	Closing Date	Closing Time	Decisions
2018 Round 32	Television and Radio (Open Round)	8 <sup>th</sup> November 2018	12 noon	February/ March 2019
2018 Round 33	Television and Radio (Open Round)	8 <sup>th</sup> May 2019	12 noon	September 2019
2019 Round 34	Television and Radio (Open Round)	7 <sup>th</sup> November 2019	12 noon	February/March 2020

### 5.2 [BAOnline](#) Registration

#### 5.2.1 Applicant Registration

Anyone who wishes to apply to the Scheme must be registered as an Applicant on [BAOnline](#). **Prospective applicants must request registration no less than 2 working days before a funding Round closes.**

- To register as an applicant, go to BAOnline and select the “sign up for baionline account” button. You will then be requested to provide some basic information. Once you have filled in this information select the “Submit” button. The BAI will accordingly review your request and you will be notified once your account has been generated. (Please note that user accounts will only be generated between business hours Monday to Friday.)
- New users will be sent an email with a User ID and Password once their account has been created. Logging in the first time, users are prompted to change their password. The new password must be at least 8 characters long and contain at least one digit, one uppercase letter, and one lowercase letter.
- Once registered as an applicant on BAOnline, you do not need to register again to apply to a funding Round.



- If you have forgotten your password, you can request a new password by selecting the “Forgotten Password” button on the baionline homepage and following the prompts.
- If you have forgotten your username, please contact [systeminfo@bai.ie](mailto:systeminfo@bai.ie) for assistance.

### 5.2.2 Contractor Registration

The contractor is the entity that will take contractual responsibility for the production should it receive funding. Contractors can be individuals, sole traders, companies or broadcasters. All Scheme applicants must ensure the contractor that they will be submitting an application on behalf of is registered on [BAOnline](#) so that this entity can be associated with their application on the BAOnline application record that will be created for the application.

**Please note the Broadcaster who broadcasts the programme should not be input as the Contractor on baionline if the broadcaster is not the intended contracting party that would receive the grant. The contracting party is the entity that receives the grant and takes contractual responsibility for producing the project. The broadcaster is the entity that broadcasts the project.**

To check if the contractor you wish to have associated with your application is registered, click [here](#) and then login to baionline to view the list of registered contractors. If the contractor is not listed, email [systeminfo@bai.ie](mailto:systeminfo@bai.ie) with the following information prior to finalising your application at least two days prior to the funding round closes:

- Put “Register a new Contractor” in the subject line
- Provide the name/trading name of the contractor
- If a company or cooperative, provide the registered company name
- State whether this entity is an individual, sole trader, limited company or cooperative society
- If a company, provide the company registration number
- If a company, state whether it is a broadcaster or not
- Give the first name, surname and email address of the main contact person for the contractor (this individual must also be registered as a user on BAI online)

You will be notified when the contractor has been registered. Once registered, the contractor will be available for selection via the contractor field in the [BAOnline](#) application record.

### 5.3 Creating and submitting an application on BAOnline

To submit an application, you need to complete the Sound & Vision MSWORD application form template, attach an MSWORD or PDF copy of this document to a completed application record on [BAOnline](#) and submit the application record prior to the funding Round closing date and time. Applications can only be submitted if a funding Round is open. Only one document can be attached to the baionline application record.



### **5.3.1 Completing the Application Form template**

The MSWord Application Form template is available to download from the application record on [BAOnline](#) and is also available [www.bai.ie](http://www.bai.ie). The form must be complete as instructed in this Guide and within the form itself. Ensure all documentation in relation to the Form is incorporated and saved as one document, either in PDF or MS Word format, and **no greater than 8MB in size**. Attempting to upload larger files can result in uploading issues which may prevent you from submitting your application.

**PLEASE NOTE THAT IT IS NOT POSSIBLE TO UPLOAD MULTIPLE ATTACHMENTS TO THE BAIONLINE APPLICATION RECORD. ONLY ONE DOCUMENT CAN BE ATTACHED TO THE APPLICATION RECORD ON [BAOnline](#).**

### **5.3.2 Completing the online application record**

- To create an application record on BAOnline, log into your BAOnline account and click the 'Create New Application' button on the homepage. This opens a new online application record.
- To save an application record you must at a minimum input a project name in to the Project Name field.
- To submit the application record, you must complete all mandatory fields in the application record and attach your application MSWORD or PDF application document to the application record prior to the closing date/time of the current funding round. Once all mandatory fields are filled and the application document is attached, the "Submit Application" button will become available and will allow you to submit your application to the current Round.

### **5.3.3 Amending BAOnline application record information**

You can make amendments to fields in the application record up until a funding round closes. If you amend information on the BAOnline application record you must select the "update application" button at the top of the application record for the amendment to be saved. Once the Round closes you will be unable to make any further amendments and the application will be read only.

### **5.3.4 Withdrawing an application**

You can withdraw your application at any time up until a funding round closes by selecting the "Withdraw Application From Round" button. Withdrawing an application from a round will revert the status of the application to "Draft" (it will not delete your application).

All applications submitted to a funding round will be assessed by the BAI. Applicants cannot withdraw applications on BAOnline after the funding round closing date. If an applicant wishes to withdraw an application during the assessment process, they must email [systeminfo@bai.ie](mailto:systeminfo@bai.ie) with the request and must provide the reasons for the request. Please note that withdrawal of an application when a funding Round is in assessment may affect an applicant's track record with the BAI.



### **5.3.5 Amending the attached application document**

If you want to change the document attached to an application record, you must do this when the application record is in a draft state. When an application is in a draft state, the edit function for the attachment is available in the top left-hand corner of the application record. The edit function allows you to remove an attachment so that it can be replaced, it is not available if the application has been submitted to a round.

If you want to amend an attachment after you have submitted an application, you must withdraw the application to revert it to a draft state to amend the attachment. In this instance, make sure to resubmit the application to the round once the attachment has been amended prior to the closing date/time.

### **5.3.6 Check attachment for viruses prior to uploading to BAOnline**

Please note that any document uploaded to [BAOnline](#) that is found to contain a computer virus will not be considered by the BAI. It is advised that you check documentation for viruses using up-to-date antivirus software before it is uploaded.

## **5.4 Acknowledgement**

Applicants will receive an automated e-mail from the BAI to acknowledge their application has been received by the BAI. This email is automatic and should not be taken as confirmation that the Application Form has been attached or that the application is in order.

## **5.5 Duplicate/Un-submitted online application records**

Applicants should submit their application **ONCE ONLY**. If you create multiple application records for the same project, you should submit only one of those records. If you submit more than one, you can withdraw the ones you don't want to use (see above). When there are duplicate online application records in a funding round after the closing date and time, the BAI will take the most recently submitted application as the final version. **Older duplicates will be deleted.**

## **5.6 Access to online application records**

Once the funding round has closed, applicants will have read only access to their applications via their BAOnline homepage. When funding decisions are ratified by the BAI and announced, the final assessment report will be accessible via the application record and the application status will update to indicate if it is successful or rejected.

## **5.7 Information submitted outside of [BAOnline](#)**

Only the information included/attached to the BAOnline application record will be considered in assessment. Any supplementary information submitted before or after the deadline in conjunction with an application will generally not be considered in the assessment process. **Do not submit** your application or elements of your application by **hard copy or email** to the BAI offices as such material will not be considered part of your application.



### 5.8 Conflicts of Interest

The BAI must comply with the Ethics in Public Office Act (1995) and the Standards in Public Office Act (2001). In this regard, if, as an applicant, you become aware of circumstances which might give rise to a conflict of interest in the context of your application, you must promptly bring such circumstances to the attention of the BAI.

### 5.9 Application Checklist

1	I have registered with <a href="#">BAonline</a>	Y/N
2	I have checked the Contractor for my programme is also registered with <a href="#">BAonline</a>	Y/N
3	I have read the S&V Scheme; the current S&V Guide for Applicants	Y/N
4	I will complete the application form template and save it as <b>one MSWORD/PDF</b> (less than 8MB) prior to uploading this document to BAonline	Y/N
5	I will check the application document for computer viruses before it is uploaded to <a href="#">BAonline</a>	Y/N
6	I have completed all mandatory fields on the online part of the application form on <a href="#">BAonline</a>	Y/N
7	My proposed project is ready to go into production	Y/N
8	Production of my proposed project has not commenced	Y/N
9	My proposed project is new	Y/N
10	My proposed project is not a news and current affairs programme	Y/N
<p><i>The answer to all the above questions should be “yes”. When you are satisfied 1-10 are complete you are ready to submit your application via <a href="#">BAonline</a>.</i></p>		



## 6 Assessing Applications

This section of the document sets out a brief overview of the assessment process undertaken in respect of applications received. The assessment process for the Scheme is set out in Section 6 of the Scheme Document which you can find on [www.bai.ie](http://www.bai.ie) and [BAIonline](#).

**Under Round 33, closing on 8<sup>th</sup> May 2019, the BAI is again calling for submissions in support of high quality programmes on Irish culture, heritage and experience, and programmes to improve adult literacy. In this round, the BAI is putting a particular focus on projects across all genres which tell women's stories, and will include an additional strategic criterion at assessment phase in order to encourage applications in this regard (section 6.1 (3)).**

**It is hoped that this initiative will provide an opportunity to widen the narrative, present new female characters, real or fictional to Irish audiences, and generally promote different stories and different voices.**

### 6.1 The Assessment Process

There are four stages to the Assessment Process as set out below.

#### 1. Preliminary Evaluation

The purpose of the preliminary evaluation is to ensure that an applicant is eligible for funding under the scheme. The focus is to ensure that the minimum criteria have been met and all required documentation has been submitted. Any applications which do not pass the preliminary evaluation stage are disqualified and are not subject to further consideration. If an application is rejected at this stage of assessment, the BAIonline application status will indicate it as "Rejected – Preliminary" when the Round has been ratified.

#### 2. Qualitative Evaluation

Each application is assessed on its own merits in the context of the scheme objectives and the assessment criteria as outlined below.

- *Scheme Objectives and Programme themes*  
Does the proposal further the objectives of the Scheme and deal with one of the programme themes described in the scope?
- *Quality of Proposal*  
Does the proposal clearly demonstrate in terms of content, approach and production processes that the programme(s) will be high quality and does it demonstrate innovation in terms of programming in Ireland?
- *New/Additionality*  
Does the content of the programme add to the range of viewing or listening options for audiences in Ireland?
- *Partnerships*  
Has the applicant concluded any partnerships, formal or informal, with relevant third parties?





- **Resources**

Are the resources proposed clearly explained and are they adequate and realistic in the context of the proposed programme(s). Does the proposal represent value for money? The track record of the applicant with past Sound & Vision applications or contracts may be considered by the Assessment Panel under this heading.

- **Community Broadcasters (only)**

Is the proposal consistent with the definition of community broadcasting and will it deliver a social benefit?

If an application is rejected at this stage of assessment, the BAOnline application status will indicate it as “Rejected – Stage 1” when the Round has been ratified.

### **3. Strategic Assessment**

In instances where there are more qualifying applications than funds available the BAI will have a second evaluation phase. This will focus on achieving a balance in the overall package of funded projects in the context of the scheme objectives. The recommendations for the qualitative phase will also be considered here. Final recommendations are then submitted to the Authority for ratification. The assessment criteria for this phase are:

- Diversity of audiences served by the programme
- Diversity of content with references to genres and formats
- Track record of the applicant with past Sound & Vision applications or contracts (if applicable)
- Capacity of the applicant to deliver
- Recommendations from the assessment panels
- The extent to which the creative team includes women in a leadership role
- Extent to which the subject matter of the programme proposal is based on a female narrative (story, voice, perspective, experience etc.)

If an application is rejected at this stage of assessment, the BAOnline application status will indicate it as “Rejected – Stage 2” when the Round has been ratified.

### **4. Formal Ratification**

The final stage sees the Authority make final decisions on the applications, considering recommendations emerging from the previous assessment phases. Following ratification, the BAOnline application status of any recommended application will be indicated as “Successful”

## **6.2 Funding Decisions**

### **Successful applications**

Where the BAI has approved an application for funding, the following steps apply:



- The BAI informs the applicant of the decision, setting out any condition(s) attaching to the offer.
- The BAI will make public a list of the funding offers ratified by the Authority.
- The successful applicant must confirm his/her acceptance of the offer of funding and any condition(s) attached thereto by the BAI.
- A successful applicant is required to enter into a contractual agreement with the BAI, on terms to be specified by the BAI. Such terms include a schedule relating to the drawdown of funds by an applicant. Funds are administered by the BAI in accordance with the terms of the contractual agreement.

### ***Unsuccessful applications***

Where the BAI has rejected an application for funding, applicants are notified individually and provided with information on the performance of their application in the assessment process.

### **6.3 Contracting**

When contracting with the BAI a successful applicant will be required to provide certain deliverables to the BAI. For information, below is a non-exhaustive list of what would be required at contracting. Note that these documents do not have to be in place when making an application; they are included here for guidance only.

1. Budget & Finance Plan
2. Treatment
3. Programme and Grant Details
4. Insurance Policy
5. Broadcaster Confirmation letter
6. No Set off letter from the relevant Bank
7. Tax Clearance Information

### **7. Disclaimer**

The information supplied in this document is not an exhaustive account of the statutory requirements and legal obligations on applicants for funding under the Scheme. It should not be regarded as a complete or authoritative statement of the law.

Persons to whom the present document is made available must make their own independent assessment after taking their own professional advice and making such further investigations, as they deem necessary on all relevant matters. The BAI makes no representation or warranty, express or implied, with respect to the information contained in the present document or with respect to any oral or written information made or to be made available to any potential applicant or its professional advisers. Any liability in this regard is expressly disclaimed.



## **8. Freedom of Information**

The BAI undertakes to use its best endeavours to hold confidential any material provided in response to this process, subject to the BAI's obligations under law, including the Freedom of Information Act 2014 ("FOI Act"). Applicants and Contractors are asked to consider if any of the information supplied to the BAI in an application or during subsequent contracting should **not** be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. The BAI will consult with applicants about confidential, personal or commercially sensitive information before making a decision on any request received under the FOI Act. Such information may be released in response to an FOI request.



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