



GUIDE TO SUBMISSIONS

PROVISION OF A
COMMUNITY SOUND BROADCASTING SERVICE
FOR

DUNDALK AND ITS ENVIRONS

Version 1, May 2018



The Broadcasting Authority of Ireland (“the BAI”) reserves the right to correct or clarify any part of this *Guide to Submissions for the Provision of Community Sound Broadcasting Service for Dundalk and its environs* (“*Guide*”).

Any such corrections, clarifications or supplementary information will be posted on the BAI's website, www.bai.ie

All queries regarding this *Guide* should be emailed to:

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Contents

1. INTRODUCTION	4
2. PROCEDURES FOR THE SUBMISSION OF AN APPLICATION.....	5
3. INFORMATION FOR APPLICANTS	7
3.1 Statutory and Policy Framework.....	7
3.2 The Specified Area	7
3.3 Evaluation of Applications	8
3.4 Qualification Scoring Matrix.....	13
3.5 Assessment Scoring Matrix	14
3.6 Decision Making Process	16
3.7 Contract Award	17
3.8 Duration of Contract.....	18
3.9 Changes in Composition	18
3.10 Transfer of the Contract.....	18
3.11 BAI Annual Levy	18
4. APPLICATION FORMAT.....	19
Section 1 – Index.....	19
Section 2 – Introduction to the applicant	19
Section 3 – Community Ethos	19
Section 4 – Ownership and Control.....	20
Section 5 – Programming	24
Section 6 – Studios and Transmission -	28
Section 7 – Market Analysis, Financial and Business Plan.....	32
Section 8 – Proposed Commencement of Broadcasting.....	35
Annex 1: Studios.....	36



1. INTRODUCTION

Pursuant to section 65(8), on 2nd May 2018, the Broadcasting Authority of Ireland (“BAI”) invited, by public notice on the website of the Broadcasting Authority of Ireland and in a relevant local newspaper, applications for a community sound broadcasting contract for the provision of a community sound broadcasting service for Dundalk and its Environs on the FM band.

This Guide details the procedures which will be adopted for the application process in respect of the award of the advertised community sound broadcasting contract, provides guidance to an applicant on the requirements of the Broadcasting Act 2009 (“2009 Act”) and identifies the relevant policies of the BAI and details the information which should be included in an application. The Guide does not purport to be exhaustive and a potential applicant should have regard to the provisions of the 2009 Act, in particular, to sections 64 and 66 thereof which includes matters to which the Contract Awards Committee of the BAI must have regard to in determining applications for the award of the community sound broadcasting contract, as well as section 69, which sets out certain contractual conditions that may be imposed on a successful applicant¹. An applicant should also have regard to, *inter alia*, the *BAI Strategy Statement 2017-19*, the *BAI Broadcasting Services Strategy*, the *BAI Ownership & Control Policy (2012)*, the *BCI Policy on Community Radio Broadcasting* and the objectives and requirements set out therein when preparing an application. These documents are available on request from the BAI and are available online at www.bai.ie. The Executive staff of the BAI are also available for consultation in the event of a potential applicant having any queries in relation to the content of this Guide or the application format herein.

Please note that all applications submitted will be made publicly available after the closing date for the submission of the applications.

Any queries on the licensing process should be addressed to Jill Caulfield at the e-mail address: licensing@bai.ie

¹ An indicative sound broadcasting contract for the provision of a community sound broadcasting service is available on request from the BAI’s office or online at www.bai.ie.



2. PROCEDURES FOR THE SUBMISSION OF AN APPLICATION

An application submitted for the award of a community sound broadcasting contract for Dundalk and its Environs pursuant to section 65(8) of the 2009 Act must comply with all of the requirements set out in this Guide, and in the published Invitation to Apply for the community sound broadcasting contract. Failure to fully comply with the published requirements will make the application liable to be disqualified and, thereby, to not be further considered by the Contract Awards Committee (“the Committee”) pursuant to section 66 of the Broadcasting Act, 2009.

- 2.1 Format:** The application must comply **strictly** with the application format in section 4 of this Guide and contain **all** of the information required therein, or alternatively, the application can be made by fully completing the BAI’s *Application for a Community Sound Broadcasting Service for Dundalk and its Environs* form (“the BAI’s Form”).
- 2.2 Presentation:** The application must be typed in letter quality type-face or printed and presented in an **A4** format, bound between covers and all pages clearly numbered or by using the BAI’s Form.
- 2.3 Submission:** An applicant is required to submit fourteen (14) copies of the application (including fourteen (14) copies of any demo material) as well as one electronic copy of the same application, in PDF format not exceeding 8MB, for publication on the BAI’s website. The application may be submitted in either Irish or English.
- 2.4 Verification of information:** All information submitted as part of an application for a community sound broadcasting contract must be true and correct. You are required to include with your application a declaration by a suitable authorised person that the information contained in the application and in the additional documentation accompanying the application is true and correct to the best of that person’s knowledge and belief. Should any amendments need to be made by any applicant to the Application or its accompanying documents, the Committee should be informed immediately. No material alterations will be permitted to the proposals in the Application without the consent of the Committee.
- 2.5 Publication:** Applications will be made available for public inspection at the offices of the BAI and on its website after the closing date for the submission of the applications.
- 2.6 Closing Date:** The application and all copies thereof must be submitted to the BAI at its offices at 2-5 Warrington Place, Dublin DO2 XP29 by **12 noon on the 1st August 2018**.
- 2.7 Confidential Material:** Information which an applicant considers to be confidential must be presented in an annex to the application which is clearly marked “confidential”. The applicant’s reasons for believing that the public should not have access to the material in question must be outlined in a separate covering letter.

Where the BAI believes that material that an applicant has placed in a confidential annex should be made available for inspection, it will enter into discussions with the applicant with a view to reaching an agreement as to the extent of disclosure. If an agreement cannot be reached, within a reasonable period having regard to the BAI’s timeframe, the BAI will treat the relevant information as having been withdrawn and consider the remainder of the application as being the submission from that applicant.



Each applicant shall be responsible for providing the BAI with such authorisations, waivers and/or indemnities as it may reasonably require in connection with the disclosure to members of the public of material contained in his or her application.

2.8 Freedom of Information: Information may be made available to the public further to requests under the Freedom of Information Act 2014. The BAI will consult with the interested party about the publication of any information treated as confidential at the time of submission, before making a decision on any Freedom of Information request received.

2.9 Third Party Agreements: Any agreements between the BAI and interested parties regarding confidential and/or commercially sensitive information are without prejudice to the BAI's obligations under law, under the Broadcasting Act 2009 and the Freedom of Information Act. The BAI therefore cannot warrant that information claimed as confidential by an interested party or treated as such might not be disclosed pursuant to law.

Please note that: -

- ***If you choose not to use the BAI Form, the application must strictly comply with the format in section 4 of this Guide and contain all of the information required therein.***
- ***An applicant is strongly encouraged to include all the key information in the application and any detailed back-up information in appendices. Appendices should be clearly numbered, cross-referenced and saved in a single PDF document no greater than 8MB in size.***
- ***The BAI encourages the submission of applications which are clear, concise and simple in layout and style.***
- ***The BAI discourages the submission of unrequested graphics and insignia. Please do not include any photos, pictures and/or station identity material in the mainstay of the proposal. If such material is considered necessary, it should be submitted in a separate appendix.***



3. INFORMATION FOR APPLICANTS

3.1 Statutory and Policy Framework

The 2009 Act sets the statutory framework for the licensing and regulation of additional television and radio broadcasting services on a variety of platforms, including FM and AM radio bands, Digital Terrestrial Television and Sound Multiplexes and for the development of codes and rules. The Applicant should have regard to the provisions of section 64, section 65, section 66 (in particular, subsections 66(2) and 66(4) thereof) and section 69 of the 2009 Act, the BAI's indicative community sound broadcasting contract, policy documents including the *BAI Strategy Statement 2017-19*, the *BAI Broadcasting Services Strategy*, the *BAI Ownership & Control Policy (2012)*, the *BAI Policy on Community Radio Broadcasting* and the *BAI Governance Handbook for Industry Networks* and the BAI codes/rules pertaining to programming and commercial communications content.

The Applicant is expected to provide sufficient information in its application to demonstrate how it can satisfy the requirements and objectives of the 2009 Act and relevant BAI policies and codes/rules. The BAI not only invites applicants to commit to meeting the minimum requirements but also to commit to exceed them.

3.2 The Specified Area

The specified area is Dundalk, broadly defined to include the community living in Dundalk and its environs. The specified area will ultimately be defined as the area within an 8 kilometre radius that receives an adequate signal from a single transmitter station using a nominal ERP of 250W.

The franchise area is served by one community service, Dundalk FM. It is also served by a local commercial radio service, LMFM, a regional youth service, iRadio NEM; 3 national / quasi-national commercial radio services, Today FM (broad-format), Newstalk (speech/news driven), Spirit Radio (religious); and four RTÉ public radio services on the FM band.

All of these stations provide different services in terms of content, format and relevance to audiences in the franchise area.



3.3 Evaluation of Applications

Qualification

Under the provisions of sections 64(a) and 64(b) of the 2009 Act, an applicant must satisfy specified criteria before the application can be considered for the award of contract for a community sound broadcasting service for Dundalk and its Environs. In order for an application to be eligible, the Committee must be satisfied that:

- Section 64(a): those members [of the Applicant] are representative of, and accountable to, the community concerned; and,
- Section 64(b): the supply of programme material in pursuance of the contract will be effected with the sole objective of (i) specifically addressing the interests of, and seeking to provide a social benefit to, the community concerned, and (ii) achieving a monetary award of no greater amount than is reasonably necessary to defray the expenses that will be incurred in effecting that supply.

These criteria in conjunction with the relevant sections of the *BCI Policy on Community Radio Broadcasting* will be applied in assessing the qualification, or non-qualification, of the applicant's proposals, *inter alia*, under the following:

- (i) The applicant's definition of the community;
- (ii) The applicant's knowledge and understanding of the community;
- (iii) The applicant's proposals for involvement in and of, and ensuring accountability to, the community;
- (iv) The applicant's proposals for ensuring that the service: (i) serves the interest of the community; and (ii) provides a social benefit to the community;
- (v) The applicant's proposals to ensure that the funding structure of the service accords with the requirement for the service to be self-funding and not-for-profit.

Assessment

If the Committee finds that the applicant has satisfied these mandatory requirements, the Committee will then assess the application against the statutory criteria set out in Section 66, subsections (2) and (4) of the 2009 Act ("Statutory Criteria"). For the guidance of applicants, the Committee has grouped the Statutory Criteria under four headings: (1) ownership and control; (2) programming; (3) studios and transmission; and, (4) market analysis, financial and business plan. The Committee's evaluation of each application will be under these headings.



3.3.1 Ownership and Control

The relevant provisions of section 66 of the 2009 Act in respect of the ownership and control structure of an applicant are as follows:

- Section 66(2)(a): the character, expertise and experience of the applicant or, if the applicant is a body corporate, the character expertise and experience of the body and its directors, manager, secretary or other similar officer and its members and the persons entitled to the beneficial ownership of its shares;
- Section 66(2)(g): the desirability of allowing any person, or group of persons, to have control of, or substantial interest in, an undue number of sound broadcasting services in respect of which a sound broadcasting contract has been awarded under this Part (Part 6 of the 2009 Act),
- Section 66(2)(h): the desirability of allowing any person, or group of persons, to have control of, or substantial interest in, an undue number of sound broadcasting services in the area specified in the notice;
- Section 66(2)(i): the desirability of allowing any person, or group of persons, to have control of, or substantial interest in, an undue amount of the communications media in the area specified by the notice; and
- Section 66(4): the overall quality of performance of the applicant under any previous broadcasting contract held by him or her at, or before, the date of making an application and reports of the Compliance Committee

These criteria in conjunction with the relevant sections of the *BCI Policy on Community Radio Broadcasting* will be applied in assessing the applicant's proposals, *inter alia*, under the following:

- (i) the composition of the applicant's Executive Organ;²
- (ii) the applicant's proposed membership structure;
- (iii) the applicant's proposed management structure;
- (iv) the track record if a previous and/or a current holder of a sound broadcasting contract.

² Board of Directors, Committee of Management or other governing body.



3.3.2 Programming

The relevant provisions under section 66 of the 2009 Act in respect of programming are as follows:

- Section 66(2)(c): the quality, type and range of programming proposed to be provided by each applicant or, if there is only one applicant, by that applicant;
- Section 66(2)(d): the quantity, quality, type and range of programmes in the Irish language and the extent of programmes relating to Irish culture proposed to be provided;
- Section 66(2)(e): the extent to which the applicant will create within the proposed broadcasting service new opportunities for talent in music, drama and entertainment and in particular, in respect of Irish culture;
- Section 66(2)(f): the desirability of having a diversity of services in the franchise area
- Section 66(2)(j): the extent to which the service proposed –
 - (i) serves recognisably local communities and is supported by the various interests in the community, or
 - (ii) serves communities of interest;
- Section 66(4): the overall quality of performance of the applicant under any previous broadcasting contract held by him or her at, or before, the date of making an application and reports of the Compliance Committee.

These criteria in conjunction with the relevant sections of the *BCI Policy on Community Radio Broadcasting* will be applied in assessing the applicant's proposals, *inter alia*, under the following:

- (i) the applicant's proposed programming strategy;
- (ii) the applicant's proposed programming commitments;
- (iii) the applicant's proposed programme schedule;
- (iv) the applicant's proposals to achieve participation by the community in its programme schedule and programming;
- (v) the applicant's proposals for the evaluation of the service;
- (vi) the track record if a previous and/or a current holder of a sound broadcasting contract.

3.3.3 Studios and Transmission

Section 66 of the 2009 Act does not specify requirements in relation to an applicant's studio and transmission facilities. The Committee considers the development and maintenance of appropriate



studio and transmission facilities to be a matter necessary to secure the orderly development of broadcasting services.

The relevant provisions under section 66 of the 2009 Act in respect of studios and transmission are, accordingly, as follows:

- Section 66(2)(k): any other matters which the Contract Awards Committee considers to be necessary to secure the orderly development of broadcasting services;
- Section 66(4): the overall quality of performance of the applicant under any previous broadcasting contract held by him or her at, or before, the date of making an application and reports of the Compliance Committee.

These criteria conjunction with the relevant sections of the *BCI Policy on Community Radio Broadcasting* will be applied in assessing the applicant's proposals, *inter alia*, under the following:

- (i) timeframe for the commencement of transmission;
- (ii) adequacy of studio and transmission facilities;
- (iii) suitability of transmission proposals; and
- (iv) track record if a previous and/or a current holder of a sound broadcasting contract.

3.3.4 Market Analysis, Financial and Business Plan

The relevant provisions under section 66 of the 2009 Act in respect of market analysis, financial and business plan are as follows:

- Section 66(2)(b): the adequacy of financial resources available to the applicant and the extent to which the application accords with good business and economic principles;
- Section 66(2)(k): any other matters which the Contract Awards Committee considers to be necessary to secure the orderly development of sound broadcasting services; and
- Section 66(4): the overall quality of performance of the applicant under any previous broadcasting contract held by him or her at, or before, the date of making an application and reports of the Compliance Committee.

These criteria in conjunction with the relevant sections of the *BCI Policy on Community Radio Broadcasting* will be applied in assessing the applicant's proposals, *inter alia*, under the following:

- (i) The applicant's **financial and business plan**, including:
 - (a) the overall financial strategy;
 - (b) the applicant's investment proposals;
 - (c) sources of funding and expenditure;



- (d) the applicant's financial projections; and
 - (e) the strategies to be put in place for achieving the projections.
- (ii) The **staffing structure** of the applicant, including:³
- (a) the proposed staffing structure;
 - (b) the applicant's staffing policies;
 - (c) the applicant's staff training, support and development policy; and,
 - (d) any staff remuneration and benefits.
- (iii) The applicant's track record if a previous and/or a current holder of a sound broadcasting contract.

³ The applicant's staffing structure includes both paid posts and volunteers.



3.4 Qualification Scoring Matrix

As outlined in section 3.3 above, section 64 of the 2009 Act provides for the statutory framework for the consideration of an application for qualification for assessment for the award of a community sound broadcasting contract:

64.— The Authority, on the recommendation of the Contract Awards Committee, may enter into a class of sound broadcasting contract (“community sound broadcasting contract”) with 2 or more members of a local community or of a community of interest if it is satisfied that—

- (a) those members are representative of, and accountable to, the community concerned, and
- (b) the supply of programme material in pursuance of the contract will be effected with the sole objective of—
 - (i) specifically addressing the interests of, and seeking to provide a social benefit to, the community concerned, and
 - (ii) achieving a monetary reward of no greater amount than is reasonably necessary to defray the expenses that will be incurred in effecting that supply.

The Committee believes each of the criteria are of equal importance.

The Applicant should note that if they do not achieve a Pass score under each applicable criterion, they will not be eligible for assessment for the award of the community sound broadcasting contract.

Qualification Scoring Matrix

Ownership and Control		
64(a) Those members [of the Applicant] are representative of, and accountable to, the community concerned, and	Pass	
	Fail	
Programming		
64(b)(i) The supply of the programme material in pursuance of the contract will be effected with the sole objective of i) Specifically addressing the interests of, and seeking to provide a social benefit to, the community concerned, and	Pass	
	Fail	
Financial and Business Plan		
64(b)(ii) Achieving a monetary award of no greater amount than is reasonably necessary to defray the expenses that will be incurred in effecting that supply	Pass	
	Fail	

Achievement of a pass score in the qualification phase will determine only whether the application is eligible to be considered for the award of the relevant community sound broadcasting contract. If the application is found to be eligible, the pass score awarded during the qualification phase will thereafter be disregarded and will play no role in the Committee’s consideration of the most suitable applicant which will be determined solely by reference to the statutory criteria set out in section 66 of the 2009 Act.



3.5 Assessment Scoring Matrix

Section 65, subsections (10), (11) and (12) of the 2009 Act provides the statutory framework for the consideration and scoring of applications by the Committee:-

(10) In considering applications for the award of a sound broadcasting contract the Contract Awards Committee shall determine applications in accordance with section 66 and assign a score to each, or a combination of, the criteria specified in section 66(2) and the Contract Awards Committee shall inform each person who has indicated his or her intention of being an applicant for a contract of such assignment.

(11) The Contract Awards Committee shall in reaching a decision as to the award of a sound broadcasting contract assign an agreed score to each of the applications received in accordance with subsection (10).

(12) The Contract Awards Committee's view on an assignment of a score under subsection (11) shall be determined by a majority of the votes of the Contract Awards Committee.

The Committee believes that some criteria are of greater importance to the achievement of the relevant legislative and policy objectives than others and so some criteria will carry more weight than others in the evaluation process. Thus, as can be seen from the table overleaf, a criterion with a weighting of eight (8) is considered more important than a criterion with a weighting of six (6) which, in turn is considered more important than a criterion with a weighting of four (4) and so forth.

The Applicant should note that if they do not achieve a minimum of fifty percent (50%) of the available score under each applicable criterion⁴, they will not be eligible for the award of the community sound broadcasting contract.

⁴ Where an applicant does not currently and has not previously provided a sound broadcasting service under any broadcasting contract, the "overall quality of performance" or "track-record" criteria under section 66(4) of the 2009 Act will be disregarded in calculating whether the applicant has achieved a minimum of fifty percent (50%) of the available score under each criterion.

Where an applicant currently provides or has previously provided a sound broadcasting service under a "full" or "non-temporary" broadcasting contract, the "overall quality of performance" or "track-record" criteria will be assessed and scored by reference to a maximum available score of 40 (comprising of a maximum score of 10 upon each of the four subject categories) and a minimum score of 20 is required to be achieved in order for the application to be eligible for the award of the relevant community sound broadcasting contract under this criteria.

Where an applicant only currently holds or has only previously held a 100 day pilot community sound broadcasting contract, a maximum score of 12 is able to be awarded for the "overall quality of performance" or "track-record" criteria under section 64(4) (comprising of a maximum score of 6 for each of the two subject categories Ownership & Control and Programming) and an applicant is only required to achieve 50% of this reduced available maximum score (a minimum overall score of 6) in order to be eligible for the contract award under this criteria.

Where an applicant only holds or has only previously held a 30 day temporary sound broadcasting contract, a maximum score of 6 is available to be awarded for the "overall quality of performance" or "track-record" criteria under section 64(4) (comprising of a maximum score of 3 for each of the two subject categories Ownership & Control and Programming) and the applicant is only required to achieve 50% of this reduced available maximum score (a minimum overall score of 3) in order to be eligible for the award of the relevant community sound broadcasting contract under this criteria.



Ownership and Control		Available Score
66(2)(a)	Character, expertise and experience of the applicant or, if the applicant is a body corporate, the character, expertise and experience of the body and its directors, manager, secretary or other similar officer and its members and the persons entitled to the beneficial ownership of its shares	40
66(2)(g)	Desirability of allowing any person, or group of persons, to have control of, or substantial interests in, an undue number of sound broadcasting services in respect of which a sound broadcasting contract has been awarded under this Part	20
66(2)(h)	Desirability of allowing any person, or group of persons, to have control of, or substantial interests in, an undue number of sound broadcasting services in the area specified in the notice	15
66(2)(i)	Desirability of allowing any person, or group of persons, to have control of, or substantial interests in, an undue amount of the communications media in the area specified in the notice	15
66(4)	Overall quality of the performance of the applicant with respect to the provision by him or her of a broadcasting service under any broadcasting contract held by him or her at, or before, the date of making the application and reports of the Compliance Committee	10
Programming		
66(2)(c)	Quality, range and type of the programmes proposed to be provided by each applicant or, if there is only one applicant, by that applicant	40
66(2)(d)	Quantity, quality, range and type of programmes in the Irish language and the extent of programmes relating to Irish culture proposed to be provided	30
66(2)(e)	Extent to which the applicant will create within the proposed broadcasting service new opportunities for talent in music, drama and entertainment and in particular in respect of Irish culture	30
66(2)(f)	Desirability of having a diversity of services in the area specified in the notice catering for a wide range of tastes including those of minority interests	40
	The extent to which the service proposed—	
	(i) serves recognisably local communities and is supported by the various interests in the community, or	
66(2)(j)	(ii) serves communities of interest	40
66(4)	Overall quality of the performance of the applicant with respect to the provision by him or her of a broadcasting service under any broadcasting contract held by him or her at, or before, the date of making the application and reports of the Compliance Committee	10
Transmission and Studio Proposals		
	Any other matters necessary to secure the orderly development of broadcasting services	
	(i) Adequacy of studio and transmission facilities	
66(2)(k)	(ii) Suitability of transmission proposals	20
66(4)	Overall quality of the performance of the applicant with respect to the provision by him or her of a broadcasting service under any broadcasting contract held by him or her at, or before, the date of making the application and reports of the Compliance Committee	10
Market Analysis, Financial and Business Plan		
66(2)(b)	Adequacy of the financial resources that will be available to each applicant and the extent to which the application accords with good business and economic principles	30
66(2)(k)	Any other matters necessary to secure the orderly development of broadcasting services ; Management & Staffing	40
66(4)	Overall quality of the performance of the applicant with respect to the provision by him or her of a broadcasting service under any broadcasting contract held by him or her at, or before, the date of making the application and reports of the Compliance Committee	10

Applicant must score a minimum of 50% under each criterion to qualify for award of contract



3.6 Decision Making Process

All applications submitted for the award of a community sound broadcasting contract for Dundalk and its Environs pursuant to section 65(8) of the 2009 Act must comply with all of the requirements set out in this Guide to Submissions, and in the published Invitation to Apply for the community sound broadcasting contract. Failure to fully comply with the published requirements will make the application liable to be disqualified and thereby to not be further considered by the Contract Awards Committee pursuant to section 66 of the Broadcasting Act, 2009.

- 3.6.1 The Committee members will firstly consider whether the application satisfies the qualification criteria set out under section 64. This will include consideration of the application considered against the qualifying criteria and a summation of the application in this regard prepared by the Executive.
- 3.6.2 The Committee, following discussion, will assign a Pass or Fail classification under each of the statutory qualification criteria set out in the Scoring Matrix **section 3.4 of this Guide**.
- 3.6.3 The Committee's view on a Pass or Fail classification shall be determined by a majority of the votes of the Members. If the application is found to satisfy the qualification criteria, the Members will then follow the procedure in determining the most suitable applicant, if any for the award of the community sound broadcasting contract as set out hereunder.
- 3.6.4 An initial evaluation will be made of the qualifying applications by Members of the Committee. This will include consideration of the application against the statutory criteria with a summary note of the application prepared on behalf of the Committee.
- 3.6.5 If the Committee members consider that there are any issues requiring clarifications and/or if they require any further information from an applicant, then such information may be sought by either or both:
 - **Supplementary Questions:** The applicant/s may be requested to complete a list of supplementary questions by the Committee to address queries or to provide clarification on any aspect(s) of an application. Written responses to any such queries will be publicly available, on the same basis as the written application.
 - **Oral Presentations:** The Committee may request that applicants make an oral presentation of their proposals for the community of interest sound broadcasting service the subject of the contract award which presentations may be made publicly or in private. The purpose of such oral presentations will be to allow the provision of further information in respect of the proposals made in the application in order to assist the Committee in considering the viability and merits of the relevant applications.
- 3.6.6 Following any requested oral presentations and/or responses to supplementary written questions deemed appropriate by the Committee, the members of the Committee, following discussion, will score the application under each of the statutory criteria set out in the Scoring Matrix **at section 3.5 of this Guide**.



- 3.6.7 The Committee's view on an assignment of a score shall be determined by a majority of the votes of the Members.
- 3.6.8 If an application does not achieve a qualifying score under each criterion, the Committee shall exclude the application from the application process. If none of the applications achieves a qualifying score under each of the statutory criteria, the Committee shall conclude the licensing process.
- 3.6.9 The application that receives a qualifying score under each criterion and the highest overall score will be deemed the most suitable applicant for the award of the community sound broadcasting contract and the Committee may recommend that the Authority enter into a community sound broadcasting contract with the most suitable applicant. The Authority will specify such terms and conditions as it thinks appropriate to be included within any such community sound broadcasting contract.
- 3.6.10 The Committee shall notify an unsuccessful applicant of the reasons for the decision to refuse to recommend the award of a community sound broadcasting contract to him or her, the applicant's score and the score of the successful applicant.

3.7 Contract Award

The award of a community sound broadcasting contract will be subject to the successful applicant agreeing and signing the proposed community sound broadcasting contract which contains the terms and conditions as determined by the BAI. Upon selection of the most suitable applicant for the relevant community sound broadcasting contract, the Authority may require the successful applicant to agree detailed terms and conditions for inclusion in the community sound broadcasting contract which the Authority may think appropriate to specify pursuant to section 69 of the 2009 Act. Should a successful applicant fail to agree to or fulfil any terms or conditions sought by the Authority within such a time-frame as specified by the Authority, the Authority may decline to enter into a community sound broadcasting contract pursuant to section 65(8) of the 2009 Act with respect to that licensing award round.

The successful applicant will also be required to agree and to sign such community sound broadcasting contract as may be determined by the Authority pursuant to section 69 of the 2009 Act. A copy of the indicative community sound broadcasting contract is available on the BAI's website or on request from the offices of the BAI. Applicants should note that the content of the Schedules to this contract will be largely determined by the information, commitments and undertakings contained in the successful application. Thus, the details of the ownership and control structure, the programming commitments and indicative programme schedule and the transmission and studios will ordinarily be transposed from the successful application.

Further to the signing of a community sound broadcasting contract, such a contract will be open to inspection by members of the public at the offices of the BAI⁵.

⁵ Section 69(5) of the 2009 Act.



3.8 Duration of Contract

A community sound broadcasting contract may be granted for a period of up to ten (10) years. The term of the contract will be specified in the terms and conditions thought appropriate by the Authority.

3.9 Changes in Composition

The BAI reserves the right to revoke a community sound broadcasting contract after it has been awarded or granted if material changes take place which affect the nature or characteristics of the successful applicant or in the persons having control or an interest in the community sound broadcasting contract, where such changes may have affected the decision to award the community sound broadcasting contract had those changes occurred before the award was made.

3.10 Transfer of the Contract

A community sound broadcasting contract can only be transferred from one body to another with the prior consent of the BAI. The BAI generally looks unfavourably upon material changes in the ownership and control structure of a contractor within a two-year period after the award of a contract⁶.

3.11 BAI Annual Levy

Pursuant to Section 33 of the Broadcasting Act 2009, the Broadcasting Authority of Ireland is funded through the charging of a levy on public service broadcasters and certain categories of broadcasting contractors. The Levy Order, effective as of 11th March 2010, will be binding on the successful applicant for the term of the community sound broadcasting contract. The Applicant should have regard to the BAI's *Guide to the BAI Levy April 2010*.

⁶ BAI's *Ownership and Control Policy (2012)*



4. APPLICATION FORMAT

The application must adhere to the following format and contain the information specified hereunder.

Section 1 – Index

Please include an **Index** setting out the content and layout and referencing page numbers.

Section 2 – Introduction to the applicant

Please provide in relation to the applicant (“the Applicant”) the following information:

2.1 Applicant’s name and contact details (Contact person, address, telephone no. and e-mail).

The Applicant will hold the community sound broadcasting contract with the BAI and must be a single legal entity. A copy of the Certificate of Incorporation and Memorandum and Articles of Association must be included with the application where the Applicant is a body corporate.

2.2 Trading name.

2.3 Registered Company name (if applicable).

2.4 Main Contact (For Public Purposes) (Contact person, Job Title, Address, Telephone, and E-mail). Please nominate at least one individual to deal with any press or public enquiries.

2.5 Proposed Station Name.

2.6 Brief Description of Programme Service. Please summarise in one short paragraph the type of programme service proposed.

2.7 List of Advisers. Please identify the names and addresses of the Applicant’s (i) consultants; (ii) auditors; (iii) solicitors; and (iv) bank.

Section 3 – Community Ethos

The information provided in this section will assist in determining whether the application satisfies the statutory requirements of section 64 of the 2009 Act and is thereby eligible to be considered for the award of a community sound broadcasting contract. In this regard, applicants should provide as detailed information as is necessary to respond to each of the requests made hereunder. **Please note that this information will only be considered for the purposes of determining whether the application is eligible or qualifies to be considered for the award of a community sound broadcasting contract.** If the application is found to be eligible for the contract award, the information provided in this section will not form part of the assessment of the most suitable applicant pursuant to the statutory criteria under section 66 of the 2009 Act.

3.1 Please define and provide a profile of the geographic community to be served.



3.2 Please set out how community representation and accountability will be provided for the community to be served.

3.3 Please outline the station's approach to ensuring that it will i) serve the interests of the community and ii) provide a social benefit to the community. Please provide evidence to support your answer.

3.4 Please provide details on how the Applicant's financial proposals align with the requirement that the service will be not-for-profit.

Section 4 – Ownership and Control

The members of the Applicant, being members of a local community, must be representative of, and accountable to, the community concerned.⁷ A community sound broadcasting service must be “owned and controlled by a not-for-profit organization” whose structure provides for “membership management and operation and programming primarily by members of the community at large”.⁸ The information provided in this section should clearly demonstrate how the ownership and control structure of the Applicant will comply with these requirements at all levels of the operation of the service.

Please note the Authority will normally require, prior to the signing of the contract with the successful applicant, that the commitments undertaken with respect to the ownership and control structure of the station are embodied in the constituting documents of the station (for example, the Rules of the Co-operative or the Memorandum and Articles of Association).

Where the proposed membership for the radio service and the applicant group are two different entities, please note that the information requested hereunder refers to the entity to be established for the proposed radio service.

For the purposes of this section, the following interpretations apply:

"Control" – is in a position proprietarily, financially or in terms of voting rights to determine or direct the policy of the company, with regard in particular to programme output, that is, sourcing, production, supply or delivery to the audience.

"Substantial interests" – has sufficient proprietary, financial or voting strength within a relevant company or companies to be able to influence directly or indirectly to an appreciable extent the strategic direction or policy (which shall include editorial policy) of the company (companies), with regard in particular to programme output, that is, sourcing, production, supply or delivery to the audience.

⁷ Section 64(a) of the 2009 Act.

⁸ BCI Policy on Community Radio Broadcasting.



“Communications Media” – the provision of a broadcasting service, the provision of a broadcasting services platform or the publication of newspapers or periodicals consisting substantially of news and comment on current affairs.

4.1 Organisation Structure and Governing Body

- 4.1.1 Please describe the type of corporate structure established or proposed for the community sound broadcasting service (e.g. a company limited by guarantee with no share capital, a co-operative society or other not-for-profit organisation).
- 4.1.2 Please state the type of Executive Organ proposed for the applicant (eg. Board of Directors or Committee of Management).
- 4.1.3 Please provide the following details in relation to the membership of the Executive Organ:
- (a) the number of members proposed;
 - (b) the number of members who will be appointed in a representative capacity and provide details of such representation; and,
 - (c) the nomination, election and/or appointment procedures for members.
- 4.1.4 Please provide the following details in relation to each member of the Executive Organ:-
- (a) name, home address, age and occupation;
 - (b) background and experience (including but not limited to media/broadcasting, community and management experience);
 - (c) other business, community and/or media interests held (please specify); or/and
 - (d) involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);
- 4.1.5 Please indicate who will be the appointed Chairperson.
- 4.1.6 Please set out the applicant’s proposals for involvement in and of, and ensuring accountability to, the community.

4.2 Membership Structure

- 4.2.1 Please state the current number of members of the Applicant?
- 4.2.2 Please identify and describe the categories of membership proposed and explain how the overall membership will be representative of the community to be served.
- 4.2.3 Please set out, where applicable, the categories of shares and the prices of such shares or any other fees associated with membership.



- 4.2.4 Please detail the strategies to source and increase membership over the term of the contract proposed.
- 4.2.5 Please provide the names and home addresses of all the current members of the Applicant and identify the categories of membership to which such members belong.
- 4.2.6 Where a member of the applicant is a corporate body, please provide the following details in respect of the directors and “significant” members of that body:⁹
- (a) name, home address, age, and occupation;
 - (b) background and experience (including but not limited to media/broadcasting, community and management experience);
 - (c) other business, community and/or media interests held (please specify); or/and
 - (d) involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure).
- 4.2.7 Please state the rationale for the involvement of the corporate body in the Applicant, if relevant.
- 4.2.8 Please outline any proposed procedures, in addition to those specified in the Applicant's Articles of Association, for ensuring that the Applicant (its Executive Organ and members) will be accountable to the community to be served.

4.3 Management Structure

- 4.3.1 Please describe, in the form of a chart/diagram and narrative, the existing or proposed management structure of the Applicant, clearly indicating the roles and status of management staff to be appointed (full-time, part-time and/or volunteers).
- 4.3.2 If the management structure proposes the use of sub-committees, please detail the proposed membership of such sub-committees, the procedures for nomination and election and the rationale for their inclusion in the management structure.
- 4.3.3 Please detail the proposed reporting structure between the management team, including any sub-committees, and the Executive Organ of the Applicant;
- 4.3.4 Please provide in relation to each of the following individuals, or their equivalents, their full name, home address, age, qualifications and experience to date, in particular that which relates to community and/or broadcasting:

⁹ A person will be deemed to be a “significant” member if s/he is the legal or beneficial owner of shares in the applicant to which are attached ten percent (10%) or more of the voting rights exercisable at a general meeting of the applicant.



4.3.4.1 Station Manager;

4.3.4.2 Compliance Officer; and,

4.3.4.3 Any other proposed management staff.

4.3.5 Please specify the Applicant's policy in respect of:

- (a) management remuneration and benefits;
- (b) employment contracts;
- (c) industrial relations; and,
- (d) management training and development.

4.3.6 Please provide details of any employment support, grant or training schemes and detail any arrangements entered into, and commitments provided or received under, such schemes.

4.4 Character of the Applicant

Please answer the following questions "yes" or "no", on behalf of the Applicant, to include, if the Applicant is a body corporate, its directors, secretary or other similar officer and "significant" members. *An Applicant for a Community Sound Broadcasting Service should note a response to each question should be set out for **each individual member** of its Board of Directors, Committee of Management or equivalent governing body, as well as its secretary, or other similar officer, and "significant" members. If the answer is "yes" to any of the following questions, please provide full details.*

- (i) Has the Applicant ever been convicted of an offence involving fraud or dishonesty?
- (ii) Has the Applicant ever been restricted or disqualified as a Company Director, or convicted of any offence under the Companies Acts 1963-2006 (as amended) in this jurisdiction or under equivalent legislation in any other jurisdiction?
- (iii) Has the Applicant ever been adjudicated a bankrupt, become insolvent or entered into a voluntary arrangement with creditors, or had a receiver appointed to any of his assets, in this or any other jurisdiction?
- (iv) Has the Applicant ever been a director of a company to which a receiver was appointed, which went into compulsory liquidation, creditors' voluntary liquidation, examinership or which made any arrangement with its creditors or class of creditors?
- (v) Has the Applicant ever been convicted of an offence under any legislation by which Broadcasting and/or Wireless Telegraphy is regulated in this or any other jurisdiction?
- (vi) Has the Applicant ever had a licence or contract issued by a broadcasting licensing body or any other statutory body suspended or revoked in this or any other jurisdiction?
- (vii) Is the Applicant aware of any reason why it may not be a fit and proper person to be awarded a contract?



Section 5 – Programming

5.1 Programming Strategy

- 5.1.1 Please detail the ongoing strategies which the Applicant proposes to implement in relation to:
- programme research;
 - programme production;
 - quality control;
 - ensuring compliance with the statutory requirements and the sound broadcasting contractual obligations for programme content; and,
 - ensuring the service will operate in accordance with the ethos or value system that underpins community activity.
- 5.1.2 Please set out the criteria upon which, in the view of the Applicant, the success of programming is to be assessed.
- 5.1.3 Please outline the applicant's proposed approach to the issue of community and audience evaluation, including the methodologies to be relied upon and the frequency with which such evaluations will be conducted. Please indicate the budget to be allocated to this activity.

5.2 Programme Policy Statement

The Programme Policy Statement sets out the commitments that the applicant is willing to make to the BAI in respect of key aspects of the programme service. It will serve as a yardstick against which the successful applicant's future performance is measured and assessed and as such will form part, subject to further negotiations between the BAI and the successful applicant, of the contract between the BAI and the successful applicant.

5.2.1 *Broadcasting Philosophy and Community Ethos.*

- 5.2.1.1 Please detail in the form of a statement the Applicant's overall broadcasting philosophy and vision for the radio service and how the quality, range and type of programming will serve the community.
- 5.2.1.2 Please define and provide a profile of the community to be served.
- 5.2.1.3 Please set out how the proposed service will be promoted and developed among the community to be served in line with the *BCI Policy on Community Radio Broadcasting*.



- 5.2.1.4 Please describe the means by which community access and active participation will be facilitated and encouraged in the programming of the service.
- 5.2.1.5 Please describe the current and anticipated level of community participation in programming.
- 5.1.2.6 Please indicate how the service will add to the diversity of existing programming within the franchise area.
- 5.1.2.7 Please indicate how it will be ensured that the service provides a unique and innovative service for communication between individuals and groups and promotes and protects cultural diversity within the community to be served.

5.2.2 **Broadcasting day.**

Please indicate:

- 5.2.2.1 the total number of broadcasting hours per day;
- 5.2.2.2 the hours of live programming (start and end) per day;
- 5.2.2.3 the hours of repeat programming (start and end) each day;
- 5.2.2.4 the hours of pre-recorded programming (start and end) each day;
- 5.2.2.5 the percentage of broadcasting hours dedicated to:
 - (1) music programming;
 - (2) speech-based content;
 - (3) news and current affairs; and
 - (4) advertisements.¹⁰for the 07.00 – 19.00 period **and** for the total broadcast day.

5.2.3 **News.**

Please set out the approach envisaged for news programming, and in particular:

- (a) The types of news to be broadcast (local, community etc.) and their relevance to the community;
- (b) The sourcing of the various types of news;
- (c) The number and duration of news bulletins and programmes (weekday and weekend).

¹⁰ A maximum of 6 minutes advertising/ sponsorship per hour will apply (*BCI Policy on Community Radio Broadcasting*).



5.2.4 Current Affairs programming.

Please set out the approach envisaged for current affairs programming, and in particular:

- (a) the format, duration and frequency of such programmes (weekdays and weekend); and
- (b) the relevance of these programmes to the community and how the same will contribute to diversity of current affairs and/or programming in the specified area.

5.2.5 Statutory News and Current affairs Requirement.

Please demonstrate with reference to 5.2.3 News and 5.2.4 Current Affairs above how the Applicant will comply with the statutory news and current affairs requirement (2 hours of broadcasting time between 07.00 – 19.00 and 20% across the total broadcast day).

5.2.6 Sports programming.

Please set out the approach envisaged for sports programming, and in particular:

- (a) the types of sports to be covered and their relevance to the community; and
- (b) how the sports programming will add to the diversity of sports programming already available in the specified area.

5.2.7 Speech programming.

Please set out the approach to general or specialist speech-based programming that does not have news, current affairs or sport as its focus (arts and entertainment, culture, history, education, minority interests etc). In particular, please detail:

- (a) the format (documentary, magazine etc.), language, duration, content and frequency (weekly, monthly, etc.) of such programmes;
- (b) the relevance of these programmes to the community and how the same will add to the diversity of speech and/or programming available in the specified area.

5.2.8 Irish Culture programming.

Please indicate the amount and type of programming to be broadcast relating to Irish culture.



5.2.9 General and Specialist/Niche Music programming.

Please set out the proposed policy in respect of the music programming, in particular

- (a) the range and type of music proposed across the broadcast day with reference, where applicable, to genres, charts, origins and/or eras and detail the percentage to be represented by each type;
- (b) the relevance of the music policy to the community and how the music programming will add to the diversity of music and/or other programming in the specified area.

5.2.10 Irish Music Policy.

Please define the Irish music that will be aired and, as a percentage of the total music output, the approximate amount of Irish music that will be played across the total broadcast day.

5.2.11 Promotion of Irish talent.

Please detail how the proposed service will create new opportunities for Irish talent having regard to music, drama and entertainment through programming, production or sponsorships etc.

5.2.12 Purchase and sale of broadcast material.

Please detail the proposed policy in relation to the purchase and sale of broadcast material, both from other broadcast organisations and independent producers.

5.2.13 Other programming proposals.

If relevant, please describe any other programming proposals which are proposed to be carried on the service.

5.3 Programme Schedule

Please provide a typical weekly programme schedule setting out the proposed hours of broadcasting and details of programme content with explanatory notes as to how the programmes meet with the various commitments as outlined in the Programme Policy Statement and generally, the diversity of programming in the specified area.



Section 6 – Studios and Transmission -

6.1 Studios

- 6.1.1 Please provide a detailed scaled drawing of the studio area together with an overall plan of the studio and office complex that is proposed.

Please include the following information: -

- 6.1.2 The proposed location (including the name and address) and total floor area available. In cases where it is proposed to locate on a number of floors or in separate buildings, please specify the floor area of each section.
- 6.1.3 A description of the proposed building including details of its construction, age of building, permitted classes of use, level of access to people with disabilities and why in the applicant's view it is suitable for use as a radio studio and/or office location.
- 6.1.4 A detailed drawing that includes the dimensions of the proposed studios, technical facilities, news, office and administration areas. In particular, details of the manner by which it is proposed to construct the studios, together with details of the acoustic treatment are required.

Please note that the studio layout, equipment and studio worktop heights should be so designed to facilitate full access and use by all without the need for temporary structures. The drawing should include an overlay of all studio and office furniture and include the dimensions of all door openings, corridor widths and circulation and movement areas around studio and office furniture. The drawings should clearly demonstrate compliance and understanding of building regulations, in particular Part M and the NDA Buildings for Everyone Guidelines. In particular, studios must be designed and built to meet the studio circulation requirements set out in Annex 1.

- 6.1.5 Outlines of the proposed heating, ventilation and standby power plant and where such equipment is to be located.
- 6.1.6 The security mechanisms proposed to guard against unauthorised access to the on-air studio.
- 6.1.7 Please provide an itemised list, including costs, for the purchase and installation of studio and broadcast related technical equipment.
- 6.1.8 Please provide a list of the itemised costs for building refurbishment, studio construction, office fixtures, fittings and IT.



- 6.1.9 In cases where an applicant proposes to use existing studio, office or computer equipment or buildings, please specify the age of the equipment / facilities proposed, the life expectancy of the equipment and the plan to replace and refurbish such equipment / facilities during the lifetime of any new contract, in addition to all of the information requested above.
- 6.1.10 Please set out how community access will be promoted and facilitated in the various aspects of the service; for example, the location of, and accessibility to, studios.¹¹

Note:-

No guarantee is given that studio premises currently in use or previously used by any sound broadcasting contractor will be approved for use under any new contract. In proposing premises, applicants must strictly adhere to the requirements set out in this section.

Applicants should submit the details as requested in this section for any proposed additional studios.

6.2 Transmission Proposal

The BAI will only permit the use of one transmission site for the service and envisages the use of 97.7MHz, with an ERP of 250W, vertical polarization only. Transmission proposals may be based on the use of an alternative transmission site. However, applicants should note that alternative transmission locations may require co-ordination with neighbouring countries and/or additional restrictions to protect existing or planned radio services.

The proposed franchise area is Dundalk and its Environs. The specified area will ultimately be defined as the area within an 8 kilometre radius that receives an adequate signal from a single transmitter station using a nominal ERP of 250W. Applicants should therefore ensure that their transmission proposals are confined to this franchise area. The BAI will assess the technical characteristics provided and will specify the transmitter power and antenna pattern of the agreed transmission site to ensure that coverage is limited to the area of Dundalk and its Environs.

- 6.2.1 Please set out the rationale for the proposed transmission plan that includes (i) a general description of the proposed coverage area, (ii) the mechanisms by which overspill coverage is minimised into areas outside of the proposed franchise area, and (iii) identifies any areas that may receive marginal or unsatisfactory reception.

Applicants must have regard to the requirement that the transmission area for the community service is Dundalk and its Environs and that only one transmission site will be permitted. Applicants should therefore choose their transmission site and associated technical parameters accordingly.

¹¹ The community's involvement in ownership and control and programming should be addressed in those sections of the application.



6.2.2 A table of the main technical characteristics of the proposed transmitter station should be provided in the following format:-

Site Name	Site Coordinates	Site Height ASL	Antenna Height AGL	ERP per pol	Antenna Restrictions proposed

The site coordinates must be provided in either:

- Metric format, i.e. Eastings and Northings. These can be easily determined from a 1:50000 scale map.
- Latitude/Longitude format. These must be provided in Degrees, Minutes and Seconds, e.g. 52° 14' 56" North, 7° 45' 34" West.

6.2.3 Please outline the status of negotiations or provide written confirmation from the owner and/or operator of the transmission facility that is proposed.

6.2.4 The following additional information should be provided:-

- (a) The details and type of antenna system that is required to meet the radiation pattern proposed for the transmitter station.
- (b) Details of the band pass filter / combiner system and directional coupler proposed to ensure compliance with the licence terms.
- (c) Details of the audio feed from the studio to the transmitter.
- (d) Confirm if an emergency backup generator or other standby power supply will be provided for use by the applicant at the transmission facility.
- (e) A letter of consent from the transmission site owner / operator.
- (f) In cases where the applicant group proposes to locate on or in close proximity to an existing mast, information regarding the owner and principal users of said mast is required.
- (g) Please indicate if a planning application has been made and/or approved for the transmission facility.

6.2.5 A computer predicted coverage plot of the coverage that can be achieved using the proposed transmission characteristics, superimposed on a suitable map, must be provided in the application in an A4 or A3 format and as a high resolution image file in an electronic format on an accompanying CD or memory stick.



The level of coverage should be clearly demonstrated by using a suitable colour palette that is based on an incremental step of between 3 and 6dB μ V/m. The prediction model, clutter attenuation, resolution of the terrain database, height of the receive antenna above ground and the consequential minimum signal level required for stereo reception in urban and rural areas must be provided.

- 6.2.6 A description and diagram of the link network should be provided that includes an indication of the level of protection or back-up systems that will be deployed. The total capital cost and associated annual charges should be provided.
- 6.2.7 Itemised capital costs for the proposed transmission equipment including VHF transmitters, receivers, RDS encoders, band pass filters, directional couplers, feeder cable and antenna system, modulation limiter, radio links, building, heating, ventilation, standby power plant, antenna support structure and installation of all of the above are required. In cases where an existing transmission company is providing facilities, the capital and annual cost and details of the level of equipment and service is required. In cases where an applicant proposes to use existing transmission equipment, the age of the equipment proposed to be used, the life expectancy of the equipment and a plan, that includes costs, to replace and refurbish such equipment during the lifetime of any new contract must be provided.
- 6.2.8 Details of the technical expertise available to the applicant group.

Note: -

The BAI is not bound to accept any aspect of a transmission proposal and it is open to the BAI and ComReg to require alterations to any part of the transmission plan as part of contract negotiations with any successful applicant.

Care should be taken in selecting transmitter locations, particularly in urban areas, to avoid de-sensitising domestic receivers in the immediate area. Transmitters should therefore be located on elevated positions away from residential areas.

All VHF-FM transmitter installations must conform to the technical conditions set out in ComReg Technical Document 12/04a which is available on ComReg's website at www.comreg.ie.



Section 7 – Market Analysis, Financial and Business Plan

7.1 Overall Financial Strategy. Please detail the proposed financial strategy over the first three- to five-year period. The strategy must detail how the applicant proposes to meet all pre-operational and subsequent funding requirements.

7.2 Investment Proposal. Please provide details of the total funding requirements, and how these will be met, completing Tables A and B.

Table A – Funding	€
Share Capital / Members' subscriptions	
Medium / Long Term Borrowing	
Leasing/HP Facilities (capital value)	
Grants	
Fundraising	
Bank Overdraft	
Other (please specify)	
TOTAL	

Table B – Expenditure	€
Capital Expenditures (including capital value of leases)	
Other Pre-operational Expenditure	
Working Capital (at on-air date)	
TOTAL	



7.3 Sources of Funding and Expenditure. Please detail:

7.3.1 The strategies for generating revenue from the various sources of funding outlined in Table A.

7.3.2 In respect of proposed or existing borrowings:

- (a) The amount, type and duration of the facility;
- (b) The drawdown schedule;
- (c) Any security or guarantee required in support of the facility;
- (d) Principal covenants / Conditions precedent;
- (e) Warranties/undertakings in the event of default;
- (f) The timeframe for putting the facilities in place.

7.3.3 Please specify the amount of funding which will be put in place prior to contract, prior to launch and after the launch of the service; and,

7.3.4 Please outline the proportion of the capital expenditure provision that has been allocated to transmission, studio buildings, studio equipment, office fit out and other costs.

7.4 Financial Projections.

Please provide:

7.4.1 detailed projected income and expenditure accounts for the first three years clearly identifying the various sources of revenue (eg. advertising, sponsorship, fundraising, grants etc.)¹² and expenditure by the area of operation or activity (staffing, programming etc.);¹³

7.4.2 projected balance sheets for the first three years;

7.4.3 projected monthly cash-flow statements showing gross inflows and outflows for the first three years;

7.4.4 a full listing of the underlying assumptions on which the financial projections are based, relating such assumptions clearly to other sections of the application;

7.4.5 the measures that will be taken if the financial projections are not achieved (eg. to address a deficit or increased borrowings over the term of the contract).

¹² Applicants should note that no more than 50% of income may be secured from commercial activity (*BCI Policy on Community Radio Broadcasting*).

¹³ Expenditure projections must include the BAI levy.



7.5 Staffing Matters.

7.5.1 Please set out the proposed staffing structure in diagrammatic form, clearly indicating the number and categories of staff employed for the operation of the proposed service and the basis of their employment (e.g. full-time, part-time and whether paid or on an unpaid/volunteer basis).

7.5.2 Please set out the Applicant's proposals for involvement in and of, and ensuring accountability to, the community.

7.6 Paid Staff

Please provide details of:-

7.6.1 the proposed salary level for each full-time and part-time paid post identified under 7.5.1 above.

7.6.2 the Applicant's proposals in relation to the sourcing and recruitment of paid staff;

7.6.3 the Applicant's industrial relations policy, including its policy on recognising trade union membership;

7.6.4 the Applicant's proposed policies in relation to staff remuneration and benefits, including pension and insurance schemes, etc;

7.6.5 the Applicant's proposals for staff training and development, including the proposed annual budget;

7.6.6 any other employment support or training schemes and information on any arrangements entered into or commitments provided or received under such schemes; and

7.6.7 the Applicant's proposals or policies, if any, for the involvement or representation of paid staff in the ownership, control or management of the applicant (eg. membership of the Executive Organ, Subcommittees etc.)

7.7 Volunteers

Please provide details of:-

7.7.1 the number of volunteers required to operate the service proposed;

7.7.2 the Applicant's strategies for sourcing and recruiting volunteers over the term of the contract;

7.7.3 the Applicant's proposals for involving volunteers in all areas of operation of the service (eg. programme planning, production, presentation, fundraising etc.);



- 7.7.4 the Applicant's proposals or policies, if any, for the involvement or representation of volunteers in the ownership, control or management of the applicant (*eg.* membership of the Executive Organ, Subcommittees etc.);
- 7.7.5 the Applicant's proposals for the training, support and development of volunteers, including the proposed annual budget; and
- 7.7.6 any other employment support or training schemes and information on any arrangements entered into or commitments provided or received under such schemes.

Section 8 – Proposed Commencement of Broadcasting

8.1 Readiness Date. Please indicate the commencement date envisaged for the service.

8.2 Critical path analysis. Please identify all actions and decisions and their timescale that the applicant must carry out from the time of the award of the community sound broadcasting contract to the on-air date.

Annex 1: Studios

Studio Circulation Requirements

Figure 2 shows the important dimensions for accessibility purposes in a typical studio. The minimum and recommended values of A, B & C are as follows.

The minimum values of A & B are 750mm.

A & B should be at least 1.2m.

If either A or B are less than 1.2m then a 1.5m turning circle is required at the presenter's position behind the desk.

The minimum value of C is 1.2m.

Ideally there should be a 1.5m turning circle in front of the desk.

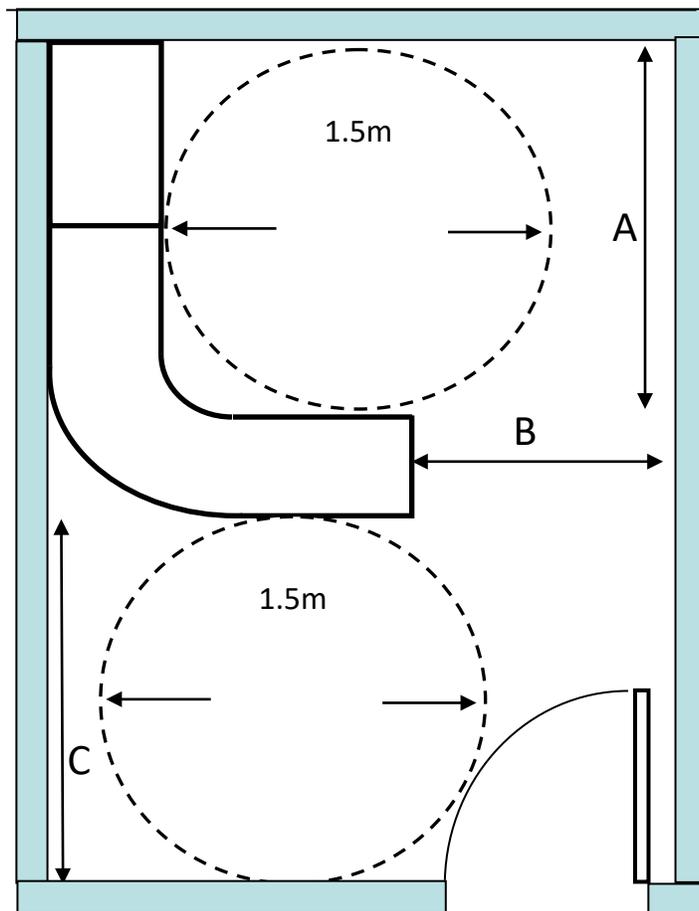


Figure 2: Studio circulation requirements



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