



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

## **MEDIA RESEARCH FUNDING SCHEME 2019**

### **GUIDE TO APPLICANTS AND APPLICATION FORM**

The Broadcasting Authority of Ireland (“BAI”) is seeking applications for grant funding for research projects under its Media Research Funding Scheme 2019.

A total of €50,000 is available to fund a project or projects covering research themes as selected by the BAI (see Section 2.3 of this document). The duration of the project/s selected may vary but is generally between 3 and 12 months.

Background information, details of the BAI and its statutory functions, an outline of research requirements and application procedures are detailed below.

The deadline for receipt of applications is noon on 25<sup>th</sup> June 2019.

Contact:

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## **SECTION 1: BACKGROUND**

### **1.1 Broadcasting Authority of Ireland (BAI)**

The BAI was established on 1<sup>st</sup> October 2009 and is responsible for a number of key areas of activity with regard to television and radio services in Ireland, further to the provisions of the Broadcasting Act, 2009 (“the Act”). The BAI consists of an Authority and two statutory Committees which support its work; namely the Contract Awards Committee and the Compliance Committee.

The principal functions of the Authority and statutory committees are set out from Sections 26 to 28 of the Act. Key functions of the Authority include the preparation of a strategy for the provision of broadcasting services; the preparation of a three-year strategy statement; the making of a levy order; the preparation of codes and rules and a scheme for the exercise of a right of reply; an advisory and guidance role in respect of public service broadcasters, including the making of recommendations in respect of public funding; the implementation of schemes for the granting of funds and the operation of a range of ancillary functions.

More information on the BAI can be found at [www.bai.ie](http://www.bai.ie)

### **1.2 Context of the Scheme**

The Authority recognises the importance of research in guiding and planning all aspects of its work. Additionally, through the Media Research Funding Scheme, the BAI aims to inform debate on broadcasting-related matters, with a view to facilitating informed, evidence-based decision-making. In particular, the Authority will encourage research that provides the following:

- Promotes diversity and plurality of services and content available in broadcast media.
- Serves the needs of key audiences.
- Reflects legislative obligations and developments.
- Is consistent with the BAI’s policies and workplan priorities.
- Reflects regulatory trends and developments at national, European and international levels.
- Meets the needs of identified stakeholders.
- Improves the BAI’s capacity to monitor and keep abreast of developments and best practice in broadcasting and regulation, both at home and abroad.
- Reflects the levels of staffing and financial resources available to the BAI.

## SECTION 2: SCHEME INFORMATION

### 2.1 Scheme Objectives

The objectives of the Media Research Funding Scheme are:

- To develop and maintain links between the BAI, third-level institutions and the broadcasting sector.
- To drive quality research initiatives to provide a strong evidence base to the regulatory environment of the BAI's work.
- To provide research that will facilitate the BAI in meeting the needs of viewers and listeners in Ireland.

### 2.2 Scheme Funding

A total of €50,000 grant funding is available under the 2019 Scheme. Applicants may apply for **one** research project under the Scheme.

Research projects already in receipt of other funding, or for which the BAI would act as one of a number of funders, are also eligible. In this case, the applicant must submit a letter from the other funder(s) stating the level of financial commitment to the research project. If a grant application is successful, the BAI may request copies of any agreements or contracts in place with other funders to the project. Grant applications shall include the following financial information:

1. **all costs** associated with the research project including V.A.T. (where relevant);
2. outlay and all other associated costs including (but not limited to): salary; travel; course fees; subsistence; costs incurred due to reporting and/or liaising with the BAI as required;
3. costs associated with the production of the final report; and
4. details of non-financial (or in-kind) contributions if any to the research project.

### 2.3 Research Themes

The BAI has identified the following areas of interest, in keeping with the current research agenda and in anticipation of developments in the broadcasting sector:

- The future of the digital media landscape, including the impact of the Audio Visual Media Services Directive on the wider digital context;
- Irish language in broadcasting;
- Diversity in the media sector;
- Gender in the media sector;
- Media and Society:
  - Artificial Intelligence and the means of regulating it;
  - Disinformation in an Irish context.

The themes and questions above are indicative and applications for alternative topics on these themes are also welcome.

Applicants are also invited to submit applications relating to any other theme that may be considered as supporting the BAI's strategic goals and objectives as set out in the [BAI's Strategy Statement 2017-2019](#).

### 2.4 Eligible Applicants

The Scheme will accept applications from the following:

- Post-doctoral and/or academic staff in third-level institutions who wish to undertake research.
- Freelance researchers.
- Individuals and/or organisations in the broadcasting/media industry who wish to undertake research.
- Individuals and/or teams from market research consultancies.
- Individuals in the broadcasting/media industry who are undertaking research as part of a continuing professional development programme.
- A partnership of any of the above.

Applicants must be Irish or EU nationals or residents. Organisations must be incorporated in Ireland or the EU.

The BAI requires references for all applicants. Please see the Application Form in Section 5 for further information.

## **2.5 Research Methods and Approaches**

The BAI undertakes and commissions qualitative, quantitative and/or mixed-method research. As the research aims at providing information to the BAI in support of its statutory functions, it is anticipated that funded projects are more likely to be of an applied rather than a theoretical nature.

To this end, applicants are strongly advised to refer to the legislative framework in which the BAI operates, in particular, Sections 26(2)(a), (2)(c) and (2)(g) of the Broadcasting Act, 2009.

## SECTION 3: APPLICATION AND ASSESSMENT PROCESS

### 3.1 Application Procedure

- Applications must be submitted using the Media Research Funding Scheme 2019 Application Form which follows in Section 5.
- Applicants must submit one electronic copy of the application in pdf format by e-mail to [secdev@bai.ie](mailto:secdev@bai.ie).
- Applications must provide an overall fixed-price cost for the research project, as per section 2.2 of this document. This must be clearly detailed and specified in the Application Form.
- Applications must be received by the Scheme deadline. Late or incomplete applications will not be accepted.

**PLEASE NOTE:** The BAI will not be responsible for any costs incurred in the preparation of an application for this Scheme.

### 3.2 Assessment of Applications

An Assessment Panel, comprising at a minimum of two members of the BAI Executive, a BAI Authority Member and an independent academic, shall be appointed to assess applications. The Panel will assess applications received by the stated deadline which satisfy the application instructions set out above.

The BAI may choose not to award any funding if no applications of a sufficient standard are received, or for any other reason, at its discretion.

Applications will be assessed according to the assessment criteria which are detailed in **Appendix 1**.

Applications scoring less than 50% in any criteria or less than 50% of the total score shall be ruled ineligible for further consideration. Applications scoring at or above this point shall be short-listed for further consideration by the Panel. The Panel may wish to call applicants to interview before a final decision is made.

## **SECTION 4: CONDITIONS OF FUNDING**

Successful applicants must enter into a written contract in a form prescribed by the Authority, setting out the terms under which the grant funding will be made available. Without limitation, the contract will provide for the assignment of rights, and recoupment of funding, as set out in subsections 4.1 and 4.2.

### **4.1 Assignment of Rights**

The Authority will not require the assignment to it of the intellectual property in the report which is delivered to the Authority on the completion of the research (“IP”). However, it will require that the owner of the IP (“right holder”) permits the Authority freely to use and disseminate the report in perpetuity.

Without limitation, it will require that the right holder permits it to:

- make paper and electronic copies of the report.
- make copies of the report available to third parties.
- give third parties access to the report.

The successful applicant may communicate in writing to the Authority the text of a copyright notice to be included in copies of the report. The Authority will use reasonable endeavours to include such notice in any copies of the report which it may make.

### **4.2 Recoupment of Funds**

The Authority reserves the right to withhold further payment of funding, and/or to recoup monies already paid, if the recipient fails to discharge its contractual obligations to the Authority.

### **4.3 Freedom of Information**

The BAI is subject to the Freedom of Information Act, 2014. Under this Act, the BAI may make information you supply in your application or during the course of your contract available upon request. However, the BAI undertakes to hold confidential any information provided by you once you identify it as commercially sensitive, subject to the BAI’s obligations under the law, including the Freedom of Information Act. Please consider carefully if any of the information you provide should not be disclosed because of its sensitivity. If this is the case, you should identify the information and specify the reasons for its sensitivity. The BAI will consult with you about sensitive information before making a decision on any Freedom of Information request received. If applicants consider that none of the information supplied by them is sensitive, he/she should make a statement to that effect in Section 12 of the Application Form.

### 4.4 Data Protection

The Broadcasting Authority of Ireland shall comply with their obligations under the Data Protection Bill 2018 and any other applicable data privacy laws and regulations.

### 4.5 Conflict of Interest

Any conflict of interest or potential conflict of interest which may arise must be fully disclosed to the BAI in Section 13 of the Application Form. Failure to disclose a relevant interest may disqualify an applicant or invalidate an award of contract.

### 4.6 Tax Details

The successful applicant is required to provide to the BAI a Tax Reference Number and a Tax Access Number from the Irish Revenue Commissioners. These will be used by the BAI to verify tax compliance status before issuing any grant funding. A successful applicant resident outside of Ireland must provide a Statement of Suitability from the Irish Revenue Commissioners for this purpose.

### 4.7 Project Management and Progress Updating

Regular progress updating and details of ongoing project management will be required to ensure that the objectives are achieved on time and within budget. The BAI will require regular updates on progress of the project and a mid-point written report. The nature of the quarterly updates will be defined and agreed between the Authority and the successful applicant in the contract for the grant funding.

### 4.8 Deliverables

In addition to progress updates and a mid-point report, the successful applicant is required to provide:

- One electronic copy of a draft final report complete with all sections, references etc. for review and feedback.
- One electronic copy of the final report, written to a publishable standard, which may be used and/or published by the BAI. This report should include full references (where applicable), with original copies of referenced documentation/reports etc., appended.

Applicants may also be required to make a presentation of their findings to the BAI Executive and/or BAI Authority and/or in conjunction with the BAI at a relevant public event.

Funds will be released on a phased basis to be determined as part of contract negotiations with successful applicants.

The BAI retains the right to withhold payment where the applicant has failed to meet contractual obligations in relation to the delivery of the project to an acceptable level of quality.

## **SECTION 5: FORMAT FOR APPLICATIONS**

Each application must include one copy of the completed application form by e-mail (see Section 3.1). Please ensure that the application includes all attachments and signed declarations as requested.

## BAI RESEARCH GRANT APPLICATION FORM (2019)

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### 1. ORGANISATION

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### 2. LEAD RESEARCHER (NAME, JOB TITLE/POSITION AND CONTACT DETAILS)

Full Curriculum Vitae for the lead researcher should be appended to the application. The lead researcher will be the designated point of contact for all correspondence with the BAI.

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### 3. PERSONNEL

Provide details of all personnel involved in the work and an indication of their relevant expertise and experience.

All personnel to be involved in the proposed research are asked to provide a copy of their Curriculum Vitae including their name, title, role, organisation, role in the proposed project and relevant experience.

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### 4. PROPOSED TITLE OF PROJECT

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### 5. ABSTRACT (Maximum length 200 words)

This section should include, but is not limited to:

- Brief outline of research question.
  - Rationale or background to the work.
  - Relationship between identified research need/information gap and the Irish broadcasting landscape.
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- Information relevant to broadcasting legislation and the strategic goals and objectives of the BAI.

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### 6. DETAILED OVERVIEW OF PROJECT (Maximum length four A4 pages)

This section should include, but is not limited to:

- Literature review; (**note:** *Policy, broadcasting practice, guidelines/codes, industry standards, etc., should form a primary focus for the research and it should not have a purely academic/theoretical focus*).
- Proposed approach to research/research design.
- Research methodology to be employed.
- Sampling methods (where applicable).
- Proposed data analysis methods.
- Target groups for inclusion in research (e.g. participants, industry inclusion, general public consultation/inclusion etc.).
- Approach to write up.

The Final Report must be written to a publishable standard and be accessible to the general public as well as industry audiences.

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### 7. TIMESCALES

To ensure delivery of the work to deadlines and within budget, applications must include the following:

- a full critical-path analysis including milestone/decision-making points.
- a clear outline of project management processes in place, including the identification of risks and controls.
- a proposed plan for meeting reporting and updating requirements with the BAI.

## 8. PROJECT PLAN

Please include information for each stage of work using the template below.

<i>Element of work</i>	<i>Person days</i>	<i>Personnel assigned &amp; days</i>	<i>Timeframe</i>	<i>Deliverables</i>	<i>Links to other work packages</i>

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## 9. BUDGET

**Part 1:** The overall fixed-price cost of the contract, to include V.A.T. where applicable.

**Part 2:** A breakdown of costs for **each element** of the research, showing for each element the cost including V.A.T. and, separately, details of any other costs, taxes or duties, which may be incurred. The breakdown shall include outlay and all other associated costs including (but not limited to): salary; travel; course fees; subsistence; production of the final report; and costs incurred due to reporting and/or liaising with the BAI as required.

**Part 3:** A finance plan for the research, setting out the funders of the project and the level of funding to be provided by each. This should also include details of non-financial or in-kind contributions to the research project. Submit a letter from the other funder(s) stating the level of their financial commitment to the research project. Alternatively, if the BAI is the only proposed funder, please state this clearly.

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## 10. STATEMENT OF APPLICANT'S PREVIOUS EXPERIENCE

Provide a personal statement on previous experience relevant to the current proposal which demonstrates your capability to undertake the study.

Reference should also be made to past publications.

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## 11. REFEREES

Provide details for **two referees** for whom similar work has previously been undertaken:

### **Referee 1**

Name:

Title:

Role:

Organisation:

Telephone:

E-Mail:

### **Referee 2**

Name:

Title:

Role:

Organisation:

Telephone:

E-mail:

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## 12. FREEDOM OF INFORMATION AND SENSITIVE INFORMATION

Identify any information in the application that you deem sensitive.

*I understand that information in this application may be released in response to a request under the Freedom of Information Act 2014. The BAI is obliged under this Act to consult with the applicant prior to any decision to release such information.*

**Signed:** \_\_\_\_\_

**On behalf of:** \_\_\_\_\_

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## 13. DISCLOSURE OF CONFLICTS OF INTEREST

Sign A or B

**A.** *There is no conflict of interest in relation to this application.*

**Signed:** \_\_\_\_\_

**On behalf of:** \_\_\_\_\_

**B.** *The following interest(s) is/are declared in relation to this application.*

**Signed:** \_\_\_\_\_

**On behalf of:** \_\_\_\_\_

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## APPENDIX 1 – CRITERIA FOR SCORING

<u>Criteria</u>	<u>Maximum Score</u>
<b>1. Personnel</b>	<b>20</b>
<ul style="list-style-type: none"> <li>a) Qualifications and experience of research personnel – are these appropriate to the proposed project?</li> <li>b) Depth of skill base.</li> <li>c) Has the proposed project manager sufficient skill and/or experience?</li> <li>d) Are adequate staffing resources and time being allocated to the project?</li> <li>e) Has the research team/researcher demonstrated prior experience relevant to the project?</li> </ul>	
<b>2. Proposed Research</b>	<b>25</b>
<ul style="list-style-type: none"> <li>a) Has detailed background information and a rationale for the proposed project been provided?</li> <li>b) How relevant is the proposed research to the BAI research agenda and/or strategic objectives?</li> <li>c) Does the proposal address a knowledge-gap in the Irish context?</li> </ul>	
<b>3. Methodology</b>	<b>25</b>
<ul style="list-style-type: none"> <li>a) Has a clear and appropriate methodology proposal been outlined in the application?</li> <li>b) Is it clear that the proposed methodology will maximise knowledge output from the research?</li> <li>c) Have clear and appropriate analysis methods been identified and are these attainable by the proposed project team?</li> </ul>	

## APPENDIX 1 – CRITERIA FOR SCORING

<u>Criteria</u>	<u>Maximum Score</u>
<b>4. Timeframe and Project Management</b>	<b>15</b>
<ul style="list-style-type: none"> <li>a) Is the timeframe for the proposed research, as demonstrated in the critical-path analysis, realistic?</li> <li>b) Are quality controls and risk management processes evident?</li> <li>c) Has a commitment been shown to reporting/progress updating as required?</li> <li>d) Are sufficient supports in place to minimise risks associated with the project (e.g. administrative support, team of people where appropriate, etc.)?</li> <li>e) Are quality controls and risk management processes evident?</li> </ul>	
<b>5. Budget Breakdown</b>	<b>10</b>
<ul style="list-style-type: none"> <li>a) Is the applicant’s proposal within budget?</li> <li>b) Have all elements of work been costed with a <b>clear breakdown</b> of costs included?</li> <li>c) Does the proposal demonstrate overall value for money?</li> <li>d) Is the finance plan realistic and achievable?</li> </ul>	
<b>6. Section 10 of Application (Personal Statement)</b>	<b>5</b>
<b>TOTAL</b>	<b>_/100</b>

