



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND

Sound and Vision 3 A Broadcasting Funding Scheme

Guide for Applicants

May 2015



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1. Introduction

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

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

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

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

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

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

T: +353 1 6441200
E: info@bai.ie
A: Broadcasting Authority of Ireland
2-5 Warrington Place
Dublin 2
Ireland



2. Sound and Vision 3

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

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

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

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

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

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

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



3. Eligibility

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

3.1 Applicant

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

3.2 Programme Themes and Language

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

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

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

3.3 Programme Formats and Genres

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

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

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



Applicants must categorise their proposed programme(s) into one genre and format only on the basis of the above matrix. While some programmes like docu-drama may include elements of more than one format or genre, applicants should select the one that is most appropriate in the context of the overall programme. It is the responsibility of the applicant to select the most appropriate format and genre. Applicants are encouraged to support their selection, if required, in the application documentation.

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

3.4 New Programmes

All programmes funded must be new. The BAI is open to considering applications for second or follow-on programmes or series of programmes. In this case, the applicant must do the following before the closing date for applications:

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

3.5 Requirement to Broadcast

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

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

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



Please note that the broadcaster letter **will** be required at offer acceptance stage (i.e. within 3 months of the date of the funding offer). Please note the BAI requires applicants to indicate the preferred broadcaster they will approach to broadcast the programme in their written application and when selecting the channel on www.baionline.ie. Details of any discussions that have taken place with the broadcaster prior to the application being submitted should also be provided with the application.

3.6 Eligible Broadcasters

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

- Radio programmes must be broadcast by a broadcaster licensed by the BAI or an RTÉ service.
- Television programmes must be broadcast on a free television service which provides near universal coverage to the State²; or on an appropriate network provider, as defined in Section 77(1)³ of the Broadcasting Act 2009; or MMD system as part of a community content provision contract under Section 72 of the Broadcasting Act 2009.

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

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

3.7 Peak-Time Broadcast

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

Peak viewing and listening times are:

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

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

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



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

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

3.8 Access Services (Television only)

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

Funding is also available to applicants who wish to provide Irish Sign Language and/or audio description services. The BAI *strongly* encourages such applications. Further details can be found on the BAI website here: <http://www.bai.ie/index.php/bai-access-rules-2012/>.

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

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



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

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

The criteria for assessing “difficult to make” include:

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

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

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

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



3.10 Funding

i. Eligible funding – amounts and percentages

The Scheme will only accept applications for programmes that are ready to go into production. The scheme does not accept applications for programmes already in production. The Scheme will not provide standalone development or completion funding.

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

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

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

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

Radio programmes

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



Television programmes, including film

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

ii. Ancillary measures

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

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

3.11 Commencement of production

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



4. The Application Form

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

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

**see section 3.5 for certain exceptions*

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

4.1 Programme Specification

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



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

4.2 Budget

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

Completing the Template

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

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

No.	Personnel	Unit Description	Number	Rate	Total
1	Producer	Day	3	200	600

VAT

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

Currency

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



Travel and Subsistence

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

<http://www.revenue.ie/en/practitioner/tax-briefing/archive/71/employees-motoring-and-subsistence-expenses.html>.

Subsistence costs should be in line with the most recent Civil Service rates⁴. – circular here

<http://circulars.gov.ie/pdf/circular/per/2015/05.pdf>

Overheads and Production Fee

Calculate overheads as a percentage of the eligible costs. This should generally be up to 5%. This is a contribution towards the related overhead costs incurred by the producer during production. Radio applicants with an annual insurance policy covering programmes funded through the Scheme should include the cost of insurance in the overheads calculation.

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

Accounts

Provision must be made in the budget for the cost of an accountant's report-of the project under the M45 – Grant Claim standard i.e. the engagement of a qualified person to examine and sign off on a final cost statement etc.⁵ Refer to your homepage on www.baionline.ie for guidance on the M45 Grant Claim standard.

Archiving and Subtitling (BAI Delivery)

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

⁴ The Department of Public Expenditure and Reform has announced in April 2015 that [new subsistence rates](#) will become effective from 1 July 2015. The [2009 motor travel rates](#) currently remain unchanged.

⁵ European Commission rules require that a formal review is completed on each project to ensure compliance with the Scheme Document and EC State Aid rules.



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

4.3 Budget Notes and/or a Detailed Budget

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

All radio applications **must** include budget notes. Television applications must include budget notes and/or a more detailed budget. The detailed budget must be easily referenced against the budget template. Use the “Page/Ref” column in the budget template to do this.

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

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

4.4 Finance Plan

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

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



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

4.5 Letter of Commitment from a Broadcaster

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

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

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

4.6 Letter(s) of Commitment from Other Funders

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

4.7 CVs and letters of Commitment for Key Personnel

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

4.8 Key Talent/ Key Contributors

Letters of Commitment from Talent/Key contributors should also be submitted if relevant. Applicants are encouraged to include letters of commitment from Talent/Key Contributors that are essential to the delivery of the project and/or difficult to confirm. This material should correspond with the material listed



in the Programme Specification outlined in your application. Please note that in the absence of such correspondence the BAI reserves the right to consider in assessment that participation by these individuals is not confirmed even though it may be listed as confirmed elsewhere in the application.

4.9 Indicative Running Orders

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

4.10 Scripts

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

4.11 Animation Artwork

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



5. Submitting an Application

Applicants are responsible for ensuring that their application documentation is completed and submitted as set out below.

5.1 Deadline

Complete applications must be submitted on www.baionline.ie by **12 noon** on the closing date of each funding round, unless otherwise stated. The closing times and dates are published below and on www.bai.ie and on www.baionline.ie. Applications not submitted on time and/or incomplete applications will be disqualified. The BAI's decision in this regard will be final.

The closing dates and times for 2015 and 2016 are listed in the table below. The BAI reserves the right to change these dates and times, if necessary. Any changes will be publicly communicated in a reasonable timeframe.

Round	Eligible Applications	Closing Date	Closing Time	Decisions
2015 Round 23	Television and Radio (Open Round)	<u>5th March 2015</u>	<u>12 noon</u>	<u>June 2015</u>
2015 Round 24	Television and Radio (Open Round)	<u>9th July 2015</u>	<u>12 noon</u>	<u>October 2015</u>
2015 Round 25	Television and Radio (Open Round)	5 th November 2015	12 noon	Feb/March 2016
2016 Round 26	Television and Radio (Open Round)	7 th April 2016	12 noon	July 2016
2016 Round 27	Television and Radio (Open Round)	15 th September 2016	12 noon	December 2016

5.2 Register on www.baionline.ie

Anyone who wishes to submit an application to the Scheme must be registered as an Applicant on www.baionline.ie. To register, send an email to systeminfo@bai.ie with the following information:

- Subject line: "Register New Applicant"
- The first name and surname of the new user
- A contact email address for use by BAI online
- A contact phone number

New users will be sent an email with a User ID and Password. Logging in the first time, users are prompted to change their password. The new password must be at least 8 characters long and contain at least one digit, one uppercase letter, and one lowercase letter.



To submit an application to a Sound & Vision 3 funding round, **unregistered applicants have to request registration no less than 2 working days before the round closes**. Registered applicants do not need to register again.

5.3 Complete Application Form

The Application Form is available to download from www.bai.ie or from your homepage on www.baionline.ie. Complete the Application Form as instructed in this Guide and within the form itself. Ensure all documentation in relation to the Application Form is in **one** document, in PDF or MS Word format, and **no greater than 8MB in size**.

5.4 Complete online Form

The completed Application Form needs to be submitted via www.baionline.ie. When you have completed the official Application Form, log in to www.baionline.ie and click 'Create New Application'. This opens an online application record. Complete the fields in this record – it should take 10-15 minutes in total – and click 'Save'. **Then attach the official, fully completed Application Form to this record**. Please note that any documentation uploaded to www.baionline.ie that is found to contain a computer virus will not be considered by the BAI. It is advised that you check documentation for viruses using up-to-date antivirus software before it is uploaded. There is a user guide 'BAI Online FAQs' on your homepage if you need more information on this.

5.5 Changing your attached Application

Applicants are not able to delete attachments from www.baionline.ie. If you attached a completed Application Form to the online record and subsequently wish to make changes to it, you cannot delete the version you don't want. Instead, you must simply attach a newer version of the Application Form to the online record and clearly mark it as the document you wish the BAI to take as your final application. If it is not clear, the BAI will take the latest attachment as the final application and may delete the earlier attachments.

5.6 Submit Application

To submit your application, open the online application record on www.baionline.ie, ensure the official Application Form is attached and click 'Submit'.

5.7 Acknowledgement

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



5.8 Withdrawing Applications

If applicants wish to withdraw or make changes to a submitted application, they must do so before the closing time and date. Open the online record and click 'Withdraw'. This removes the application from the funding round and allows the applicant to edit details within in it. Applicants can re-submit the application by clicking 'Submit' or they can leave the application record un-submitted to the funding round. Withdrawn applications **MUST** be re-submitted prior to the deadline if they are to be considered in the assessment process for that funding round.

All applications submitted to a particular funding round at the relevant closing date and time will be assessed by the BAI. Applicants should not withdraw applications from the assessment process after the deadline on the closing date. Withdrawal of an application during the assessment process may affect an applicant's track record. Any request to withdraw an application must provide the reasons for the request.

5.9 Duplicate/Un-submitted online application records

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

5.10 Access to online application records

Once the funding round has closed, applicants will not be able to access or view their online application records. When funding decisions are ratified by the BAI and announced, the application records will be made available on www.baionline.ie.

5.11 Information submitted outside of www.baionline.ie

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

5.12 Conflicts of Interest

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



5.13 Application Checklist

1	I have registered with BAonline	Y/N
2	I have checked the Contractor for my programme is also registered with BAonline	Y/N
3	I have read the S&V Scheme; the current S&V Guide for Applicants and consulted the BAI online FAQs	Y/N
4	I will complete this Form and save it as one MSWORD/PDF (less than 8MB)	Y/N
5	I will check this document for computer viruses before it is uploaded to BAonline	Y/N
6	I have completed all mandatory fields on the online part of the application form on BAonline	Y/N
7	My proposed project is ready to go into production	Y/N
8	My proposed project has not commenced	Y/N
9	My proposed project is new	Y/N
10	My proposed project is not a news and current affairs programme	Y/N

The answer to all of the above questions should be “yes”. When you are satisfied 1-10 are complete you are ready to submit your application via www.baonline.ie.



6. Assessing Applications

This section of the document sets out a brief overview of the assessment process undertaken in respect of applications received. The assessment process for the Scheme is set out in Section 6 of the Scheme Document which you can find on www.bai.ie and www.baionline.ie.

6.1 The Assessment Process

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

Stage 1 - Preliminary Evaluation

The purpose of the preliminary evaluation is to ensure that an applicant is eligible for funding under the scheme. The focus is to ensure that the minimum criteria have been met and all required documentation has been submitted. Any applications which do not pass the preliminary evaluation stage are disqualified and are not subject to further consideration.

Stage 2 - Qualitative Evaluation

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

- *Scheme Objectives and Programme themes*
Does the proposal further the objectives of the Scheme and deal with one of the programme themes described in the scope?
- *Quality of Proposal*
Does the proposal clearly demonstrate in terms of content, approach and production processes that the programme(s) will be high quality and does it demonstrate innovation in terms of programming in Ireland?
- *New/Additionality*
Does the content of the programme add to the range of viewing or listening options for audiences in Ireland?
- *Partnerships*
Has the applicant concluded any partnerships, formal or informal, with relevant third parties?
- *Resources*
Are the resources proposed clearly explained and are they adequate and realistic in the context of the proposed programme(s). Does the proposal represent value for money? The track record of the applicant with past Sound & Vision applications or contracts may be considered by the Assessment Panel under this heading.
- *Community Broadcasters (only)*
Is the proposal consistent with the definition of community broadcasting and will it deliver a social benefit?



Stage 3 - Strategic Assessment

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

- Diversity of audiences served by the programme
- Diversity of content with references to genres and formats
- Track record of the applicant with past Sound & Vision applications or contracts (if applicable)
- Capacity of the applicant to deliver
- Recommendations from the assessment panels

Stage 4 – Formal Ratification

The final stage sees the Authority make final decisions on the applications, taking into account recommendations emerging from the previous assessment phases.

6.2 Funding Decisions

Successful applications

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

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

Funds are administered by the BAI in accordance with the terms of the contractual agreement

Unsuccessful applications

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



6.3 Contracting

When contracting with the BAI a successful applicant will be required to provide certain deliverables. Some of these will be information already provided at application. A list of “required docs” with explanations of what the BAI asks for can be downloaded from www.baionline.ie. For your information, below is a non-exhaustive list of what would be required at contracting. Note that these documents do not have to be in place when making an application; they are included here for guidance only.

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

7. Disclaimer

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

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

8. Freedom of Information

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