

New Adventures in Broadcasting 2007



Broadcasting Commission of Ireland
Coimisiún Craolacháin na hÉireann

QUALITY

IMAGINATION

ORIGINALITY

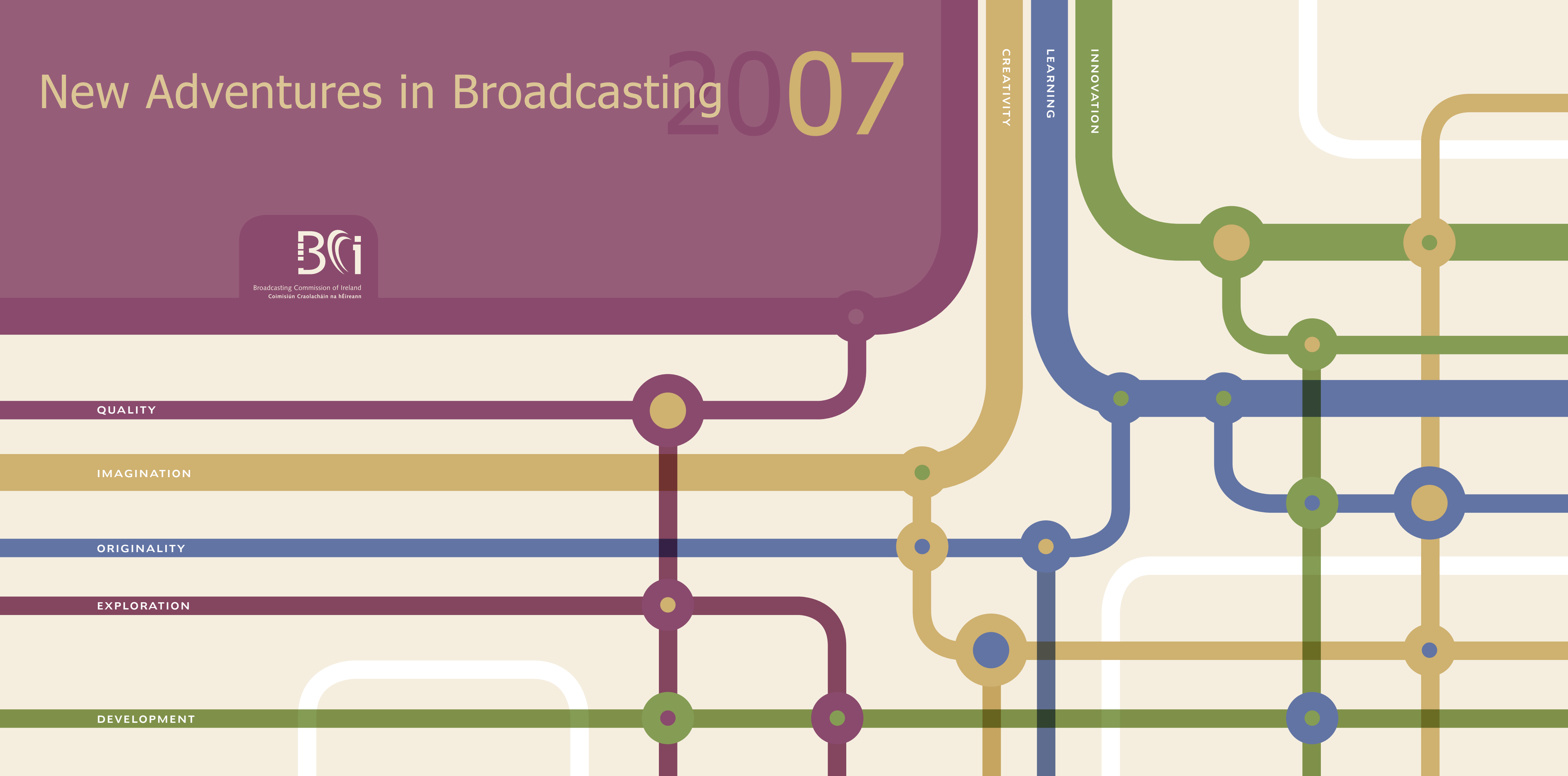
EXPLORATION

DEVELOPMENT

CREATIVITY

LEARNING

INNOVATION



The Broadcasting Commission of Ireland (“BCI”) invites applications for programme funding under the New Adventures in Broadcasting Scheme 2007. This Scheme underlines the BCI’s commitment to diversity, development and innovation in Irish broadcasting.

Since its inception New Adventures in Broadcasting has provided funding for more than 130 radio productions. In 2006 in light of the launch of Sound and Vision¹, the BCI undertook a review of New Adventures to incorporate industry feedback on how the Scheme could be best developed to offer alternative opportunities to broadcasters and complement Sound and Vision.

The New Adventures in Broadcasting 2007 Scheme will not only continue to reward innovation and diversity but also introduces a new and key learning and development focus. This Scheme offers all licensed radio broadcasters an opportunity to develop and produce innovative radio programmes - exploring new content, delivery and listenership while encouraging the learning and development of skills and capability on both an individual and station level. Direct learning opportunities will be provided through the support of two special workshops during the Scheme, and the learning and development element will form part of the evaluation process for the award of funding and for the (New Adventures in Broadcasting 2007) Awards Scheme.

This year a total fund of €160,000 is available through grants of up to €10,000 per individual programme application. Any radio station can make a maximum of two applications. The Scheme is open to all independent, community and public service broadcasters.

New Adventures in Broadcasting is back – with a difference!

¹ Sound and Vision is a grant scheme designed to support the production of new television and radio programmes in the areas of Irish culture, heritage and experience and adult literacy. The Scheme is established under the Broadcasting (Funding) Act, 2003 (www.bci.ie/documents/2003fundingact.pdf) and is funded by 5% of the television license fee.

Objectives/Aims

New Adventures in Broadcasting provides opportunities for the radio broadcasting sector to:

- Produce **innovative** programming – trialing new content, formats and technology.
- Add to the **range and choice** of radio programming available which will contribute to meeting the diverse needs and interests of listeners.
- **Learn** about the radio production process – planning, designing, producing and broadcasting radio programmes.
- Provide a **development** opportunity for individuals in the production of **quality** radio programmes.

- Inspire/**discover** new radio markets/interests – exploring markets gaps and identifying niche content.

This Scheme is a key activity in achieving the objectives of the BCI Training and Development Policy, which aims to encourage and enable the development of skills and capability within the broadcasting sector in the promotion of innovation and diversity. It also links in with the BCI’s key objective, promoting diversity of services with a view to providing the public with access to a wide range of quality programming from a variety of sources. This collaborative initiative with radio broadcasters will provide for enhanced production capability, and ultimately enhanced listener choice.

Scheme Benefits

The New Adventures in Broadcasting 2007 Scheme provides several key benefits to successful applicants, including:

Innovation and Newness – The Scheme encourages stations and programme makers to look at ways of experimenting and exploring different options both in programming and production. The Scheme is particularly open to funding the lesser explored areas of programming in radio such as arts, drama and other forms of special interest programming.

Flexibility – The Scheme can be distinguished from Sound and Vision in that it provides significant flexibility in terms of programme content and programme scheduling. This flexibility aims to encourage applicants to explore and trial new programming options, and to build and grow radio audiences. In particular, the Scheme:

- Provides additional scope for radio producers to engage funding for their ideas for programmes of all types of general and special interest programming, in addition (but not limited) to Irish culture, experience and heritage.
- Allows successful applications to be broadcast at any time in the schedule (before 31st December 2007). This provides an opportunity for programme makers to explore new scheduling opportunities and to target new audiences outside of peak-time. In particular this means that programmes dealing with arts, drama or special interests may be developed with non-traditional time-slots in mind.

Learning – The Scheme offers stations and producers a valuable learning experience in the development and production of radio programmes as well as the quality of the final product. There are few better ways to learn than by “doing”! The operation of the Scheme facilitates individual learning and development through a series of workshops and feedback to all applicants.

Awards – All successful applicants in the Scheme will be eligible to submit their programme for consideration in the New Adventures in Broadcasting Awards 2007. This high profile opportunity recognises and rewards innovative programme development and quality productions, and serves as a talent showcase for radio producers in Ireland,

and to the wider broadcast community. A prize-giving ceremony will be held in 2008.

Funding – 100% funding up to a maximum of €10,000 is available. Stations are expected to contribute other investment, such as studio time, personnel and facilities.

A **simple** and transparent application process with one round of funding.

Learning and Development

A new feature and a significant element of New Adventures in Broadcasting 2007 is a structured opportunity for learning and development. The BCI aims to support this element by organising three workshops for participants:

Creativity Workshop

The BCI will host a workshop for interested applicants on creativity and programme making – to be held on Tuesday 29th May. This workshop will address:

- Brainstorming and Inspiring Innovation
- Creativity Conversion

The following two workshops are designed to enable learning during the Scheme, and therefore can form an important part of the learning and development targeted by applicants within their application.

Excellence in Radio Programme Production Workshop

The BCI will host a second practical workshop for successful applicants during the production phase which will address the following topics:

- Second by Second – Broadcast Planning
- Quality Air – Sound, technology and broadcast.
- Programme Production Control

Review of New Adventures in Broadcasting 2007 Workshop

The BCI will host an additional practical workshop for successful applicants as part of the New Adventures in Broadcasting 2007 Awards, which will focus on evaluating and learning from their projects as well as sharing experiences with other participants. This event will involve discussion and debate on the operation of the Scheme, and in particular the learning and development element and lessons learnt for the future.

Application Process

Candidates must complete and submit their application on an official New Adventures in Broadcasting 2007 Application Form by midday on **Friday 8th June 2007**.

Applications should be sent to:

New Adventures in Broadcasting 2007,
Broadcasting Commission of Ireland,
2-5 Warrington Place,
Dublin 2.

Each application must include an electronic copy of the application and four paper copies. All applications must be submitted by midday on **Friday 8th June 2007**.

The closing date is final. Under no circumstances will the BCI accept late applications.

All applications must be submitted in the required format and include all of the information requested therein.

Incomplete applications will not be accepted. The application form is available at www.bci.ie

Every application must be accompanied by a signed letter of commitment from a station to broadcast the programme by 31st December 2007.

A maximum of two applications are permitted from any one station.

Applications may only be made for amounts up to €10,000 per proposal.

Each application must also indicate the total budget, and the specific amount of funding applied for.

All applications will be acknowledged with a letter of receipt.

Applications submitted will be posted on the BCI website after the closing date for submission and will be available to all interested parties on request.

Assessment of Applications

An Adjudicating Panel will be appointed by the BCI to allocate funding to successful applicants and to select the winning entries in the Awards Scheme.

The following criteria will be used by the Adjudicating Panel to make a final decision regarding the award and allocation of funding:

Innovation and Diversity

- The extent to which the programme proposal represents new programming in the context of the station, in terms of content, format, scheduling and target audience.
- The extent to which the programme proposal inspires or discovers new radio interests in exploring markets gaps, and/or identifying niche content reflecting the special interests of listeners;
- The extent to which the programming will add to the **range and choice** of radio programming available and contributes to meeting the diverse needs and interests of listeners;
- The extent to which the programme proposal involves new production or broadcast processes; and
- The extent to which funding will be used in an innovative way to increase the programme making capacity of the station.

Learning and Development

- The extent to which the applicant has clearly identified and set out the learning and development opportunities for radio programme producers and broadcasters in programme planning and research, programme production (including community development), broadcasting, editing, post-production reporting.

Adjudicating Panel

The panel will comprise 3-5 independent judges drawn from the broadcast industry.

The decision of the Adjudicating Panel is final. Neither the Broadcasting Commission of Ireland nor the Panel will enter into correspondence with any applicant.

Unsuccessful applicants will be provided with a Feedback Report setting out the reasons for the Panel’s decision and its evaluation of the application. Successful applicants will also receive written feedback incorporating any suggestions made by the Adjudicating Panel regarding the proposal.

Funding Process

The BCI will fund successful applicants in two tranches:

Stage 1 – The BCI will issue funding amounting to 70% of the grant to successful applicants, on production of a valid Tax Clearance Certificate.

Stage 2 – The BCI will issue final funding of 30% or the balancing amount (whichever is less) when an applicant has submitted a Completion Report (approximately 500 words), compiled after broadcast of the programme, explaining the project and describing the key aspects of the production process, including an accounts summary.

New Adventures in Broadcasting 2007 Awards

A key element of the New Adventures in Broadcasting 2007 Scheme is the recognition of the achievements of the programme-makers awarded funding under the Scheme through a separate awards process. All successful applicants of funding are eligible and encouraged to participate in this process.

If an applicant wishes to nominate a programme funded under the New Adventures Scheme for an award, the following procedures apply:

Interested parties should edit the programme(s) produced under the New Adventures in Broadcasting Scheme to a representative 30 or 60 minutes. This can be either an extract or an edited version of the entire programme. This piece should provide a clear overview of the content, style and values of the programme as well as demonstrating the quality of the production and editing.

Applicants must submit the edited presentation, along with a short written explanation on the programme and production processes (this explanation should focus on the learning and development element of the process and should not exceed 500 words).

Applications should be sent to:

New Adventures in Broadcasting
2007 Awards,
Broadcasting Commission of Ireland,
2-5 Warrington Place,
Dublin 2.

The closing date for submission of entries is **Monday 31st December 2007**.

Four copies of each entry should be provided by the closing date

The adjudication process will take place before the **25th January 2008**.

The Awards Ceremony will be held in early 2008.

As with the funding evaluation, all applicants will be provided with feedback on their entry.

Criteria for Assessing Awards

All applications in the awards process will be evaluated against the overall objectives of the New Adventures in Broadcasting Scheme, and, in particular, applications that best achieve the principal objectives of innovation and diversity and which have demonstrated learning and development will be considered for a special award.

Contact

For further information:

WRITE TO:
New Adventures in Broadcasting 2007,
Broadcasting Commission of Ireland,
2-5 Warrington Place,
Dublin 2.

VISIT: www.bci.ie

PHONE: 01 644 1200

EMAIL: info@bci.ie

The Broadcasting Commission of Ireland reserves the right to publish and archive any materials submitted under the New Adventures in Broadcasting Scheme 2007.

