



Coimisiún  
na Meán

# **Guide to Applications for a Sound Broadcasting Contract for the provision of a Community Sound Broadcasting Service for East Clare**

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Coimisiún na Meán (“An Coimisiún”) reserves the right to amend or clarify any part of this Guide to Applications for a Sound Broadcasting Contract for the provision of a Sound Broadcasting Service for East Clare (“Guide”). The Guide is provided to help applicants understand the statutory licensing process and the requirements that must be met when submitting an application for the sound broadcasting contract for the provision of a community sound broadcasting service for East Clare, pursuant to section 65(8) of the Broadcasting Act 2009.

Any amendments, clarifications or supplementary information will be posted on An Coimisiún's website, [www.cnam.ie](http://www.cnam.ie).

All queries regarding this Guide should be emailed to [licensing@cnam.ie](mailto:licensing@cnam.ie)

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## 1. INTRODUCTION

In this Guide, “An Coimisiún” refers to the organisation Coimisiún na Meán, and “the Commission” refers to the decision-making organ of Coimisiún na Meán comprising a multi-person Commission led by four Commissioners, the Broadcasting and Video-on-Demand, Media Development, Digital Services and Online Safety Commissioners and the Executive Chairperson.

Pursuant to section 65(8), on 20 March 2025, An Coimisiún invited, by public notice on its website and in a local newspaper, applications for a sound broadcasting contract for the provision of the following community sound broadcasting service:

Franchise Area	Community Served	Existing Pilot Community
East Clare, including Tulla, Scariff, Whitegate and Killaloe	Local community in the franchise area	Scariff Bay Community Radio

This Guide details the applicable procedures for the application process in respect of the award of the community sound broadcasting contract described above, provides guidance to applicants on the requirements of the Broadcasting Act 2009 (“2009 Act”), identifies the relevant policies of An Coimisiún, and outlines the information that should be included in an application.

The Guide does not purport to be exhaustive. Potential applicants should have regard to the provisions of the 2009 Act, in particular, sections 64 and 66 thereof, which include matters to which the Commission must have regard in determining the most suitable applicant for the award of a community sound broadcasting contract, and section 69, which sets out some of the contractual conditions that will be imposed on a successful applicant.<sup>1</sup>

Applicants should also have regard to An Coimisiún’s policies: the [Broadcasting Services Strategy 2018](#), the [Ownership & Control Policy \(2019\)](#), the [Community Media Policy 2021](#), the [Social Benefit Framework 2020](#) and the objectives and requirements set out therein when preparing an application. These documents are available on request from An Coimisiún and are available online at [www.cnam.ie](http://www.cnam.ie). The Licensed Broadcasters Team in An Coimisiún are also available for consultation if potential applicants have any queries in relation to the content of this Guide or the application format herein. Applicants should have specific regard to the core principles of community ownership, representation, diversity and inclusion, and to the broader social benefits provided for by community media in Ireland, as set out in Coimisiún na Meán’s *Community Media Policy* and *Social Benefit Framework*.

An Coimisiún’s mission is to regulate, support, and develop a media landscape that underpins fundamental rights and fosters an open, democratic, and pluralistic society. An Coimisiún acknowledges that the operation of community media enhances diversity and plurality in broadcasting, develops and empowers Irish communities, and builds capacity within the community broadcasting sector. The community sector is a key contributor to a media landscape that supports democracy, representation, empowerment and inclusivity, is sustainable and pluralistic, and reflects and shapes who we are as a society. As set out in its *Community Media Policy*, An Coimisiún has adopted the following definition of community media in the Irish context:

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<sup>1</sup> An indicative sound broadcasting contract for the provision of a community sound broadcasting service is available on request from An Coimisiún’s office or online at [www.cnam.ie](http://www.cnam.ie).

*“A community media organisation is characterised by its ownership structures, content production and/or dissemination activities, and relationship with the community it is licenced to serve. It is owned and controlled by a not-for-profit organisation whose structure primarily provides membership, management, and operation for community members. Its content production and/or dissemination activities are based on community members' access and participation and reflect that community's special interests and needs. Its relationship with the community seeks to reinforce other organisations and activities aiming to empower and develop that community.”*

The 2009 Act requires that community media provide a social benefit to their communities. The definition of social benefit included in An Coimisiún's *Social Benefit Framework*, arrived at through a process of consultation, is:

*“Benefits to individuals or collective actors in the community that enhance their lives socially, culturally or economically, or in terms of development, empowerment and/or well-being, that otherwise would not have come about.”*

Six types of social benefits associated with community media are identified in the Framework:

1. Growth in confidence, creativity, and a sense of belonging for individuals, especially those from minorities and marginalised groups.
2. Enhancement of employment prospects for individuals through skills development reinforcing community identity.
3. Informing and promoting awareness among the community of what is happening around their community.
4. Enabling the community to respond more effectively to local and global issues through access to diverse viewpoints and to more and better information.
5. Enabling and reinforcing the capacity of collective actors to achieve their goals.
6. Enhancement of the community's sense of identity and cohesiveness through interaction and collective action.

The Framework is accompanied by a detailed methodology that community media organisations can apply to assess the level and nature of social benefits generated. An Coimisiún will use this social benefit concept to determine the value created and proposed by the applicant in its community.

## 2. PROCEDURES FOR THE SUBMISSION OF AN APPLICATION

All applications submitted for the sound broadcasting contract for the provision of a community sound broadcasting service for East Clare must comply with the requirements set out in this Guide. Failure to fully comply with the published requirements will make the application liable to be disqualified and, thereby, not further considered by the Commission pursuant to section 66 of the 2009 Act.

**Format:** The application must strictly follow the format in section 4 of this Guide and contain **all** the information required.

- a) **Presentation:** The application must be typed – preferably in Arial or Times New Roman font size 11.
- b) **Submission:** The application may be submitted in either Irish or English.
- c) **Verification of information:** All information submitted in an application must be true and correct. You must include with your application a declaration by a suitable authorised person that the information contained in the application and the additional documentation accompanying the application is true and correct to the best of that person's knowledge and belief. Should any corrections need to be made by an applicant to the Application or its accompanying documents, An Coimisiún should be informed immediately. No material alterations will be permitted after the closing date.
- d) **Publication:** Applications may be made available for public inspection at the offices of An Coimisiún and its website after the closing date for the submission of the applications.
- **Closing Date:** The application and all copies must be submitted to An Coimisiún by the deadline outlined in the public notice inviting applications. This closing date is **5 p.m. on 18 June 2025**.
- e) **Confidential Material:** Information that an applicant considers confidential must be presented in a clearly marked annexe to the application. The applicant's reasons for believing that the public should not have access to the material in question must be outlined in a separate cover letter. Where An Coimisiún believes that material that an applicant has placed in a confidential annexe should be made available for inspection, it will discuss it with the applicant to reach an agreement on the extent of disclosure. If an agreement cannot be reached within a reasonable period regarding An Coimisiún's timeframe, in that case, An Coimisiún will treat the relevant information as having been withdrawn and consider the remainder of the application as the submission from that applicant.
- f) **Authorisations:** The Applicant shall be responsible for providing An Coimisiún 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.
- g) **Co-operation Agreement:** Applicants should also be aware of the terms of the Co-operation Agreement between An Coimisiún and the Competition and Consumer Protection Commission ('CCPC'), concluded further to the provisions of Section 34 of the Competition Acts 2002-2014.<sup>2</sup> The agreement allows An Coimisiún to disclose information to the CCPC in certain circumstances.
- h) **Freedom of Information:** Information may be made available to the public further to requests under the Freedom of Information Act 2014. An Coimisiún may consult with the interested party about the publication of any information treated as confidential at the time of submission before deciding on any Freedom of Information ('FOI') request received.
- i) **Data Protection:** To operate this application process effectively, we may require personal data relating to the Applicant's primary point of contact (for this application) and the Applicant's Board of Directors and membership.
- j) An Coimisiún shall comply with its obligations under the General Data Protection Regulation Directive ('GDPR'), the Data Protection Act 2018 and any other applicable data privacy laws and regulations when handling and processing any such personal information submitted to this licensing

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<sup>2</sup> A copy of the Agreement is available on An Coimisiún's [website](#)

process. The information submitted in an application, including any personal information, will be used to process the application and to liaise with the applicant. Any personal information submitted will only be retained if the application is successful for the specified period. An Coimisiún is obligated and committed to protecting all personal data submitted in response to a call for community sound broadcasting contract applications. An Coimisiún has an appointed Data Protection Officer registered with the Data Protection Commission. You can find out more on how An Coimisiún processes personal information in An Coimisiún's published policy at [Privacy Statement - Coimisiún na Meán](#)

- k) **Third Party Agreements:** Any agreements between An Coimisiún and interested parties regarding confidential and/or commercially sensitive information are without prejudice to An Coimisiún's obligations under the law, under the 2009 Act and the Freedom of Information Act. An Coimisiún, 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: -

- ***The application must strictly comply with the format in section 4 of this Guide and contain all required information.***
- ***Applicants are encouraged to include only key information relating to the application. Applicants should not include unrequested personal data in the application.***
- ***When setting out objectives, the applicant should apply the S.M.A.R.T.<sup>3</sup> goal model.***
- ***Applicants are strongly encouraged to include all the key information in the application and any detailed backup information in appendices. Appendices should be clearly numbered, cross-referenced and saved in a single PDF document.***
- ***An Coimisiún encourages submitting clear, concise and simple applications in layout and style.***
- ***An Coimisiún 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.***

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<sup>3</sup> S.M.A.R.T. = Specific, Measure, Achievable, Realistic, Timebound.

### 3. INFORMATION FOR APPLICANTS

#### 3.1 Statutory and Policy Framework

Part 6 of the 2009 Act sets the statutory framework for licensing and regulating additional television and radio broadcasting services on various platforms. The Applicant should have regard to the provisions of section 64, section 65, section 66 (in particular, subsections 66(2), 66(3), 66(4)) and section 69 of the 2009 Act and An Coimisiún's policy documents including the *Broadcasting Services Strategy, Ownership and Control Policy, Community Media Policy, Social Benefit Framework* and *Media Service Code and Rules applicable to Broadcasters*. 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, the applicable policies, and codes and rules. An Coimisiún invites applicants to commit not only to meeting the minimum requirements but also to exceeding them.

#### 3.2 The Specified Area

The specified area is the area described in the public notice inviting applications.

#### 3.3 Evaluation of Applications

The statutory criteria to which An Coimisiún shall have regard and evaluate in determining the most suitable applicant, if any, for the award of the community sound broadcasting contract are set out in section 64 and section 66, subsections (2), (3) and (4) of the 2009 Act. Under the provisions of sections 64(a) and 64(b) of the 2009 Act, an applicant must satisfy eligibility criteria before the application can be considered for a community sound broadcasting contract award. To deem an application eligible, An Coimisiún must be satisfied that the following conditions are met:

- 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 *Community Media Policy*, will be applied in assessing the qualification, or non-qualification, of the applicant's proposals, *inter alia*, under the following:

- The applicant's definition of community;
- The applicant's knowledge and understanding of the community;
- 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;
- The applicant's proposals for the evaluation of the service from (i) a community needs and (ii) a social benefit perspective;
- The applicant's proposals for involvement in, and ensuring accountability to, the community;
- The applicant's proposals to achieve participation by the community at all levels of operation of the service; and
- The applicant's proposals to ensure that the service's funding structure accords with its requirement to be self-funded and not-for-profit.



If An Coimisiún deems that the applicant has satisfied these mandatory requirements, the Committee can 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, An Coimisiún has grouped the Statutory Criteria under four headings: (1) Ownership, Management and Governance; (2) Programming; (3) Operations (Studios and Transmission and Resources); and (4) Finances and Business Plan. An Coimisiún’s evaluation of the application will be under these headings.

### 3.3.1 Ownership, Management and Governance

The relevant provisions under section 64 and 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 with respect to the provision by them of a broadcasting service under any broadcasting contract held by them at, or before, the date of making an application.

These criteria, in conjunction with the relevant sections of An Coimisiún’s *Community Media Policy*, will be applied in assessing the applicant’s proposals, *inter alia*, under the following:

- the composition of the applicant’s Executive Organ;<sup>4</sup>
- the applicant’s proposed membership structure;
- the applicant’s proposed management structure; and
- the track record if the applicant is a previous and/or current holder of a sound broadcasting contract.

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<sup>4</sup> Board of Directors, Committee of Management or other governing body.

### 3.3.2 Programming

The relevant provisions under section 64 and 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 – serves recognisably local communities and is supported by the various interests in the community, or serves communities of interest;
- Section 66(2)(k): any other matters which [Coimisiún na Meán] considers to be necessary to secure the orderly development of broadcasting services: the extent to which programme content supports and contributes to the advancement of - (i) gender, equality, diversity, and inclusion, (ii) environmental sustainability, and (iii) media literacy.
- Section 66(2)(k): any other matters which [Coimisiún na Meán] considers to be necessary to secure the orderly development of broadcasting services: the applicant's proposed compliance arrangements for ensuring compliance with Part 3B of the 2009 Act;
- Section 66(3): in considering the suitability of an applicant for the award of a sound broadcasting contract to provide a sound broadcasting service in respect of an area which includes a Gaeltacht area, the Contract Awards Committee shall have regard to the continuance and advancement as a spoken language of the Irish language; and
- Section 66(4): the overall quality of performance of the applicant with respect to the provision by them of a broadcasting service under any broadcasting contract held by them at, or before, the date of making an application.

These criteria, in conjunction with the relevant sections of An Coimisiún's [Community Media Policy](#) and [Social Benefit Framework](#), will be applied in assessing the applicant's proposals, *inter alia*, under the following:

- a) the applicant's proposed programming strategy;
- b) the applicant's proposed programming commitments and the extent to which programming addresses the section 66(2) criteria specified above with a specific focus on community needs, representation, empowerment, diversity and inclusion;
- c) the applicant's proposed programme schedule and the extent to which it will add to the diversity of programming available and serve the diverse interests of the community; and
- d) the applicant's proposed compliance arrangements for ensuring compliance with Part 3B of the 2009 Act;
- e) the track record if the applicant is a previous and/or current holder of a sound broadcasting contract.

### 3.3.3 Operations

#### a. Studios and Transmission

Sections 64 and 66 of the 2009 Act do not specify requirements regarding an applicant's studio and transmission facilities. The Commission considers developing and maintaining appropriate studio and transmission facilities 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 [Coimisiún na Meán] considers to be necessary to secure the orderly development of broadcasting services: the adequacy of the studios and transmission proposals.
- Section 66(4): the overall quality of performance of the applicant with respect to the provision by them of a broadcasting service under any broadcasting contract held by them at, or before, the date of making an application.

These criteria will be applied in assessing the applicant's proposals, *inter alia*, under the following:

- the timeframe for the commencement of transmission;
- the adequacy of studio and transmission facilities, including accessibility;
- the suitability of the transmission proposals; and
- track record if the applicant is a previous and/or current holder of a sound broadcasting contract.

#### b. Resources (Staffing)

Section 64 and section 66 of the 2009 Act do not specify requirements regarding an applicant's resources. The Commission considers the adequacy of the staffing resources and the community's involvement in all aspects of the operation of the community radio service necessary to secure the orderly development of broadcasting services.

- Section 66(2)(k): any other matters which [Coimisiún na Meán] considers to be necessary to secure the orderly development of broadcasting services: the adequacy of the applicant's staffing resources and its structures and policies to support staff.
- Section 66(4): the overall quality of performance of the applicant with respect to the provision by them of a broadcasting service under any broadcasting contract held by them at, or before, the date of making an application.

These criteria will be applied in assessing the applicant's proposals, *inter alia*, under the following:

The **staffing resources**<sup>5</sup> of the applicant, including:

- the proposed staffing structure and areas of deployment;
- the applicant's staffing policies;
- the applicant's staff training, support and development policy; and,
- any staff remuneration and benefits.

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<sup>5</sup> The applicant's staffing structure includes both paid staff and volunteers.

### 3.3.4 Finances and Business Plan

The relevant provisions under section 64 and section 66 of the 2009 Act in respect of finances and business plans are as follows:

- Section 64(b)(ii) and section 66(2)(k): any other matters which [Coimisiún na Meán] considers to be necessary to secure the orderly development of broadcasting services: the supply of programme material will be effected with the sole objective of achieving a monetary reward of no greater amount than is reasonably necessary to defray the expenses that will be incurred in effecting that supply;
- 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; and
- Section 66(4): the overall quality of performance of the applicant with respect to the provision by them of a broadcasting service under any broadcasting contract held by them at, or before, the date of making an application.

These criteria, in conjunction with the relevant sections of An Coimisiún's [Community Media Policy](#), will be applied in assessing the applicant's proposals, *inter alia*, under the following:

The applicant's **finances and business plan**, including:

- the overall financial strategy;
- the applicant's investment proposals;
- sources of funding and expenditure;
- the applicant's financial projections;
- the strategies to be put in place for achieving the projections and
- track record if the applicant is a previous and/or a current holder of a sound broadcasting contract.

### 3.4 Scoring Matrix

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

*(10) In considering applications for the award of a sound broadcasting contract, the Commission 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 Commission] shall inform each person who has indicated his or her intention of being an applicant for a contract of such assignment.*

*(11) [The Commission] 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 Commission]'s view on an assignment of a score under subsection (11) shall be determined by a majority of the votes of [ the Commission].*

The Commission believes that some criteria are more important to achieving the relevant legislative and policy objectives than others. So, some requirements will carry more weight than others in the evaluation process. Thus, as can be seen from the table in Annex 2, 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 per cent (50%) of the available score under each applicable criterion.<sup>6</sup> the application will not be deemed eligible for the community sound broadcasting contract award. Please see the Scoring Matrix attached in Annex 2.***

### **3.3 Decision-Making Process**

The following procedure will be followed by the Commission in determining the most suitable applicant, if any, for the award of the community sound broadcasting contract:-

The Commission will make an initial evaluation of the qualifying application/s. This will include consideration of the application submitted and an assessment of the application prepared by An Coimisiún's staff. The evaluation will be structured using the headings and Statutory Criteria set out in section 3.3 *Evaluation of Applications* of this Guide. It will highlight issues of relevance with reference to the statutory criteria set out in section 64 and section 66 of the 2009 Act.

If the Commission considers that there are any issues requiring clarifications and/or if they need 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 Commission to address queries or to provide clarification on any aspect(s) of an application. Written responses to such queries will be publicly available on the same basis as the written application.
- **Oral Presentations:** The Commission may request that applicants make an oral presentation of their proposals for the sound broadcasting service on the subject of the contract award, in which presentations may be made publicly or in private. The purpose of such oral presentations will be to provide further information regarding the proposals made in the application to assist the Commission in considering the viability and merits of the relevant applications.

Following any requested oral presentations and/or responses to supplementary written questions deemed appropriate by the Commission, the application will be scored under each of the Statutory Criteria set out in the Scoring Matrix in the Annex to this Guide following collegiate discussion.

A majority of the Commissioners' votes shall determine the Commission's view on an assignment of a score.

If an application does not achieve a qualifying score under each criterion, the Commission shall exclude it from the application process. The Commission shall conclude the licensing process if none of the applications achieves a qualifying score under each statutory criterion.

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. The Commission may enter into a community sound broadcasting contract with the most suitable applicant. The Commission will specify such terms and conditions as appropriate for any sound broadcasting contract.

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<sup>6</sup> 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" criterion 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 the criterion is applicable, the weighting applied to the "overall quality of performance" or "track-record" criterion will depend on the type of broadcasting contract held, for example the weighting applied to a temporary sound broadcasting contract will be less than that applied to a pilot community sound broadcasting contract and similarly the weighting applied to a pilot community sound broadcasting contract will be less than that applied to a full-term community sound broadcasting contract.

The Commission shall notify an unsuccessful applicant of the reasons for the decision to refuse to recommend the award of a community sound broadcasting contract to them, the applicant's score and the score of the successful applicant.

### **3.6 Contract Award**

Upon selecting the most suitable applicant for the community sound broadcasting contract, the Commission will require the successful applicant to agree detailed terms and conditions for inclusion in the community sound broadcasting contract. The Commission will determine the appropriate term and conditions having regard to the commitments and representations made in the application, the statutory requirements and the conditions specified in section 69 of the 2009 Act. Should a successful applicant fail to agree to or fulfil any terms or conditions sought by the Commission within such a reasonable timeframe as specified, the Commission reserves the right to not enter into a contract.

A copy of the proposed community sound broadcasting contract is available on An Coimisiún's website or on request from the offices of An Coimisiún. Applicants should note that the content of the Schedules to the contract will be primarily determined by the information, commitments and undertakings contained in the successful application. Thus, the details of the ownership and control structure of the applicant, the programming commitments and indicative programme schedule, and the transmission and studio details will ordinarily be transposed from the successful application.

In accordance with section 69(5) of the 2009 Act, all sound broadcasting contracts are open to inspection by members of the public at the offices of An Coimisiún.

### **3.7 Duration of Contract**

Community sound broadcasting contracts may be granted for a period of up to ten (10) years.

### **3.8 Changes in Composition**

The Commission 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.

### **3.9 Transfer of the Contract**

A community sound broadcasting contract can only be transferred from one body to another with the prior consent of the Commission.

## 4. APPLICATION FORMAT

The application must adhere to the format set out in the Application Form for the sound broadcasting contract advertised by public notice. This Form is available on An Coimisiún's website or on request from the An Coimisiún.

### Section 1 – Introduction to the Applicant

Please provide about the applicant ("the Applicant") the following information:

- The Applicant's name and contact details (Contact person, address, telephone/mobile number, and email).
- The Applicant will hold the community sound broadcasting contract with the Commission and must be a single legal entity. A copy of the Certificate of Incorporation and Constitution (Memorandum and Articles of Association) must be included with the application.
- Main Contact for public purposes (primary contact person's name, address, telephone, and email). Please nominate at least one individual to deal with press or public enquiries.
- Proposed Station Name.
- List of Advisers. Please identify the names and addresses of the Applicant's (i) consultants, (ii) auditors, (iii) solicitors, and (iv) bank.

### Section 2 – Ownership, Governance and Management

The Applicant must be representative of and accountable to the community concerned.<sup>7</sup> A community sound broadcasting service must be *"owned and controlled by a not-for-profit organisation whose structure provides for membership management and operation and programming primarily by members of the community"*.<sup>8</sup> The information provided in this section should demonstrate how the Applicant's ownership and control structure will comply with these representation and accountability requirements at all service operation levels.

The Applicant's approach to community representation should specifically regard and, where possible, directly reference the Social Benefit indicators set out in the [Social Benefit Framework](#). Social Benefit indicators included in the application should follow the S.M.A.R.T. model and be verifiable and measurable as key performance indicators over a specific period.

#### 2.1 Ownership, Management and Governance

- (i) 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).
- (ii) Please state the type of Executive Organ proposed for the Applicant (e.g., Board of Directors or Committee of Management).
- (iii) Please provide the following details about the membership of the Executive Organ:
  - the number of members proposed;
  - the number of members who will be appointed in a representative capacity<sup>9</sup> and provide details of such representation;

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<sup>7</sup> Section 64(a) of the 2009 Act.

<sup>8</sup> Coimisiún na Meán Community Media Policy.

<sup>9</sup> For example, representative of communities, community interests, groups or of geographical areas.

- the nomination, election and/or appointment procedures for members; and
  - the membership categories. Where the categories comprise community groups or organisations, please provide details of the groups or organisations concerned, how they are representative of and accountable to the community and their relevance to the community and the service.
- (iv) Please provide the following details in relation to each member of the Executive Organ:-
- name, home address and occupation;
  - background and experience (including, but not limited to, media/broadcasting, community, financial and management experience);
  - other business, community and/or media interests held (please specify); or/and
  - involvement in any previous or current 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);
- (v) Please provide the same information as in (iv) above for any other individual whom the Applicant is considering appointing a member of the Executive Organ.
- (vi) Please indicate who will be the appointed Chairperson.

## 2.2 Membership

- (i) Please state the current number of members of the Applicant.
- (ii) Please identify and describe the categories of membership proposed and explain how the overall membership is or will be representative of the community to be served.
- (iii) Please set out, where applicable, the categories of shares and the prices of such shares or any other fees associated with membership.
- (iv) Please detail the strategies to source and increase community membership over the proposed contract term.
- (v) 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:<sup>10</sup>
- name, address and occupation;
  - background and experience (including but not limited to media/broadcasting, community and management experience);
  - other business, community and/or media interests held (please specify); or/and
  - 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).
- (vi) Please state the rationale for the involvement of the corporate body/bodies in the Applicant.
- (vii) Please outline any proposed procedures, in addition to those specified in the Applicant's Constitution (Memorandum and Articles of Association) or Rules of Co-operative, for ensuring that the Applicant (its Executive Organ and members) will be accountable to the community to be served.
- (viii) Please include in your application a copy of the Register of Members (personal contact details and home addresses should be redacted).

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<sup>10</sup> 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 per cent (10%) or more of the voting rights exercisable at a general meeting of the applicant.



### 2.3 Management Structure

- (i) 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).
- (ii) If the management structure proposes the use of sub-committees,<sup>11</sup> please detail the proposed terms of reference for each sub-committee, the membership, the procedures for nomination and election of the members and the rationale for their inclusion in the management structure.
- (iii) Please detail the proposed reporting structure between the management team, including any sub-committees, and the Executive Organ of the Applicant.
- (iv) Please provide in relation to each of the following individuals, or their equivalents, their full name, qualifications and experience to date, in particular, that which relates to community and/or broadcasting:
  - Station Manager; and
  - Compliance Officer.

### 2.4 Character of the Applicant

Please answer the following questions "yes" or "no" on the Applicant's behalf, including if the Applicant is a body corporate, its Directors, Secretary, the Station Manager and the Compliance Manager. Please provide full details if the answer is "yes" to the following questions:

- (i) Has the applicant ever been convicted of an offence (excluding 'spent convictions') relating to any of the following:- fraud or dishonesty; membership of a criminal organisation; corruption; terrorist offences; money laundering; terrorist financing; child labour; human trafficking?
- (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 bankrupt, become insolvent, entered into a voluntary arrangement with creditors, or had a receiver appointed to any of his/her assets in this or any other jurisdiction?
- (iv) Has the Applicant ever been a company director 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 3 – Community and Social Benefit

The Applicant should demonstrate knowledge and an understanding of the community's needs and present appropriate proposals for active participation by that community at all levels of the service operation. The Applicant should demonstrate that the service will address the interests of, and provide a social benefit to, the community and can submit supporting documentation and research. All relevant documents should be cited indicating, where appropriate, the source, author/s, publisher and year of publication.

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<sup>11</sup> As sub-committees of the Board of Directors.

The applicant's approach to community and audience relations should reference the Social Benefit indicators set out in the Social Benefit Framework. Social Benefit indicators included in the application should follow the S.M.A.R.T. model and be verifiable and measurable as key performance indicators over a specific period.

### **3.1 Geographic Community to be Served**

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

### **3.2 Community Access and Participation**

- (i) Please set out how the proposed service will be promoted among the community and how the community will be facilitated in participating at all levels of its operation.
- (ii) Please describe how community access will be promoted and facilitated in the various aspects of the service.
- (iii) 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.

### **3.3 Community Interest and Social Benefit**

- (i) Please explain how the proposed service will ensure it responds to and serves the community's interests.
- (ii) Please set out how the proposed service will continue to develop and enhance its social benefit role over the lifetime of any contract. This should be demonstrated in terms of at least three of the six areas identified in the Social Benefit Framework<sup>12</sup> with timeframes and sources of evidence as per the table in An Coimisiún's Application Form.

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<sup>12</sup> An Coimisiún Social Benefit Framework: [http://www.bai.ie/en/media/sites/2/dlm\\_uploads/2020/06/Community-Radio-Delivering-Social-Benefit-pdf](http://www.bai.ie/en/media/sites/2/dlm_uploads/2020/06/Community-Radio-Delivering-Social-Benefit-pdf) An Coimisiún Community Media Policy: <https://www.bai.ie/en/download/136264/>

## Section 4 – Programming

The Applicant will be requested to set out how the service will:

- (a) serve the community within the area;
- (b) promote and support active participation by the community in its programming output;
- (c) add to the diversity of programming available in the franchise area and
- (d) operate in accordance with the ethos or value system that underpins community activity.

The Applicant's approach to programming should, where applicable, reference the social benefit indicators set out in the [Social Benefit Framework](#). Social benefit indicators included in the application should follow the S.M.A.R.T. model and be verifiable and measurable as key performance indicators over a specific period.

### 4.1 Programming Strategy

- (i) 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;
  - ensure the service operates according to the ethos or value system underpinning community activity.
- (ii) Please set out the criteria upon which, in the view of the Applicant, the value of programming to the community served is to be assessed.

### 4.2 Programme Policy Statement

The Programme Policy Statement ("PPS") outlines the commitments the applicant is willing to make to the Commission regarding 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 Commission and the successful applicant, of the contract between the Commission and the successful applicant.

**Note:** The Commission has decided that the PPS will include commitments about (i) data collection in respect of programming on gender, equality, diversity, and inclusion; environmental sustainability; media literacy; and Irish language and (ii) a commitment to support the development of Irish Language programming further to the Commission's current review of the provision of Irish language services and content across all media.

### 4.3 Broadcasting Philosophy and Community Ethos

- (i) Please detail in the form of a statement the Applicant's overall broadcasting philosophy and vision for the radio service;
- (ii) Please describe how the quality, range, and type of programming will serve the community.
- (iii) Please describe how community access and active participation will be facilitated and encouraged in all aspects of the service's programming.

#### **Broadcasting Day**

- (i) Please indicate for the 07.00 – 19.00 period **and** the total broadcast day.
  - the total number of broadcasting hours per day;
  - the hours of live programming (start and end) per day;
  - the hours of repeat programming (start and end) each day; and
  - the hours of pre-recorded programming (start and end) each day.
- (ii) Please indicate the percentage of broadcasting hours dedicated to:
  - music programming;
  - speech-based content;
  - news and current affairs; and
  - commercial communications (eg. advertising, sponsorship).

#### **News**

- (i) Please set out the approach envisaged for news programming, and in particular:
  - the types of news programmes to be broadcast (local, community, etc.) and their relevance to the community;
  - the sourcing of the various types of news; and
  - the number and duration of news bulletins and programmes (weekday and weekend).

#### **Current and Community Affairs Programming**

- (i) Please set out the approach envisaged for current affairs programming, and in particular:
  - the format, duration and frequency of such programmes (weekdays and weekends); and
  - the relevance of these programmes to the community and how the same will contribute to the diversity of current affairs and/or programming in the specified area.

Please demonstrate how the applicant will comply with the statutory news and current affairs requirement (two hours of broadcasting between 07.00 and 19.00 and 20% across the total broadcast day).

#### **Sports Programming**

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

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

#### **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:

- the format (documentary, magazine, etc.), language, duration, content and frequency (weekly, monthly, etc.) of such programmes;
- 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; and
- programming that supports and promotes community representation, diversity and inclusion, environmental sustainability and media literacy.

### ***Irish language and Irish Culture programming***

Please indicate the amount and describe the type of programming to be broadcast:

- in the Irish language;
- in the case of bilingual<sup>13</sup> programming, indicate the approximate amount of Irish therein;
- relating to Irish culture (please describe).

### ***Music Programming***

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

- the range and type of music proposed across the broadcast day with reference, where applicable, to genres, charts, origins and/or eras, including details of the percentage to be represented by each type; and
- 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;

### ***Promotion of Irish Talent***

Please detail how the proposed service will create new opportunities for Irish talent in music, drama, and entertainment through community partnerships or initiatives, programming, production, sponsorship, etc.

### ***Purchase and sale of broadcast material***

Please detail the proposed policy regarding the purchase, sale, or sharing/networking of broadcast material, if applicable or proposed, from both other broadcasters and third-party content providers.

### ***Other programming proposals***

If relevant, please describe any other programming proposals, such as programming in other languages or specialist speech programmes, that are proposed to carry on the service.

### ***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 the various commitments as outlined in the PPS and, generally, the diversity of programming in the specified area.

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<sup>13</sup> Bi-lingual programming may contain a maximum of 60% content in the English language.

## Section 5 – Operations

### 5.1 Studios

The Applicant must provide studios that are accessible to all. Please provide the following information:

- 5.1.1 The address of the studio building and how community access will be promoted and facilitated by this location.
- 5.1.2 Confirmation that a planning application has been made and/or approved for the studio facility.
- 5.1.3 Confirmation that the proposed studio premises will be accessible to people with disabilities.
- 5.1.4 Detailed drawings that include the dimensions of the proposed studios, technical facilities, office and administration areas and acoustic treatments. The drawings should demonstrate compliance with Part M of the Building Regulations and the NDA Buildings for Everyone Guidelines. In particular, studios must be designed and built to meet the studio circulation requirements in [Annex 1](#).
- 5.1.5 A dimensioned drawing of the disabled toilet to include the position of the door, toilet and wash basin. The drawing should also indicate the position of the disabled toilet in relation to the studio and office areas and the route from the studio to the disabled toilet if the toilet is not immediately adjacent to the studio and office areas.
- 5.1.6 Outlines of the proposed heating, ventilation, and standby power plant and where such equipment is to be located should also be provided.
- 5.1.7 The security mechanisms proposed to guard against unauthorised access to the on-air studio.
- 5.1.8 A list of itemised costs for the building refurbishment, studio construction, office fixtures, fittings, IT, studio equipment and broadcast-related technical equipment.
- 5.1.9 In cases where an applicant proposes to use existing studio, office or computer equipment or buildings, please indicate
  - (a) The age of the equipment/facilities;
  - (b) The life expectancy of the equipment; and
  - (c) Plans to replace and refurbish such equipment/facilities during the lifetime of any new contract

**Note:** No guarantee is given that studio premises currently in use 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/opt-out studios.

### 5.2 Transmission

The transmission proposal shall typically be based on a single site within the franchise area, with a nominal ERP of 50W. The site should be at an appropriate but not excessive height and, when combined with the antenna radiation pattern, provide coverage to most of the proposed area while minimising overspill coverage to areas outside the proposed franchise area. Multiple transmission sites may be permissible depending on the size of the franchise area and local topography, but this will be considered on a case-by-case basis.

Please provide the following information:

- 5.2.1 The name and address of the proposed transmitter site.
- 5.2.2 The rationale for the transmission plan includes a general description of the proposed coverage and of areas that may receive marginal or unsatisfactory reception.
- 5.2.3 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
Cnoc Beag	123456E 123456N	120m	20m	17dBW per pol

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.
- A Google/Bing map with an "x" marking the spot can also be provided to clarify the transmitter's location.

5.2.4 A description of the type of area surrounding the transmitter station, e.g. rural, urban, industrial.

5.2.5 Confirmation from the transmission facility's owner and/or operator that the site can be used for this purpose.

The following additional information:-

- (a) The details and type of antenna system required to meet the radiation pattern proposed for the transmitter station.
- (b) Details of the bandpass 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) 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.
- (e) Please indicate if a planning application has been made and/or approved for the transmission facility.

Details of a suitably qualified person or transmission company responsible for the transmitter installation and description of the ongoing technical expertise available to the institution.

The name of the owner of the transmitter, or if rented, the name of the rental company.

Details of the proposed physical location of the transmitter equipment. All equipment must be located so that access to it complies with H&S regulations in relation to safe working at heights, etc., and that there is adequate space for safe use of test equipment.

- (a) Floor level (ground floor, roof etc.);
- (b) Details of stairs or lift access if not on the ground floor;
- (c) Mounting structure of transmitter; and
- (d) If located externally, details of the housing cabinet, including its waterproofing and frost protection specifications.

5.2.6 Itemised costs for all proposed transmission equipment or, in the case where an existing transmission company is providing facilities, the annual cost and details of the level of equipment and service provided.

5.2.7 Do you require an RDS licence? If yes, what eight non-scrolling characters will be used to identify the station using RDS technology?

5.2.8 If there are other occupants on the site, please detail the following:

- (a) A list of all other occupants;
- (b) The proximity of the other antennas or masts at the site in relation to the proposed antenna and mast; and
- (c) The radio equipment the other occupants are using.

**Note:** An Coimisiún is not bound to accept any aspect of a transmission proposal. It is open to An Coimisiún and ComReg to require alterations to any part of the transmission plan as part of contract negotiations with any successful applicant.

Selecting transmitter locations, particularly in urban areas, should be carefully considered to avoid desensitising 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, available on ComReg's website at [www.comreg.ie](http://www.comreg.ie).

### 5.3 Resources (Staffing)

Please set out the proposed staffing<sup>14</sup> 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).

#### 5.3.1 Paid Staff

Please provide, where applicable:

- (a) the proposed salary level for each full-time and part-time paid post identified.
- (b) the Applicant's proposals in relation to the sourcing and recruitment of paid staff.
- (c) the Applicant's industrial relations policy, including its policy on recognising trade union membership.
- (d) the Applicant's proposed policies in relation to staff remuneration and benefits, including pension and insurance schemes, etc.
- (e) the Applicant's proposed staff training and development policy and strategy, including the proposed annual budget.
- (f) any other employment support or training schemes and information on any arrangements entered into or commitments provided or received under such schemes.
- (g) the Applicant's proposals or policies, if any, for the involvement or representation of paid staff in the applicant's ownership, control or management (e.g. membership of the Executive Organ, Subcommittees, etc.).

#### 5.3.2 Volunteers

The Applicant's approach to working with community volunteers should reference the social benefit indicators in the Social Benefit Framework. Social benefit indicators included in the application should follow the S.M.A.R.T. model and be verifiable and measurable as key performance indicators over a specific period.

Please provide details of:

- (a) the current number of volunteers and the number required to operate the service proposed.
- (b) the Applicant's strategies for sourcing and recruiting volunteers over the contract term.
- (c) the Applicant's proposals for involving volunteers at all levels of the service operation (e.g. Board, management, programme planning, production, presentation, fundraising etc.).
- (d) the Applicant's proposed policies (a list of policies or online links will suffice) regarding all staff and volunteers.<sup>15</sup>

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<sup>14</sup> Staffing includes volunteers and paid staff if applicable.

<sup>15</sup> Human Resources Policies and Procedures i.e. Disciplinary, Grievance, Working Time etc.



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

## Section 6 – Finances and Business Plan

### 6.1 Overall Financial Strategy

Please detail the proposed financial strategy over the first three-year period. The strategy must detail how the applicant proposes to meet additional pre-operational (if required) and subsequent funding requirements to facilitate the move to a full-term service (if relevant).

### 6.2 Investment Proposal

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

<b>Table A – Funding</b>	<b>€</b>
Share Capital/Members' Subscriptions	
Medium/Long-Term Borrowing	
Leasing/HP Facilities (capital value)	
Grants	
Fundraising	
Bank Overdraft	
Other (please specify)	
<b>TOTAL</b>	<b>€0.00</b>

<b>Table B – Expenditure</b>	<b>€</b>
Capital Expenditures (including capital value of leases)	
Other Pre-operational Expenditure	
Working Capital (at on-air date)	
<b>TOTAL</b>	<b>€0.00</b>

### 6.3 Sources of Funding and Expenditure.

- (h) Please detail the strategies for generating revenue from the various sources of funding outlined in Table A.
- (ii) Please provide the following details in respect of proposed borrowings:
- The amount, type and duration of the facility;
  - The drawdown schedule;
  - Any security or guarantee required in support of the facility;
  - Principal covenants/Conditions precedent;
  - Warranties/undertakings in the event default;
  - The timeframe for putting the facilities in place.
- (iii) Please provide details of the funding that will be put in place prior to the contract, prior to the launch, and after the launch of the service.

- (iv) Please set out the proportion of the capital expenditure provision that has been allocated to transmission, studio buildings, studio equipment, office fit-out, and other costs.

#### **6.4 Financial Projections**

Please provide:

- (i) detailed projected income and expenditure accounts for the first three years, clearly identifying the various sources of revenue (e.g. advertising, sponsorship, fundraising, grants, etc.) and expenditure by the area of operation or activity (staffing, programming, etc.).
- (ii) projected balance sheets for the first three years.
- (iii) a complete listing of the underlying assumptions on which the financial projections are based, relating such assumptions clearly to other application sections.
- (iv) the measures that will be taken if the financial projections are not achieved (e.g. to address a deficit or increased borrowings over the contract term).

## **Section 7 – Proposed Commencement of Broadcasting**

### **7.1 Readiness Date**

Please indicate the commencement date envisaged for the service.

### **7.2 Critical path analysis**

Please identify all actions and decisions and their timescales that the applicant must carry out from when the community sound broadcasting contract is awarded to the on-air date.

## Annex 1- Studio Requirements

### Studio Circulation Requirements

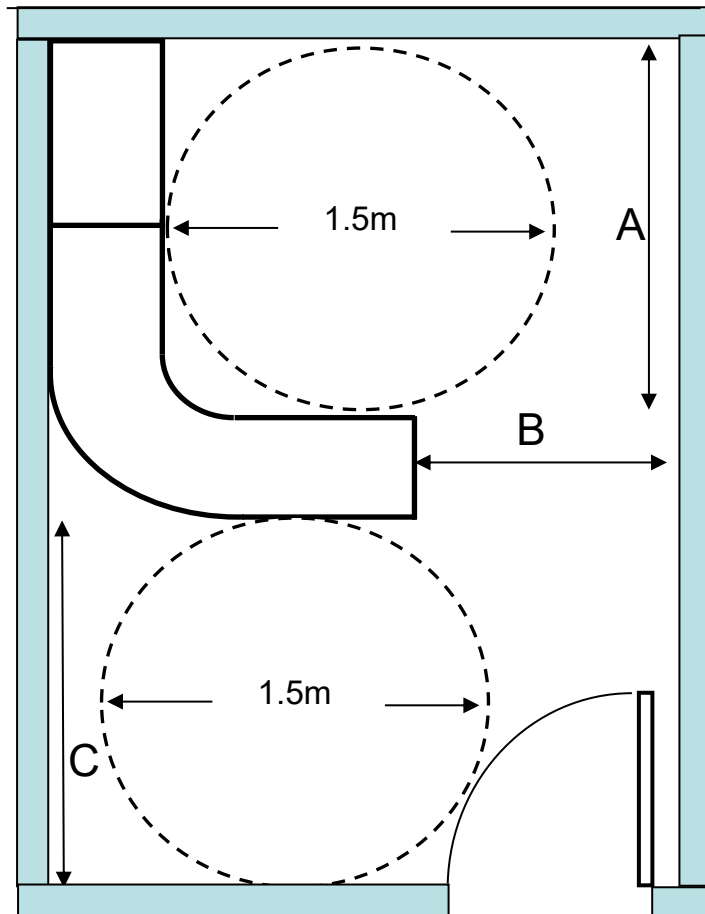


Figure 1 shows the essential dimensions for accessibility purposes in a typical studio.

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, a 1.5m turning circle is required at the presenter's position behind the desk.

The minimum value of C is 1.2m.

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

## Annex 2 –Scoring Matrix

### Community Sound Broadcast Contract

**Franchise area: East Clare, including Tulla, Scariff, Whitegate and Killaloe**

Ownership, Governance and Management (110 points)		Weighting	Available Score	Awarded 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.	8	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.	4	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.	4	20	
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.	4	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.	2	10	
Programming (230 points)				
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.	8	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.	6	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.	6	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.	8	40	
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.	8	40	
66(2)(k)	Any other matters which the Commission considers to be necessary to secure the orderly development of sound broadcasting services, and, in this instance, the extent to which programme content supports and contributes to the advancement of - (i) gender, equality, diversity, and inclusion, (ii) environmental sustainability, and (iii) media literacy.	4	20	
66(2)(k):	Any other matters which the Commission considers to be necessary to secure the orderly development of sound broadcasting services, and, in this instance, the compliance arrangements in place to ensure programming complies with all statutory and contractual obligations.	4	20	
66(3)	In considering the suitability of any applicant for the award of a sound broadcasting contract to provide a sound broadcasting service in respect of an area which includes a Gaeltacht area, the Commission shall have particular regard to the continuance and advancement as a spoken language of the Irish language.	n/a	n/a	

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 .	2	10	
<b>Operations (Studios and Transmission and Resources) (50 points)</b>				
66(2)(k)	Any other matters necessary to secure the orderly development of broadcasting services (i) Adequacy of studio and transmission facilities (ii) Suitability of transmission proposals	4	20	
66(2)(k)	Any other matters necessary to secure the orderly development of broadcasting services (Staffing Resources)	4	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	2	10	
<b>Finances and Business Plan (50 points)</b>				
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	8	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	2	10	

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

**Coimisiún na Meán**

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