



## BACKGROUND

The Simon Cumbers Media Fund was established in 2005 by Irish Aid, the Government's overseas development aid programme. The Fund honours the memory of Irish journalist Simon Cumbers, who was killed in 2004 while working for the BBC in Saudi Arabia. The aim of the Fund is to assist and promote more and better quality media coverage of development issues in the Irish media. Two rounds of funding are allocated every year: one in summer, and one in winter. The Fund is promoted and administered by DHR Communications, on behalf of Irish Aid.

## WHO CAN APPLY?

- Media organisations, media professionals or media students can apply for funding.
- Applications for print or broadcast projects will be accepted, as well as for photographic and new media projects.
- Joint applications, for example between a journalist and a photographer, are permitted; but the applicant must indicate strong reasons for the proposed collaboration.

## TERMS & CONDITIONS

- Applicants may only submit one project proposal in each funding round.
- The proposed media project must be **new**, i.e. it must not have been broadcast or published in any format previously.
- Applications must be made using the PDF application form only. Handwritten, uncompleted, or applications that exceed the word count will not be accepted. The application form is available to download from the website: <http://www.simoncumbersmediafund.ie/index.php/funding/apply-for-funding/>.
- Proposed media projects should focus on **international development themes**, including the challenges faced by developing countries. Applicants must demonstrate the relevance of their project to one or more of the Millennium Development Goals.
- Applications that promote the work of a single agency / organisation or are of a campaigning nature will not be considered. Applicants are expected to collaborate with a range of NGOs / agencies and authorities and communities in their country of destination when researching and producing their media output.
- Applicants are required to demonstrate that they have undertaken some preliminary work regarding the treatment of their proposed story (e.g. who they will interview; how they will source contact etc.), and this should be addressed in Section 3 of the application form.
- The application must demonstrate **proof of commitment** from at least one media outlet – based in the Republic of Ireland – **to broadcast or publish** the proposed media project. This proof – which can be in letter or email format – must be from the editor / producer of the media outlet indicating their intention to publish / broadcast the project. A commitment letter is required, even where the applicant is the producer / editor. The proof of commitment must be addressed to the Simon Cumbers Media Fund and appended with the application form **upon submission**. The media outlet must also undertake to credit the Simon Cumbers Media Fund. Please see sample commitment letter available on the website: [www.simoncumbersmediafund.ie/index.php/funding/supporting-materials/](http://www.simoncumbersmediafund.ie/index.php/funding/supporting-materials/).

- The primary audience of all media outlets should be in the Republic of Ireland.
- Each project funded by the Simon Cumbers Media Fund must publicly acknowledge the support received using the following wording: 'Supported by the Simon Cumbers Media Fund'. This wording must be used in all broadcasts, print outputs, photographic outputs and online outputs associated with the project. Please see letter of commitment available on the website: [www.simoncumbersmediafund.ie/index.php/funding/supporting-materials/](http://www.simoncumbersmediafund.ie/index.php/funding/supporting-materials/).
- Submissions which have a film festival / exhibition as their main outlet will not be considered as a primary publication outlet. However, applicants may wish to include their work at a film festival / exhibition in addition to their main outlet, in order to achieve a greater overall reach.
- Funding sought must be for **costs to facilitate the project**, for example, travel; out-of-pocket expenses (accommodation, subsistence, etc.); research expenses (publications or attendance at a conference or event); and resources (aids or equipment rental to facilitate your project).
- The judges will consider a number of carefully-costed applications to mount a photographic exhibition, provided that a letter of commitment to exhibit is provided by the relevant authority and the applicant clearly sets out how they will use the exhibition to increase the reach of the project and raise understanding of development issues.
- The Fund will not cover staff wages, production and / or printing costs. Applicants must demonstrate their capacity to cover 'in-kind' costs (such as production costs associated with publishing or broadcasting the proposed media project). Funding will not be granted for retrospective work or capital expenses (i.e. purchase of equipment, furnishings, etc.). Please see sample budget list available on the website: [www.simoncumbersmediafund.ie/index.php/funding/supporting-materials/](http://www.simoncumbersmediafund.ie/index.php/funding/supporting-materials/).
- For broadcasting proposals, the media outlet that has committed to broadcast the proposed media project must be registered with the Broadcasting Authority of Ireland (unless part of RTÉ or TG4).
- Applicants who are already in receipt of grants from other funding streams within Irish Aid for their proposed project will not be eligible to apply.
- The closing date for receipt of applications is 5pm on Friday, 10<sup>th</sup> May 2013.
- Applications will be accepted by email only. Applications should be sent to: [info@simoncumbersmediafund.ie](mailto:info@simoncumbersmediafund.ie).
- Applicants will receive official notification from DHR Communications once applications have been received and formally screened for compliance with the criteria of the Simon Cumbers Media Fund.
- Applicants will be notified of the judging panel's decisions by the end of June 2013.
- Funding will be disbursed to successful projects as soon as possible and once a contract has been signed between the applicant and Irish Aid. Successful applicants will be paid 70 per cent of their funding when the grant is awarded and 30 per cent on submission of a narrative and financial report and compliance with all funding criteria / terms and conditions.
- Applicants undertake to familiarise themselves with the Department of Foreign Affairs and Trade's travel advice regarding their country of destination. The Fund reserves the right to withhold funding in instances where the Department of Foreign Affairs & Trade advises Irish citizens against travel to certain destinations.
- Applicants must give their tax (PPS) number if successful. Applicants receiving funding of €6,350 or more must provide a tax clearance certificate to demonstrate that their tax affairs are in order.
- Successful applicants may be invited to attend events to showcase the work and outputs arising from the Simon Cumbers Media Fund. As a condition of funding, they will be expected to cooperate with the Fund administrators in the event of being invited to participate in showcasing activities.
- The copyright of the final product will remain with the applicant. However, materials produced must be made available – free of charge – for potential future use by Irish Aid, including on the Irish Aid website. Irish Aid will at all times acknowledge copyright.
- Work on projects that receive funding in this round must have commenced before 31<sup>st</sup> December 2013 with a view of broadcast or being published by 30<sup>th</sup> June 2014.

Applicants should note the following:

- Applicants are advised to contact the Embassy or High Consulate of the country they intend to travel to in order to determine the visa and permit procedures that are required for them to work in that country.
- In an effort to promote sustainability and to help the local economy, collaboration between applicants and local stakeholders and service providers is encouraged. To this end, for example, if a print media project requires specific photographs, the applicant is encouraged to explore a potential alliance with a local photographer in the country in which the project will be set.
- Successful applicants are expected to source the **best value available** in relation to flights, transport, accommodation and any other costs associated with their project.
- While joint applications are permitted, for value for money reasons, the judges would encourage applicants to use a local photographer, unless a second person can be justified.  
**€10,000** is the maximum amount of funding available to any applicant, but the judging panel is not obliged to award the maximum in any case. The average grant allocated in 2012 was **€3,040.43**. The maximum award would only be granted to projects that had a significant national reach and were deemed by the judging panel to fulfil all of the objectives of the Simon Cumbers Media Fund.
- Applicants are advised to check with their commissioning editor to see if other applications presenting similar topics and in similar locations have received a commitment for publication for the same round. Note: Where there are two very similar proposals from the same media organisation, judges will only allocate funding for one proposal.

## JUDGES' CRITERIA

The Simon Cumbers Media Fund judging panel will base their decision to grant all / part funding\* on the following criteria:

- Quality of the proposal.
- Value for money.
- Reach of the project (i.e. the ability of the project to reach high audience numbers and prominence in the publication or broadcast outlet / ability of the project to secure coverage across a range of media outlets or formats).
- Relevance to Millennium Development Goals and potential to increase public understanding of global development issues. (For a full list of all the Millennium Development Goals, visit: <http://www.un.org/millenniumgoals/>)
- Link with sub-Saharan Africa / Irish Aid partner countries. (For a full list of Irish Aid's partner countries, see: <http://www.irishaid.ie/what-we-do/countries-where-we-work/>)
- Focus on: (1) Climate Change / Sustainability; (2) Promotion of a positive image of Africa/tackling stereotypes;
- Focus on Irish Aid priorities. (For a full list, see: <http://www.irishaid.ie/challenges.html>)

*\*Based on the quality of applications received, the panel may decide to award partial funding to certain applicants.*

## **SELECTION OF SUCCESSFUL PROJECTS**

Successful applications will be chosen by a judging panel made up of representatives from the following organisations / groups:

- The Cumbers family.
- Broadcasting Authority of Ireland.
- Media experts.
- Irish Aid.
- Development experts.

## **FURTHER INFORMATION**

If you have questions about the Simon Cumbers Media Fund, or any aspect of the application process, please contact:

**Simon Cumbers Media Fund,**

c/o DHR Communications, 1st Floor, 30 – 31 Francis Street, Dublin 8.

Tel: 01-4200580, Email: [info@simoncumbersmediafund.ie](mailto:info@simoncumbersmediafund.ie).