



## **SIMON CUMBERS MEDIA CHALLENGE FUND**

### **Simon Cumbers Media Challenge Fund**

#### **I Overview**

The *Simon Cumbers Media Challenge Fund* is a funding scheme aimed at assisting and promoting more and better quality media coverage of development issues within the Irish media.

#### **Background to the Simon Cumbers Media Challenge Fund**

Simon Cumbers was 36 when he died. He was murdered by terrorist gunmen while filming a report for BBC Television News in Saudi Arabia. The attackers opened fire on Simon and his colleague, BBC correspondent Frank Gardner, in a suburb of Riyadh in June 2004. Simon died at the scene and Frank was seriously injured.

Simon was an experienced journalist and cameraman with an insatiable curiosity about the world and what happened in places thousands of miles away. He wanted to make a difference by telling the stories that needed to be told and his camerawork gave him that opportunity.

From his home in Navan, County Meath, Simon's career took him from newspaper and radio reporting in Ireland to work as a television correspondent with Channel 4 and ITN in the UK before retraining to become a news cameraman.

He filmed and edited reports from every continent. Whether it was the Amazonian rain forest or the African desert, civil unrest in Indonesia, earthquakes in Turkey, India and elsewhere, or shivering in the Falklands, there were few places Simon hadn't been. He was also accomplished in business, running his own newsgathering and production company, Locum Productions, with his journalist wife, Louise Bevan.

In 2005, a little over a year after Simon's tragic death, Minister of State at the Department of Foreign Affairs, Conor Lenihan TD, in close consultation with Simon's wife and family, decided to establish the Simon Cumbers Media Challenge Fund in his memory.

## II Terms and Conditions

### 1. Aim and Purpose of Scheme

The *Simon Cumbers Media Challenge Fund* is a funding scheme aimed at assisting and promoting more and better quality media coverage of development issues in the Irish media.

### 2. Grant Types and Grant Rounds

There are to be two grant types: *Standard Grants* and *TV Production Seed Grants*.

#### Standard Grants

The *Standard Grant* is designed to support media projects focused on themes such as those outlined below for the following media types: radio, photographic, print and new media.

Projects which include a mix of media types are welcome. For example; a series of newspaper articles which form the basis of a radio panel discussion, or a photographic exhibition that is displayed in a gallery, online (as a feature on a high traffic website) and as a magazine feature.

There will be two *Standard Grant* rounds each year.

#### TV Production Seed Grants

The *TV Production Seed Grants* is designed to support the development of a small number of innovative television projects focused on themes such as those described below.

There will be one *TV Production Seed Grant* round each year.

### 3. Eligible Themes & Topics

The **themes and topics** eligible for funding should centre on international development and the challenges faced by developing countries.

While not exclusive, themes and topics addressed could include: globalisation, poverty, education, health, migration, nomadic peoples, environment, women and development, international trade, democracy, governance, agriculture,

refugee flows, sustainable development, war and conflict, local development, HIV/AIDS and the role of aid. Because all projects are intended for an Irish audience, they should demonstrate an Irish link.

The projects should explore how one or more of these themes affect communities both here in Ireland and in developing countries, with a particular focus on Africa. They should focus on the issues or on those most impacted, not on the outside provider of support/change/aid.

Applicants should be aware of the briefing and support which would be available from Irish Aid for projects about Programme Countries.

#### 4. What types of Projects are eligible?

- All projects to be considered must be new
- Projects must deal with one or more themes such as those outlined above
- For the broadcast media (radio and new media) under both grant types all genres of programmes are eligible for funding (e.g. we will accept applications for factual, documentary, news or current affairs, drama, animation, children's, educational, sports programmes etc.- provided they deal with one or more of the themes such as those outlined above)
- For the TV Production Seed Grant, all genres of programmes are eligible for funding (see above)
- Programmes may be targeted towards the general public or towards a very specific audience (e.g. children)

#### 5. Who can apply?

##### *Standard Grant*

Applications will be accepted from local/national/community radio stations, independent radio producers, photographers and photo journalists, freelance and staff journalists, newspapers, and new media producers.

Joint applications are encouraged, for example, between photographers and print journalists.

##### *TV Production Seed Grant*

Applications will be accepted from independent production companies, directors,

producers and broadcasters.

### *Partnerships*

NGOs may not apply. Projects may not feature or promote the work of individual NGOs, although, clearly, the issues dealt with by NGOs are an appropriate topic. It is however acceptable to receive support, either logistical or financial from agencies, and for this to be acknowledged.

Projects on interculturalism in Ireland, as such, are not eligible – unless they clearly support understanding of international development.

The **treatment** of themes should be as creative as possible. They should have wide appeal or else applicants should be able to demonstrate that the project would have a very strong impact on a particular audience.

The Simon Cumbers Media Challenge Fund should provide real added value, and be used, as far as possible, to make the difference between a project seeing the light of day and failing. Ultimate audience figures are very important but not the absolute arbiter, because sometimes a project can have a bigger impact on a smaller, more targeted audience.

Attention should be paid to the future use of material, across other platforms, in addition to the medium in which it is first published.

Applicants may only apply once for both grant types with the same project, unless invited to do so.

## **6. Applicants Workshop**

We will host a workshop on how to prepare an application under this scheme. This workshop will introduce participants to a range of development issues and provide further information on how to make an application for funding.

| This workshop takes place annually in September. For more information, please contact [mediafund@connect-world.net](mailto:mediafund@connect-world.net) or call Lorraine Whitty on 01-4806222.

## **7. Eligible and Ineligible Costs**

### *Eligible costs*

- Direct project costs including; - Staff fees - Travel costs & expenses (airfares, accommodation, car rental, translators) - Production costs (editing time, etc.)

### *Ineligible costs*

- Retrospective work
- Capital or equipment costs (such as cameras, editing equipment etc.)
- Consultant fees to write applications
- Third level fees
- Purchase, repair or furnishing of buildings
- Servicing debts or loans

All costs must be verified by receipts. The individual grant amount cannot be increased after it has been agreed and disbursed.

## 8. Grant Conditions

Grant applications will be made by full completion of a grant application form. Grants will be disbursed when a contract has been signed between the grant applicant and Connect-World.

### *Grant payments*

Individual grants will typically not exceed €10,000 (Standard Grant) and €30,000 (TV Production Seed Grant). Successful applicants will be paid 80% when the grant is awarded and 20% on the basis of a full commission by a broadcaster within Ireland (Standard Grant) or on submission of a narrative and financial report (TV Seed Grant).

### *Reporting requirements*

A narrative and financial report will be required at the end of the project.

### *Tax clearance*

Applicants must give their tax or CHY number in their application form. Applicant organisations being funded €6350 or more must provide a *tax clearance certificate* to show that their tax affairs are in order.

### *Acknowledgement*

Each project funded must publicly acknowledge the support received under the scheme, using the following language: 'Supported by the Simon Cumbers Media Challenge Fund'.

## 9. Copyright

The copyright of the final product will remain with the applicant. However materials produced will have to be made available free of charge for potential future use by Connect-World and Irish Aid. Connect-World and Irish Aid will at all times acknowledge copyright.

## 10. Selection of Projects

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

- Connect-World
- Irish Aid
- Cumbers Family
- Broadcasting Commission of Ireland (BCI)
- TV/Broadcasting expert

### **Assessment Criteria**

Applications will be assessed by the panel (see above) using the following criteria:

- Innovation in treatment of development themes
- Innovation in programme/project approach
- Demonstrated experience and evidence of technical expertise
- Inclusion of a local and a global dimension
- Collaboration across various forms of media
- Position on radio schedule/prominence in publication or online media (Standard Grant)
- Estimated audience reach/readership (Standard Grant)
- Likely position on broadcast schedule (Standard Grant)
- Value for money

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