

## Media Grant Scheme 2019/20

### Guidance Notes

The aim of the Media Grant Scheme is to commission media projects which focus on the engagement of civic society to underpin peace building in Northern Ireland and/or to support the development of a more diverse society in line with the Together Building a United Community (T:BUC) Strategy.

The scheme is primarily for the creation of new material but may include the diversification of existing resources to increase their use with appropriate audiences.

The type of work supported includes digital content projects, info-graphics, television, radio, video and podcasts.

<b>Together Building a United Community</b>
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Applicants are required to identify the relevant priority from the Together: Building a United Community strategy (see list below) to which the proposed project will contribute to and indicate how it will contribute to meeting the selected outcomes.

Key Priority 1: Our Children and Young People

Outcome 1.1 Improving attitudes between young people from different backgrounds.

Outcome 1.2 Young people engaging in bringing the community together.

Key Priority 2: Our Shared Community

Outcome 2.1 Increased use of shared space and services (e.g. leisure centres, shopping centres, education, housing)

Outcome 2.2 Shared Space is accessible to all.

Key Priority 3: Our Safe Community

Outcome 3.1 Reduce the prevalence of hate crime and intimidation.

Outcome 3.2 A community where places and spaces are safe for all.

Key Priority 4: Our Cultural Expression

Outcome 4.1 Increased sense of community belonging (widens contribution beyond community background)

Outcome 4.2 Cultural diversity is celebrated

You can download the 'Together: Building a United Community' Strategy at the link below.

[Together: Building a United Community \(PDF 620KB\)](#)

## Media Grant Scheme 2019

The 2019 Media Grant Scheme is aiming to support media projects whose objectives will:

Encourage the engagement of civic society to:

1. Underpin peace building and promote change.

Some examples of this could include (although not exclusively) the following;

- a. Addressing the issues of cultural identity, flags, emblems and parades and protests;
- b. Encouraging respectful cultural expression;
- c. Developing greater understanding around issues of shared space, shared housing and shared education, and enhancing community safety;
- d. Tackling alienation;
- e. Disengaging Paramilitarism in society; or
- f. Sustaining survivors.

**OR**

2. Support the development of a more diverse society.

An example of this could include;

- a. Giving voice to people of ethnic minority and minority faith backgrounds, young people and women.
- b. Addressing issues of hate crime in relation to addressing racism and/or sectarianism.

## Media Products

The scheme is designed to highlight the complexity of issues in a particular set of themes, to increase the understanding and to have the potential to change attitudes in a significant section of the population.

Applicants are invited to consider how the **methodologies/models** used could provide both solid information and engage key target groups in discussion.

All produced work should address at least one or more of the following outputs:-

- a. Share best practice,
- b. Promote learning resources,
- c. Promote new learning for wider sector and CRC,
- d. Advocate on specific issues,
- e. Gather evidence on specific issues, and
- f. Give voice to otherwise less visible groups or positions.

## **Dissemination**

While CRC will make every reasonable effort to assist with the dissemination of the media product through its own media resources, this is the responsibility of the producer. It is important that applicants clearly outline how their proposal will be disseminated to a wider audience.

## **Funding**

The total fund available from which a number of awards may be made under the Media Grant Scheme is in the region of £15,000. We anticipate making individual awards between £3,000 and £5,000 this may increase slightly in exceptional cases.

Where match funding is required this must be clearly identified on the application form. Match funding must be in place before letters of offer are issued.

Complementary funding to enhance the overall project may be available from the Community Relations/Cultural Diversity Grant Scheme and the Publications Grant scheme. Details of both are available at <http://www.community-relations.org.uk/funding-schemes/>

## **Decision Making**

Decisions will be made on the basis of the information provided on the Media Grant Application Form, and the quality of the media sample provided.

## **Selection Criteria**

Commercial, sole traders and voluntary groups are eligible to apply.

In order to be eligible for funding all sections of the application must be completed and details of legal status, tax details and relevant documents provided.

ONE sample of your work as a web link or DVD not exceeding 5 minutes should be provided. The sample may be embedded in an electronic version of the application form, in a CD /DVD or provided in a way in keeping with the proposed technology.

The Curriculum Vitae of the writing and production teams should be provided.

The essential selection criteria are:

1. The management arrangements are clearly detailed and information requested is provided.
2. The proposed project is defined and relevant.
3. The dissemination strategy is defined and satisfactory.
4. Promoter and partners have sufficient experience and expertise in the production and dissemination of media projects.
5. The proposed budget demonstrates value for money and is sufficient to deliver a completed end product and as appropriate other funding required is in place.

6. The project can be implemented in the timescale - by 31.3.2020.

### Evaluation

A post project evaluation form will also be required following the completion of the media product.

### Deadlines

**The deadline for applications is the 12<sup>th</sup> September.** Application forms should be submitted through the new on-line application process which can be accessed through the CRC website [www.nicrc.org.uk](http://www.nicrc.org.uk) .