[IE] BAI media research funding scheme 2016

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On 30 August 2016, the Broadcasting Authority of Ireland (BAI) launched its Media Research Funding Scheme 2016, with funding being made available for research projects on themes of relevance to the broadcasting sector and the BAI.

The Scheme is set out in a 19-page document, which identifies a number of areas of interest: first, gender in the media, including identifying the research gaps in gender in radio and television in Ireland; identifying gender performance indicators or broadcasters; and other relevant gender topics. Second, broadcast media and society, including the extent to which the Irish broadcasting landscape reflects and shapes Irish society; diverse and culturally relevant Irish content in a changing media environment: challenges and opportunities; and to what extent there is diversity in the voices and viewpoints in Irish broadcasting. The third area of interest is Irish language in broadcasting. However, the document states that these themes are only indicative, and "applicants are also invited to submit applications relating to any other theme that may be considered as supporting the BAI's strategic goals and objectives".

The Scheme is made under section 26(2) of the Broadcasting Act 2009, which states that the BAI's responsibilities include: "to collect and disseminate information on the broadcasting sector in the State", "to initiate, organise, facilitate and promote research relating to broadcasting matters", and "to undertake, encourage and foster research, measures and activities which are directed towards the promotion of media literacy, including co-operation with broadcasters, educationalists and other relevant persons". A total of EUR 50,000 is being made available under the 2016 scheme, and the deadline for receipt of applications is noon on 14 October 2016.

Broadcasting Authority of Ireland, Media Research Funding Scheme 2016, September 2016

http://www.bai.ie/en/download/131197/

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