

**Arts and Cultural Industries Branch**

**BOOK AND PUBLISHING DEVELOPMENT PROGRAM**

**- PUBLISHERS core grant component -**

**Guidelines**

Application deadline: May 15, 2023

Grant cycle: Multi-year (3 years)

**Goals**

Administered by the Arts and Cultural Industries Branch of the Department of Tourism, Heritage and Culture, the Publishers Core Grant Component provides funding for eligible publishers that meet evaluation criteria to help them produce and present literary works.

**Objective**

Based on the Book Policy for New Brunswick, the component has the following objectives:

* Support the development of a strong publishing industry in New Brunswick;
* Encourage excellence and professionalism with regards to book publishing industry professionals, including publishers and writers.

**Program Structure**

This program aims to support book publishers that represent the best investment for the Province. Grants are based on the evaluation by an independent jury composed of professionals from the literary sector. The evaluation process focuses on the merit of the organization with respect to: 1) *Professionalism and quality*; 2) *Relevance and* *impact*; and 3) *Operations and finances*.

**Eligible publishers**

Application under this component is limited to wholly Canadian-owned publishing companies that demonstrate:

* Their head office is located in New Brunswick;
* They have been incorporated and operating for a minimum of one year;
* The majority of their owners and administrators are residents of New Brunswick;
* Their regular program of publishing has included at least three titles during the last fiscal year;
* Their principal activity consists of publishing literary works in one or more of the following categories: Literary Fiction, Literary Non-fiction, Literary Essays, Drama, Poetry, Children’s/Young Adults Literature;
* Their target market is the general public (as opposed to narrow niche markets);
* They employ permanent qualified administrative and editorial professionals;
* They offer the services of qualified staff, both at the editorial/artistic level and management level;
* They have established appropriate methods of book distribution;
* They have submitted ALL information as listed under the “Grant Requirements” section of these guidelines.

Note: The Department accepts requests for financial assistance from publishers only; writers and translators must submit their works directly to publishers.

**Ineligible Organizations:**

* Printing companies, i.e. companies who print works for fees and/or do not subject the works to an established editorial process;
* Specialized publishers, i.e. companies who publish works destined primarily for narrow niche markets or special interest groups;
* University, college or municipality-based publishers (i.e. publishing houses who receive subsidies from a university, college or municipality).

**Eligible Titles**

Subsidization is offered to the publication of works that contribute to the development of Canadian literature for a general audience (as opposed to narrow niche markets or special interest groups). To be eligible, a title must:

* Contain at least 50 percent Canadian-authored creative content – text or graphic;
* Have at least 48 printed pages between the covers, with the exception of children’s books, which must have at least 24 pages;
* Have a print run of at least 350 copies;
* Be published principally in English, French, or one of Canada’s Aboriginal languages;
* Fall under one of the following categories: Literary Fiction, Literary Non-fiction, Literary Essays, Drama, Poetry, Children’s/Young Adults Literature.

**Ineligible titles**

* Directories, index compilations or bibliographies of minimal critical content;
* Instructional or self-help books and manuals, including books which describe “how-to” techniques, skills or games;
* Books for which the author does not receive a royalty;
* Books to which the author has made a financial contribution toward the publishing costs (this includes an author’s obligation to purchase a given number of copies of his or her book as a condition of publication);
* Publications written by owners or employees of the publishing house; unless these titles represent less than 25% of the house’s program each year (an exception can be made for publishing collectives, but the application must make a special request and may be required to submit additional information on the collective);
* Normal reprints of regular titles. (Substantially revised editions of previously published works or new format editions may be eligible);
* Academic, scholarly, or educational publications destined primarily for and educational or scholarly market;
* Books destined primarily for narrow niche markets or special interest groups;
* Catalogues;
* Reference books, unless they are about the arts;
* Books with text that is primarily short captions, quotations, jokes or sayings;
* Autobiographies that emphasize personal growth (in other words, those that focus on self-actualization, self-improvement, or devotional or spiritual practice);
* Psychology or self-help books;
* Books commissioned or paid for by an individual, group, political party or organization where the applicant publisher does not have complete an independent editorial control;
* Co-publications with governments, government departments or agencies, except titles that are co-published with museums or art galleries;
* Books for which 50 percent or more of the print run is pre-sold outside the normal trade bookselling channels and book clubs;
* Collections of previously published articles transcripts of broadcasts and conference papers, unless they make a significant literary contribution (as defined as above for eligible literary non-fiction);
* Verbatim interviews, unless they make a significant literary contribution (as defined as above for eligible literary non-fiction); and
* Books containing prominently displayed advertising, promotional material and (or) corporate logos.

**Evaluation Process and Grant Calculation**

Applications to the program are evaluated by an independent jury in a competitive, comparative context within which adjustments to the previous cycle’s grant may occur. Funding adjustments (whether increases or decreases) are based on an applicant’s performance according to the program objectives and assessment criteria, as well as their performance alongside other applicants. Adjustments also reflect the funds available and the number of applicants competing for those funds. While there is currently no ceiling to the increase an applicant may earn, a decrease will not exceed 20% of the previous cycle’s grant amount. The jury may also recommend that the applicant’s grant remain the same as the previous year.

The jury is comprised of professionals from the literary sector. Members are chosen to ensure fair representation of expertise, language, and regional diversity. The jury’s recommendations are based on the merit of the applicant’s overall operations, as described in their application and in relation to other applicants. Specifically the jury examines the applicant’s relative success in the areas of the goals and objectives of the program. A copy of the evaluation grid is available in Annex A to these guidelines.

*Note:*

In the case of disagreement concerning the interpretation of its policies funding programs and their respective components, the Department of Tourism, Heritage and Culture reserves the right to final interpretation of the intent and implementation of a funding component.

**Notification of Results**

Publishers will be notified of the results in writing approximately 60 days following the application deadline.

**Grant modification and allocation**

Publishers enter the jury process with a base amount of 80% of the previous year’s operational grant. The jury will measure the applicant’s performance against the criteria of the program, and recommend the final grant amount to the Department.

The jury may also recommend that no grant be allocated to an organization, should it note one or more of the following:

* Serious and/or persistent shortcomings with respect to the publisher’s response to program requirements;
* A significant decrease or ongoing decline in the level or quality of the publisher’s activities,
* Concern for the organization’s current viability or long-term sustainability;
* Failure to respond to the application questions in a satisfactory manner;
* Significant changes to senior editorial or administrative personnel, or a disruption of activities is predicted;
* Failure to meet its financial obligations and/or the required reports and financial forms are not forwarded to the Department in a timely fashion;
* The publisher is in violation of the Act under which it was incorporated;
* The funding budget available to the Department is reduced such that a revision of the expenditure plan is necessary.

**Additional Information**

The Department of Tourism, Heritage and Culture must be notified immediately of any change in the initial application or the budget submitted.

Applicants must keep the guidelines and a copy of their application form for their records.

The Department of Tourism, Heritage and Culture is subject to the Right to Information Act and the Protection of Personal Information Act.

The guidelines for the Operational Grant Component may be modified without any notice and apply to all applications submitted.

**Acknowledgement of Department’s Support**

Successful applicants must acknowledge the support of the Province of New Brunswick in the publications produced with the funds provided by the Department.

**Application Deadline**

Applications must be submitted in electronic format to the Arts and Cultural Industries Branch on or before May 1st.

**Contact information, address and email:**

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| Arts and Cultural Industries Branch  Department of Tourism, Heritage and Culture  Att: Rebekah Chassé  P.O. Box 6000  Fredericton, NB E3B 5H1  Telephone: (506) 453-5372  Fax: (506) 453-2416  culture@gnb.ca |

**Book and Publishing Development Program**

**Publishers Operational Grant Component**

**Annex A: Evaluation Grid**

**Applicant :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| 1. **General and contextual information**   *This part of the application is not scored. It is meant to provide the jury with an understanding of the organization and the particular context in which it operates.* | |
| * Brief history and mandate of the organization | |
| * Other sources of support available to the organization (e.g. federal government programs, foundations, etc.) | |
| * Major adjustments/adaptations undertaken by the organization in response to the impacts of the COVID-19 pandemic | |
| Observations: | |
| 1. **Professionalism and quality of the publishing program**   *Please provide your score based on the applicant’s responses to this question, taking into consideration the following indicators (if they apply to the organization).* | **Rating** |
| * + How the organization maintains and enhances its editorial expertise/capacity |  |
| * + Organization’s digital/audio publishing activities and how they influence overall production capacity |  |
| * + Organization’s marketing, promotional and export strategies and how they adapt to specific publications or writers |  |
| * + Organization’s distribution arrangement |  |
| **Partial score** | **/40** |
| 1. **Impact on New Brunswick and Canadian literary sector**   *Please provide your score based on the applicant’s responses to this question, taking into consideration the following indicators (if they apply to the organization).* | **Rating** |
| * + Selection process of writers and manuscripts |  |
| * + How the organization mentors, develops and supports established and emerging writers |  |
| * + Payment structure for writers |  |
| * + If applicable: Sample of recent press coverage including recent awards, articles and/or critical references to published writers or the organization itself |  |
| * + Efforts made to develop/publish New Brunswick writers and how the organization promotes awareness of New Brunswick writers to local, national and international readerships |  |
| * + Description of titles planned for the next three years and how they contribute to the organization’s ongoing success |  |
| **Partial score** | **/30** |
| 1. **Operations and finances**   *Please provide your score based on the applicant’s responses to this question, taking into consideration the following indicators (if they apply to the organization).* | **Rating** |
| * + Administrative and human resources structure and how it adapts over time in response to market demands and/or industry trends |  |
| * + Organization’s strategic planning/succession planning processes (most recent strategic plan provided?) |  |
| * + Organization’s current financial outlook, including how it is mitigating financial impacts of COVID-19 pandemic |  |
| **Partial score** | **/30** |
| **Total score** | **/100** |
| **Other notes/comments on the strengths/weaknesses of the application:** | |