

Book and Publishing Development Program

Guidelines



Department of Wellness, Culture and Sport

Program Description

The purpose of this *Program* is to encourage and support the literary arts and the growth of New Brunswick's book publishing industry.

Program Objectives

- To support New Brunswick publishers in order to enable them to be more competitive.
- To support the translation of New Brunswick literary works into French, English, Mi'kmaq or Maliseet.
- To promote the literary arts.
- To support New Brunswick independent booksellers to be more competitive and adapt to changing trends in the book retail sector. (e.g. information technology)

Funding Components

There are four separate funding components to this Program:

1. *Publishers Operational Grant (Under Review)*
 - i. *Book Publishers* (page 2)
 - ii. *Periodical Publishers* (page 3)
2. *Literary Translation Grant* (page 4)
3. *Literary Promotion Grant* (page 6)
4. *Independent Booksellers Technology Development Grant* (page 9)

The specific guidelines for each funding component are presented under their corresponding headings.

Publishers Operational Grant

Operational Funding for Book Publishers

*******UNDER REVIEW*******

Publishers Operational Grant

Operational Funding for Periodical Publishers

*******UNDER REVIEW*******

Literary Translation Grant

Description

This component provides funding to New Brunswick's publishing industry to assist in covering to cost associated with the translation of New Brunswick literary works into French, English, Mi'kmaq or Maliseet.

Objective

There is one broad objective that this funding component is intended to serve:

- To support the translation of New Brunswick literary works into French, English, Mi'kmaq or Maliseet.

Funding

Funding under this component will be in the form of a grant of up to 75% of the total translation expenses to a maximum of \$5,000 for each eligible title.

Note: The *Literary Translation Grant* is available only to publishers who qualify for funding through the *Publishers Operational Grant* component.

Eligibility Criteria

Eligible Applicants would include:

- NB Publishers who currently receive funding under the *Publishers Operational Grant* component.

All Applicants who submit a request to the *Literary Translation Grant* funding component must:

- Have applied, if eligible to do so, for translation funding assistance through the Canada Council for the Arts;
- Have literary works that meet the eligibility criteria that are presented for books and periodicals in the *Publishers Operational Grant* component;
- Have used *Literary Translation Grant* application form to submit their application for funding;
- Not be requesting funding for translation activity that has already occurred.

Application Process

The application forms relating to the *Literary Translation Grant* component of the Program can be downloaded from our Web site by following the links at

http://www.gnb.ca/0131/art_book-e.asp or by contacting the Arts Development Branch directly.

We strongly encourage first time applicants to discuss their eligibility with the relevant Program Officer before applying for funding under this program.

Publishers must provide one copy of each translated title or periodical that was funded under this program.

For each year that a grant is received, recipients must acknowledge the support of the Province of New Brunswick in their new eligible publications.

Applications for the current fiscal year will be considered from **April 15th** until such a time as the program budget is fully allocated.

Evaluation Criteria

All applications being considered for funding under the *Literary Translation Grant* funding component will be evaluated based on the following:

- The Applicant meeting the eligibility criteria;
- The literary work meeting the eligibility criteria;
- The application form being completed as required;
- Funding earmarked for this activity being available.

The Program Officer will assess all applications and provide a recommendation to the Director of the Arts Development Branch.

Note

- In the case of disagreement concerning the interpretation of its policies and guidelines, the Department of Wellness, Culture and Sport reserves the right to final interpretation of the intent and implementation of a program.
- The Department reserves the right to revise the guidelines at any time without notice.

Contact Information

Arts Development Branch
Department of Wellness, Culture and Sport
PO Box 6000
Fredericton, NB
E3B 5H1

Tel: 506-453-2555
Fax: 506-453-2416
E-Mail: artsnb@gnb.ca
Website: www.gnb.ca (Keyword: Arts)

Literary Promotion Grant

Description

This component provides eligible New Brunswick organizations and groups, whose primary mandate is to promote books and reading, with funding to help fund large-scale activities within the province that focus primarily on the literary arts.

Objectives

There are three broad objectives that this Initiative is intended to serve:

- To create an environment where New-Brunswickers are encouraged to integrate books and the joy of reading into their daily lives;
- To improve access to books and foster reading;
- To support the province's Book Policy.

Funding

This component provides funding in the form of a grant of up to 75% of the project's total cost to a maximum of \$20,000 per year.

Note: Events funded by this Program are ineligible for a second grant for the same literary activity through a different Arts Development Branch Program.

Eligibility Criteria

Eligible Applicant

Eligible Applicants would include (but not limited to):

- Non Profit Organizations
- Provincial Cultural Organizations/Associations
- Municipalities with a cultural policy
- First Nations

Eligible activities

Eligible activities would include those that:

- Focus primarily on presenting the literary arts through programming that includes mentoring, readings or presentations by a variety of authors, and bookselling activities (i.e. book fairs, literary festivals);
- Feature professional authors whose works are not primarily self-published;
- Have a clear artistic mandate or theme.
- Are readily accessible to the general public;

- Encourage broad-based knowledge and awareness of the literary arts within the community (i.e. awareness campaign);
- Are concentrated in both time and place.

Note: Activities that are primarily writing courses or workshops are ineligible for funding through this program.

Application Process

The application forms relating to the *Literary Promotion Grant* component of the Program can be downloaded from our Web site by following the links at http://www.gnb.ca/0131/art_book-e.asp or by contacting the Arts Development Branch directly.

We strongly encourage first time Applicants to discuss their eligibility with the Program Officer before applying for funding under this Program.

All Applicants who receive funding must provide a final report containing the following information within 30 days of the event being completed:

- Name of Applicant (and contact information – phone, fax, e-mail, contact person)
- Project Name
- Project Goal/Objectives
- Outcomes Achieved
- Actual Funding Sources & Expenditures

Applications for activities occurring in the year that begins with **April 1st** must be received by the Arts Development Branch at least 6 weeks prior to the event. Applications will be accepted for consideration until depletion of the budget for the current fiscal year.

Evaluation Criteria

All applications being considered for funding under the *Literary Promotion Grant* component will be evaluated based on the following:

- Excellence of Event/Activity;
- Scope of Audience;
- Educational Value;
- Projected Economic Impact;
- Depth of New Brunswick Cultural Heritage.

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Independent Booksellers Technology Development Grant

Description

This component provides eligible independent booksellers with funding to support their adaptation or expanded use of information technology to allow them to be more competitive on the global market via e-commerce.

Objective

There is one broad objective that this funding component is intended to serve:

- To support New Brunswick independent booksellers to be more competitive and adapt to changing trends in the book retail sector. (e.g. information technology)

Funding

Funding under this component will be in the form of a grant of up to 75% of the total project costs to a maximum of \$25,000 per year.

Eligibility Criteria

The following conditions must be satisfied for applicants to be eligible for this funding:

Applicants must meet the definition of an independent bookseller.

Definition:

Independent Bookseller:

- Primary activity is selling new books to the public in a variety of genres;
- Head office and the majority of its owners are located in New-Brunswick;
- Physical points of sale are readily accessible by the public and equipped with display units dedicated to books;
- Book sales represent more than 50% of its total sales;
- Opened year round.

Application Process

Proposals must contain the following information:

- Name of Applicant (and contact information – phone, fax, e-mail, contact person)
- Project Name
- Project Goal/Objectives
- Project Description

- Expected Outcomes
- Partners
- Budget (funding from all partners must be included)
- Latest Financial Statement
- Timelines

We strongly encourage first time Applicants to discuss their eligibility with the Program Officer before applying for funding under this Program.

All Applicants who receive funding must provide a final report containing the following information within 30 days of the event being completed:

- Name of Applicant (and contact information – phone, fax, e-mail, contact person)
- Project Name
- Project Goal/Objectives
- Outcomes Achieved
- Actual Funding Sources & Expenditures

Applications for projects occurring in the year that begins with **April 1st** must be received by the Arts Development Branch at least six weeks prior to the beginning of the project. Applications will be accepted until depletion of the budget for the current fiscal year.

Evaluation Criteria

All proposals being considered for funding under the *Independent Booksellers Technology Development Grant* component will be evaluated based on the following:

- The Applicant meeting the eligibility criteria;
- The proposal being completed as outlined in the **Application Process**;
- Soundness of the proposal;
- Financial investment by the Applicant;
- Level of innovation;
- Potential impact on book sales and growth.

Note

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