



Application Form  
Publishers Assistance Program  
Deadline: June 1, 2024

For Internal Purposes: File # 01-

**Applicant Information**

Company name and address:

---

---

---

Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Staff**

Name

Full or part-time

Position

Name	Full or part-time	Position
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Sales**

Provide your net sales between April 1, 2023 and March 31, 2024 (not including textbooks):

Print/Audio     \$ \_\_\_\_\_

eBooks             \$ \_\_\_\_\_

**Grants**

List grants received during the previous year from all federal and provincial government departments:

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**Base Component -- Eligible Titles**

Please attach the following information for each eligible title released April 1, 2022 to March 31, 2023.

- 1. Title \_\_\_\_\_
- 2. Author(s) \_\_\_\_\_
- 3. Genre \_\_\_\_\_
- 4. Print Run \_\_\_\_\_
- 5. # pages \_\_\_\_\_
- 6. Release Date \_\_\_\_\_
- 7. List Price \_\_\_\_\_
- 8. eBook Formats, if applicable \_\_\_\_\_

**Evaluation Component - Assessment of Publishing Program**

The evaluation assessment is based on points awarded for each of the 20 criteria listed below, as per the Publishers Assistance Program Application Guidelines (Appendix A). An applicant scoring less than 25 assessment points out of the maximum of 100 points will not receive assistance under the Publishers Assistance Program.

Please describe your current and anticipated activities in terms of the criteria below, where applicable, in an attached document.

**Quality of Publishing Program**

1. Highlights, recent awards, critical responses and other professional recognition
2. Efforts made to maintain or improve editorial expertise, editorial choices
3. Editorial and production process, from manuscript selection to release date
4. Author development
5. Creation of (and conversion of print titles to) eBook titles
6. Professional management of contractual obligations according to industry standards

**Quality of Presentation**

7. Overall quality of writing and editing
8. Page and cover design
9. Binding and overall production quality

**Marketing**

10. Marketing and promotional strategies and how they adapt to specific titles
11. Submission of titles for awards, festivals and readings; author events and media coverage
12. Catalogue (print and/or digital) creation and content; website creation and content
13. Distribution arrangements for printed books and eBooks
14. Development of new models and strategies (including the use of digital platforms) to adapt to changes in digital technology and delivery
15. Export activities; sale of subsidiary rights

**Management**

16. Financial planning and reporting
17. Business plan and long-term vision for company
18. Human resources structure
19. Efforts made to improve staff expertise; professional status of employees
20. Responses to specific challenges facing company/industry

**Additional Information**

Please include the following support materials with your application:

- Copy of each eligible title released April 1, 2023 to March 31, 2024
- A copy of your standard author/publisher contract
- A copy of your standard royalty statement
- Financial Statements and Royalty Certification Report for your most recently completed fiscal year
- Support materials

**Privacy and Confidentiality Notice**

We will only use the personal information collected or provided as part of this application process for purposes directly related to the operation of the relevant programs and for statistical reports. Information you provide us in confidence, both personal and business-related, will be kept confidential unless:

- you approve its release, or
- we are required or authorized by laws such as the Access to Information and Protection of Privacy (ATIPP) Act to release it.

If you have questions regarding privacy and confidentiality, contact the Access and Privacy Coordinator, Department of Tourism, Culture, Arts and Recreation, phone (709) 729-7000 or email [TCAR@gov.nl.ca](mailto:TCAR@gov.nl.ca).

**Applicant Declaration**

To the Department of Tourism, Culture, Arts and Recreation (TCAR):

- a) I confirm that the information given in this application is, to the best of my knowledge and ability, complete, true and correct.
- b) I have read the eligibility criteria for this program as described in the Publishers Assistance Program Application Guidelines (Appendix A, attached hereto) and confirm that my company meets these criteria.
- c) I accept the terms of the program as described in the Publishers Assistance Program Application Guidelines and agree to accept TCAR’s decision.
- d) I certify that my organization has met all its contractual obligations to writers, illustrators and other copyright licensors. I understand that no grants will be issued to publishers that owe royalty payments to writers, illustrators and other copyright licensors as of the application deadline.
- e) I certify that neither the Applicant nor its officers are involved in any litigation, or in any proceedings before any government board, agency or tribunal which have not been disclosed in writing as an attachment to this application.
- f) I agree to provide any additional information required by TCAR to complete the assessment of this project and authorize TCAR to make any inquiries of such persons, firms, corporations or other government agencies as it deems necessary in order to reach a decision on this application.
- g) I will instruct the existing lenders, as indicated above, to provide TCAR with full information concerning my operating and financial position. I further authorize TCAR to discuss fully my affairs with the funding partners and credit agencies and other potential contributors regarding this application.
- h) I understand that failure to disclose relevant information may result in cancellation of this application.

\_\_\_\_\_  
Name and Position of Authorized Official

\_\_\_\_\_  
Signature of Authorized Official

\_\_\_\_\_  
Date

**Submit to**

Publishers Assistance Program, Arts and Heritage Division  
 Department of Tourism, Culture, Arts and Recreation  
 P.O. Box 8700, St. John’s, NL A1B 4J6

**For inquiries regarding the Publishers Assistance Program please call 709-729-7613.**

## **Appendix A: Publishers Assistance Program Application Guidelines**

### **Eligible Costs**

The Publishers Assistance Program targets editing, design, marketing, and professional development as a means of enhancing products and the overall impact of government funding to the publishing sector.

### **Editing**

This component assists publishers with costs related to enhancing the presentation of books. Eligible costs include content editing and copyediting.

### **Design**

This component assists publishers with costs related to enhancing the presentation of books. Eligible costs include cover and page layout and design, including costs associated with images (artwork, photography).

### **Marketing**

This component assist publishers with costs related to marketing activities aimed at enhancing audience development locally, nationally and internationally. Eligible costs include those directly related to the promotion and sale of books.

### **Professional Development**

This component assists publishers in participating in professional development opportunities, including training programs, forums, information sessions, and attendance at industry-led conferences, both within and outside the province.

### **Ineligible Costs**

The program does not support general operations, printing costs, royalty payments to authors, or the earnings or wages of owners of companies; these costs are ineligible.

### **Applicant Eligibility**

To be eligible for assistance under the Publishers Assistance Program a publishing company must:

- Have its effective management, editorial and financial control within the Province of Newfoundland and Labrador;
- Have as its primary activity the publication of books;
- Have in print no fewer than ten eligible titles;
- Be able to provide a financial statement (Review Engagement or Audit Engagement) and a Royalty Certification Report for the previous fiscal year;
- Demonstrate fiscal viability;
- Demonstrate contractual relationships with authors;
- Issue clear royalty statements on a regular basis and fulfill all contractual obligations and agreed terms to writers, illustrators, translators, artists and other services and licensors;
- Have an on-going publishing program of at least three eligible titles per year. Audio productions are eligible if the authored work would normally be eligible for support as a book and if the product is professionally produced on CD, DVD or in marketable digital format;
- Be incorporated and publishing eligible titles for a minimum of two years; and
- Score greater than twenty-five (25) assessment points out of the maximum one hundred (100) points of the Evaluation Component (see Funding Structure below).

The Government of Newfoundland and Labrador reserves the right to ask for additional information to determine the eligibility of an applicant.

## **Funding Structure**

Funding is allocated based on two components: a Base Component allocated on a per publication basis, based on eligible titles released the previous year (40% of funding); and an Evaluation Component based on an assessment of the company's publishing program (60% of funding) as presented in the application.

The Evaluation Component is based on points awarded for each criterion (as indicated on the Application Form) per the following scale: 0 for Very poor or non-existent; 1 for Poor; 2 for Fair; 3 for Good; 4 for Very good; and 5 for Excellent. An applicant will not be eligible for funding under the Publishers Assistance Program if fewer than twenty-five (25) assessment points out of the maximum one hundred points (100) of the Evaluation Component are awarded.

## **Ineligible titles**

- Vanity titles; titles that are subsidized by the author through pre-publishing sales or through financial contribution towards publication costs, including editing, distribution, warehousing, marketing, and printing;
- Titles for which the author or illustrator does not receive royalties;
- Titles for which legal obligations to authors, illustrators and other copyright holders have not been honoured;
- Titles commissioned or paid for by an individual, group, political party or company where the publisher does not have complete and independent editorial control;
- Reprints of titles;
- Titles designed to meet educational curriculum criteria;
- Titles intended for a specialized or academic audience. Published titles should be accessible to a general reading audience;
- Titles written by owners or employees of the publishing company;
- Catalogues of visual art, reference books, calendars, activity books, trivia, psychology and self-help books, manuals, commissioned publications and government publications. Cookbooks, guidebooks and how-to books are normally ineligible except where it is deemed they reflect to a significant degree the culture or other aspects of Newfoundland and Labrador;
- Titles with fewer than a total of 48 pages between the covers, with the exception of children's books which must contain at least 24 printed pages;
- Titles with a minimum print run of less than 350;
- Titles with text that is primarily short captions, quotations, jokes or sayings;
- Colouring and activity books; and
- Trivia and quiz books.

## **Eligible Categories**

The following categories and combinations thereof are eligible: fiction and non-fiction; children, young adult and adult; poetry, drama and literature; history, biography, folklore/folk-life, art, music, Aboriginal themes, architecture, literary criticism, nature, philosophy, politics, social sciences, sport, travel, adventure tourism and humour.

## **Application Process**

The deadline for applications is June 1, 2024. Decisions on allocations will be made within twelve (12) weeks and 90% will be made available to the applicant upon signing the contract. A holdback of 10% will be paid on receipt of a final report, due no later than March 15, 2025.

Publishers must submit the completed application form, including all required support materials, by the deadline to be considered for funding. Participation in the program is determined annually and is based on program criteria and the strength of the application. Publishers Assistance Program support is not automatic for all eligible applicants.

## **Final Report**

Successful applicants will be required to submit a comprehensive final report that outlines in detail how the funds were used. Failure to submit a final report will result in a forfeiting of the final payment.

The final report must include the following:

1. For each eligible title published 2023-2024:
  - Financial information identifying allocation of funds for editing, design, and marketing
2. Copies of paid invoices (proof of payment) pertaining to eligible costs (editing, design, marketing, professional development) up to the amount of the grant. Invoices should include name and contact details of consultant, date, description of services rendered, rate of pay, applicable taxes, and total amount of invoice.
3. General marketing activities undertaken by the publisher, including copies of catalogues, posters, etc.; any awards, critical responses and other professional recognition; professional development initiatives; any other activities and accomplishments deemed relevant.

All publications supported under the Publishers Assistance Program must identify the Government's logo and acknowledge the support of the Government of Newfoundland and Labrador.