

Sport, Culture and Heritage

PUBLISHER PROJECT SUPPORT – Program Guidelines

PURPOSE:

The Publisher Project Support program assists Manitoba publishers with the costs of a single project that will increase their company's efficiency, productivity and/or overall financial viability. This includes professional skills development, feasibility studies or research, magazine redesign or upgrade, magazine special issues, and magazine marketing initiatives. Priority is given to projects that are part of a long-term company business plan. This program is offered in two streams:

- Book publishers
- Magazine publishers

DEADLINE:

Applications **must be received at the Arts Branch** on or before **April 15**. If this date falls on a weekend or statutory holiday, the deadline is the following business day. **Late or incomplete applications will not be accepted.**

OBJECTIVE:

To support technical, operational and production initiatives undertaken by publishers that may increase viability and sales.

LEVEL OF ASSISTANCE:

Grants awarded are based on an independent assessment of the project with support up to a maximum of 50% of total eligible costs. The maximum grant is \$15,000.00. Total funding from all provincial sources cannot exceed 50% of eligible expenses. Actual grants may be less than amounts requested and subject to availability of funds.

ELIGIBILITY CRITERIA:

All publishers must meet the following criteria:

- be owned by a majority of Canadian citizens or landed immigrants residing in Manitoba, with the head office and the majority of operations in Manitoba;
- be edited, published and printed in Canada;
- be available for sale in Manitoba;
- be an ongoing operation with publishing as a primary (75% of revenues and expenses must be publishing related);
- respect all contractual agreements with its creators (writers, photographers, artists, etc.); and
- have completed all projects previously supported by the program and met all outstanding reporting requirements.

Eligible Book Publishers must:

- be in active operation for at least two years;
- have a backlist of at least four original, eligible titles* with at least two new titles published in the last year; and
- have a majority of titles not authored by principles or employees of the company.

*Ineligible titles (those which cannot be included in calculations of eligible titles) include directories, index compilations, catalogues of exhibitions, books of fewer than 48 pages (except for children's books), books for which the author does not receive a royalty, books to which the author has made a financial contribution toward publication costs and titles not authored by Canadian citizens or landed immigrants.

Eligible Magazine Publishers must:

- have completed at least one uninterrupted twelve-month publishing cycle and been in operation for a complete financial year prior to the application;
- be printed and appear in consecutively numbered or dated issues published under a common title, at regular intervals, not more than once every week and at least twice a year;
- have a print run of at least 500 copies per issue and an average circulation of no less than 250 and of no more than 45,000 copies per issue or 500,000 copies per year;
- publish no more than seven magazine titles, unless the total average circulation per issue for all titles published does not exceed 50,000 copies;
- have at least 10% paid circulation and demonstrate an ability to grow the paid circulation market, those with less than 50% paid circulation may only apply for projects aimed at building the level of paid circulation (Indigenous, ethno-cultural, LGBTQ and official-language minority magazines are exempt from this circulation criterion);
- be published at time of application through to the completion of an approved project;

- contain an average of at least 70% Canadian editorial content, which will be calculated as a percentage of total editorial content;
- have a minimum subscription price of \$12.00 or more per year or \$1.00 or more per single copy, or a single copy sold directly to individuals or through newsstands/retailers must be sold at \$1.00 cover price or more per single copy (both the subscription and single copy prices must be clearly displayed in the masthead or on the cover); and
- be available for sale by subscription.

*Ineligible magazines include newsletters, newspaper, in-house publications, those published only in an electronic format, comic books, trade or “business to business” magazines, those published only for controlled circulation or free distribution, those circulated only with newspapers, directories, catalogues, schedules, calendars, timetables, classifieds or listings, index compilations, advertising supplements and magazines that contain material that is illegal as defined in the *Criminal Code*.

Eligible Publishing Projects:

- Professional skills development (e.g., Banff or Simon Fraser University Programs)
- Feasibility studies or research
- Magazine marketing initiatives
- Magazine special issue that is a first-time issue for the magazine involving significant and identifiable incremental costs
- Wages for temporary magazine staff related to special projects or systems upgrading
- Magazine redesign or upgrades
- Project specific upgrades to technology

ASSESSMENT AND NOTIFICATION:

Funding decisions are made by a panel of industry experts based on the contribution the project will make to the company’s overall productivity, efficiency and financial viability, whether projected project costs are reasonable and the applicant’s ability to carry out the proposed project.

Applicants will be notified in writing within eight weeks after the application deadline. It is not possible for the Arts Branch to consider appeals because of the limitations of available funds and the short turn-around time accorded to the fund disbursement process. Meeting the general and eligibility criteria does not guarantee funding nor does failure to receive financial support reflect a negative assessment of an application. It is not the intent of this program to duplicate assistance provided by other provincial departments and agencies. Previous funding from the department does not guarantee funding in future years. Results will not be released over the telephone.

GRANT DISBURSEMENT:

Grants will be paid in two instalments. The first instalment will be conveyed following Ministerial approval. The second instalment will be released subject to the department’s receipt of a satisfactory narrative and financial report. **The final instalment will not be paid until all required information has been received.**

REPORTING REQUIREMENTS:

Approved applicants will receive a Final Report form, which is due upon completion of the project on or before **March 31**. **Final reports that are incomplete or late can result in the suspension or forfeiture of the second grant instalment. Consideration for future grants is dependent upon the satisfactory completion of all outstanding reporting obligations.**

APPLICATION PROCEDURE:

Applicants are strongly encouraged to contact the program consultant before filling out an application. The Arts Branch may request additional information beyond that included in the project proposal. All applications must be received at the address below on or before the application deadline in order to be considered for support.

Please send completed applications and all required supporting materials to:

Department of Sport, Culture and Heritage
 Arts Branch
 Mr. Perry Grosshans
 Publishing and Arts Consultant
 6th Floor, 213 Notre Dame Avenue
 Winnipeg MB R3B 1N3
 Phone #: 204-945-7581

Or by email to artsbranch@gov.mb.ca

Website: <http://www.gov.mb.ca/chc/artsbranch/>

Sport, Culture and Heritage

PUBLISHER PROJECT SUPPORT – Application

(Note: The personal information collected using this form is required for the administration of the Publishing Project Support Program of Manitoba Sport, Culture and Heritage and may be shared with the program's technical advisors and other government departments/agencies with interests in your project. Information will not be disclosed to any other third parties except as allowed by *The Freedom of Information and Protection of Privacy Act*.)

Please indicate which stream you are applying for: **Book** **Magazine**

Name of Publishing Company/Magazine (note payments will be issued in this name):

Incorporation Date or Business #: _____

Ownership Structure of Publishing Company: _____

Grant Amount Requested (maximum of 50% eligible costs): \$ _____

Mailing Address

(street, city, province, postal code): _____

1st Contact Person and Title: _____

Phone #: _____

Email: _____

2nd Contact Person and Title: _____

Phone #: _____

Email: _____

MAGAZINES ONLY:	
Title(s) Published:	
Title for which this application is being made:	
Number of issues per year:	
Cover price (minimum \$1.00):	
Number printed (minimum 500 copies/issue):	
Subscription price (minimum \$12.00/year):	
Number of subscriptions:	
Average monthly paid circulation:	
Total circulation (250 - 45,000 per issue or maximum 500,000 copies per year):	
Total magazine single copy and subscription sales revenue as presented in your last audit:	\$

Optional: If you wish to voluntarily self-identify, please check below. We are:

Indigenous ethno-cultural LGBTQ official language minority magazine

Required Supporting Information:

- Magazine Publishers: Four copies of a recent back-issue of the magazine.
- Four copies of your company's latest catalogue and/or other relevant marketing materials produced in the last year (e.g., brochures, major ads, subscription cards). Please limit the number of these marketing materials to three. These materials are not required from book publishers who are also applying to the Publisher Marketing Assistance Program.
- Signed declaration.

Please answer the following questions on a separate sheet:

Company Activities and Goals

1. Briefly describe the history and mandate of your publishing house - what types of books/magazines do you publish, etc.
2. Outline relevant highlights or major changes in the last one to two years that continue to affect your company. These could include factors such as sales trends, changes in key staff, changes in editorial focus, or production issues.
3. Outline your company’s plans and goals for the coming year. What factors will affect your company’s ability to meet these goals? What will be the impact on your company if these goals are met or not met?

Details on the project

Project Name: _____

1. Provide a detailed description of the project.
2. What are the project’s expected results? Being as specific as possible, describe how this project will result in any of the following:
 - increased sales
 - development of new products
 - increased productivity
 - professional development
 - reduced costs or improved financial viability
 - technological upgrade
3. How will this project improve your company’s overall viability?
4. How will you evaluate the success of the project once completed?

Please **include all budget items** involved in your proposed project. If space is insufficient, please use additional sheets. If you have a quote for a budget item (e.g., computer equipment, website creation, etc.) indicate that it is attached separately. **It is important that you supply quotes for your project where possible.** Your budget should balance to zero.

EXPENSE ITEM	AMOUNT (\$)	Quote attached? (Y/N)
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
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	\$	
	\$	
	\$	
A. TOTAL EXPENSES:	\$	
B. TOTAL REQUEST FROM PROGRAM (A x 50%)	\$	
C. OTHER REVENUES:		Confirmed? (Y/N)
	\$	
	\$	
	\$	
	\$	
	\$	
TOTAL REVENUES (B+C):	\$	

Declaration:

We, the undersigned:

- have read and understood the program guidelines and understand that failure to comply with these guidelines may result in forfeiture of the grant and may jeopardize consideration of future grant requests;
- understand that if this application is successful, my organization will receive a first instalment of the approved amount and that by accepting this payment, we agree to:
 - spend the funds as proposed and approved (the Government of Manitoba requires repayment of funds not used for the proposed and approved purposes);
 - notify their consultant as soon as possible to seek appropriate approval in the event of changes to the size, scope or dates of your project;
 - acknowledge the assistance of Manitoba Sport, Culture and Heritage in all promotional materials for which support was provided; and
 - complete a narrative and financial final report using the form provided by the department upon completion of your project and submit it on or before March 31.
- We certify the statements and information contained in this application are accurate and complete.

Signature of 1st Contact

Date

Signature of 2nd Contact

Date