

Introduction

The Nova Scotia Publishers Assistance Fund invests in provincially-based publishers to increase the sustainability, export capacity and marketplace growth of the publishing sector in Nova Scotia.

The Fund supports publishing activities that exhibit clear, objective and measurable results demonstrating direct and positive impacts, both to the long-term economic growth of individual publishers as well as to the greater cultural vibrancy of the province.

Funding allocated through this program specifically supports the following expense categories:

- Editorial;
- Printing & Design;
- Author Development;
- Author Royalties;
- Marketing, Promotion & Advertising;
- Capacity Building; and
- Packaging & Shipping

Funding allocated through the Publishers Assistance Fund must be directed to the above eligible expense categories and reflected in the financial information submitted as part of the applicant's final reporting requirement.

Program Deadline

The annual and recurring deadline for the submission of complete applications is May 1, 4:30PM AST. Applications and documentation received after this deadline will not be considered.

Eligibility

To be eligible to apply to the program an applicant must:

- have been a legally registered company or society with head office and general operations based in Nova Scotia, operating for at least two years;
- derive more than 50% of their total sales revenues from book sales, with the publication of original titles as the focus of their business;
- publish books under the publisher's own imprint, in printed or other form, and distribute those titles through regular bookselling channels;
- maintain full control over editorial process, and have editorial independence from any other company;
- have at least 75% of the titles produced by authors other than principals in the company or related companies;

- enter into contractual agreements with authors or copyright holders, 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;
- be managed and financially controlled by Nova Scotia residents (who own at least 75% of the company);
- demonstrate fiscal viability through provision of audited financial statements;
- have annual net book sales revenue of at least \$20,000 (based on most recent fiscal year); and
- have at least 4 eligible titles in print, have published a minimum of two first edition titles per year for the past 2 years, and show an ongoing commitment to publishing original titles.

Funding Structure

Funding allocation is determined in relation to two measurable components:

1. **Base Component** allocated using eligible sales revenue calculated from book/audiobook/e-book sales of approved titles released during the applicant's the most recently completed fiscal year (~65% of funding);

There are caps on the maximum funding level available based on the applicant's eligible sales revenue. Maximum funding available through the base funding component is structured as follows:

Eligible Sales Revenue	Total Funding Available
Over \$1,500,000	\$150,000
\$500,001- \$1,500,000	\$100,000
\$150,001- \$500,000	\$80,000
\$75,000- \$150,000	\$60,000
\$20,000- \$75,000	\$30,000

The Base Component allocation will not exceed 33% of eligible revenues.

2. **Evaluation Component** based on an assessment of the company's publishing program (~35% of funding) evaluated in relation to the categories presented in the application. See Appendix A for list of categories.

The Evaluation Component is based on points awarded for each criterion (as indicated on the Application Form) per the following scale:

0 Not Considered; **1** Poor; **2** Fair; **3** Good; **4** Very Good; and **5** Excellent.

An applicant will not be eligible for funding under the Publishers Assistance Fund if fewer than twenty-five (25) assessment points out of the maximum one hundred points (100) of the Evaluation Component are awarded.

Total Funding Allocation (BASE + EVALUATION) will not exceed 50% of the applicant's eligible sales revenue.

Eligible Sales Revenue

Eligible sales revenue is based upon actual sales of eligible titles over the past year/. For the purposes of this program the submitted revenue year may be based on either of the following:

- the applicant's most recently completed fiscal year as of March 31, 2024; or
- the Province's fiscal year beginning April 1, 2023 and ending March 31, 2024

Eligible revenue are defined as the total of the following:

- the revenues for eligible titles (see below) sold net of trade discounts for returns and allowances; and
- revenues from the sale of rights and permissions for eligible titles.

Grants, contributions and donations are not considered eligible sales revenue under this program and should be excluded from the calculation.

Eligible Titles

The following general categories and combinations thereof are eligible: fiction and non-fiction; children, young adult and adult; zines and graphic novels; poetry, drama and literature; history, biography, folklore/folk-life, art, music and culture, Indigenous themes, architecture, literary criticism, health, nature, philosophy, politics and social sciences, educational materials, food and cooking, sport, travel, adventure tourism and humour.

To be eligible for inclusion in sales figures, all titles must meet the following criteria:

- bear an ISBN given to the publisher, be published under the publisher's own imprint or under an imprint for which the publisher has acquired publishing, management and marketing rights;
- generally have a minimum of 48 bound pages (*exceptions may apply for children's books, graphic novels and other materials, subject to the approval of the program officer);
- be free of hate propaganda, depictions of sexual exploitation, excessive violence and the denigration of an identifiable group;
- not be a vanity title (a publication dependent on financial contribution from and/or initial purchase by the author); and
- have substantive editorial content.

Ineligible Titles

Notwithstanding the eligible title categories listed above, the following publications are specifically ineligible for inclusion in sales revenue:

- vanity titles, being those that are subsidized by the author through pre-publishing sales or through financial contribution toward publication costs, including editing, distribution, warehousing, marketing, and printing;
- titles for which the author does not receive royalties;
- titles for which legal obligations to authors and contributors have not been met;
- titles commissioned or paid for by a third-party where the publisher does not maintain full and independent editorial control (*exceptions may apply for materials commissioned for educational use, subject to the approval of the program officer);
- calendars, agendas, or almanacs;
- coloring books;
- university or college dissertations;
- conference papers or reports;
- government reports or exhibition catalogues;
- instructional books or manuals;
- publications containing primarily maps;
- workbooks, kits, activity manuals or educational games;
- reference books such as directories, index compilations, compilations of statutes, rule books, or bibliographies; and
- publications that are primarily musical notation.

Ineligible Expenditures

Funding received through this program may not be applied to the following expense categories:

- general and ongoing operational expenditures;
- capital projects;
- earnings or wages of owners of publishing companies;
- staff benefit costs;
- fixed overhead costs (such as machine costs: telephone, fax, photocopier, computer);
- occupancy costs (rent or mortgage of facilities); and
- hospitality.

Application Procedure

Applicants must complete the Nova Scotia Publishers Assistance Fund Application Form and submit together with all required information as outlined in the application to **publishersassistance@novascotia.ca** prior to the stated deadline of May 1, 2024.

Applicants are encouraged to contact the program officer prior to submitting application.

Applications received after the stated deadline will be deemed ineligible.

***Please note that all applicants will receive an email confirming receipt of their application materials within 2 business days. Applicants who have not received confirmation should contact the program officer directly. It is the responsibility of the applicant to ensure that their applications have been received.**

Notification of Results

Applicants are informed of funding decisions by letter, often within 60 days of applying.

Payment Conditions of Funding

Applicants who are approved for funding receive a letter outlining the terms and conditions of funding. Funding recipients must meet the following conditions:

- non-repayable contributions must be used for the activity or activities and eligible costs as described in the application.
- the department must be notified in advance of any changes in the activity, including start and end dates, location, or any other significant changes.
- applicants who do not receive the amount they requested may be required to submit a revised budget based on the approved amount.
- if the project is not undertaken after payment of the grant has been made, the recipient must return the funds to the department.
- successful applicants must submit a Final Report by the date indicated in the terms and conditions document.

Changes to Program Activities or Cancellation of Events

The Department of Communities, Culture, Tourism and Heritage recognizes that adjustments to proposed activities may be required due to external pressures and unforeseen circumstances and successful applicants will be supported by the Program Officer to address changes as they arise.

Adjustments to activities and projects submitted and approved for funding through the Nova Scotia Publishers Assistance Fund require written approval the Program Officer. Failure to obtain approval

prior to undertaking a new or significantly altered project may result in the project not being funded. Funding will not be increased after a commitment is made.

Applicants failing to meet the conditions of funding outlined herein may be deemed ineligible for funding consideration in the future.

Failure to disclose changes to the projects described in the application to the Program Officer may result in the applicant being ineligible for funding through the Publishers Assistance Fund.

Reporting and Measurement

Measuring the success of this investment is crucial for our department's analysis, which informs the continued development of this program. The program's overall success is measured by the return on our shared investment. **Successful applicants must submit a comprehensive final report to the department outlining in detail how the funds were used.**

The final report must include the following:

1. A detailed budget breakdown clearly identifying how approved funds were allocated toward eligible costs.
2. An Activity Summary to include description of 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
3. Independently verified financial statements for the most recently completed fiscal year (the year for which funding was awarded), when complete.

At the request of the program officer, applicants must be prepared to supply copies of paid invoices (proof of payment) pertaining to eligible costs 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.

Overdue Reports

If your organization has received funding through any of the Culture & Heritage Development Division's or Arts Nova Scotia's project funding programs for which the Final Report is overdue, no funds can be released for any subsequent grant approved through the Culture & Heritage Development Division or Arts Nova Scotia programs until the overdue report has been received.

Send completed application form to

Nova Scotia Publishers Assistance Fund, publishersassistance@novascotia.ca

For further information:

Jamie MacLellan, 902-222-3069, Jamie.MacLellan@novascotia.ca, Web: cch.novascotia.ca

Appendix A: Evaluation-Based Component

Scoring Categories (5 points each)

Publishing

1. Recent awards, critical response to published works and other professional recognition
2. Organizational efforts to maintain and/or improve editorial expertise and direction
3. Strength of editorial and production process from manuscript selection to release
4. Author development
5. Innovation and digital initiatives, incl. production of eBooks (and conversion from print titles)
6. Professional management of contracts and agreements with authors and contributors in accordance with industry standards

Product

7. Editorial process and author/content/project selection
8. Product design and overall production quality
9. Engagement of Nova Scotian authors, artists, illustrators and other contributors
10. Development and promotion of Nova Scotian cultural content
11. Commitment to the principles of equity, diversity and inclusion in editorial choices, author relationships and cultural content of published works.

Marketing and Promotion

12. Marketing and promotional strategies, including any adaptive approaches to specific titles
13. Distribution strategies for print and eBook titles
14. Development of new models and strategies (including digital platforms) to adapt to the innovations in digital technology and delivery
15. Export activities and rights sales

Management

16. Financial planning and reporting
17. Business planning model and strategic vision for the company
18. Human resources structure, including consideration of EDI and equitable hiring practices
19. Organizational capacity building, including training and staff development
20. Adaptive strategies in relation to opportunities/constraints faced by the company/publishing sector