

Arts Development Branch

Book and Publishing Development Program

– APPLICATION FORM –  
PERIODICALS OPERATIONAL GRANT COMPONENT

To be accepted as complete, this application form must be filled out using the format that has been provided

APPLICATION DEADLINE: APRIL 15

**Part one: Applicant information**

1. Registered Name of Company: \_\_\_\_\_  
 Address (Head Office): \_\_\_\_\_  
 \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

2. **Executive Officers**

<i>Name:</i>	<i>Title</i>
_____	_____
_____	_____
_____	_____

3. **Board of Directors**

<i>Name:</i>	<i>Address:</i>	<i>Title:</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. **Staff**

<i>Name:</i>	<i>Full-time or part-time:</i>	<i>Title:</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

5. **Sales**  
 Indicate your net sales between January 1st and December 31st of last year for:

a) Regular periodical publication	\$ _____
b) Special edition periodical publication	\$ _____



<i>Title</i>	<i>Author(s)</i>	<i>Genre</i>	<i>Print Run</i>	<i>Number of pages</i>	<i>Publication Date</i>	<i>List Price</i>
_____	_____	_____	_____	_____	_____	_____
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**Special edition periodicals**

<i>Title</i>	<i>Author(s)</i>	<i>Genre</i>	<i>Print Run</i>	<i>Number of pages</i>	<i>Publication Date</i>	<i>List Price</i>
_____	_____	_____	_____	_____	_____	_____
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**Part Three: Report on the Periodical Publishing Program**

The advisory committee’s recommendation concerning your application will be based on the merit of your company’s publishing program compared with those of the other applicants, and measured against the criteria listed below. Please describe your recent and current activities in terms of these criteria by responding to the points that follow, and introduce each response with the heading provided below.

Some items have to do with artistic or editorial excellent, others with administration. The instructions in italics are meant to help you. How much space you give to each point is your decision. You are not required to respond to any items that do not apply to your situation.

**A. Excellence: Please elaborate on the overall quality of your company and its publications.**

- Give highlights of your current **and** forthcoming editions (2010) and describe how they relate to your mandate;
- Include recent awards won by contributors, articles, or periodical itself in the last three years (2006-2008);
- Describe your selection process for contributors and articles;
- Include critical responses to the periodical or individual articles in the last three years (2007-2009), if any;
- Describe the efforts you have made to maintain or improve editorial expertise in 2009;
- Describe the professional development opportunities offered to your staff in 2009;
- Describe your marketing and promotional strategies in 2009 and how they adapted for specific editions;
- Describe your distribution arrangement;
- Describe your human resources structure and any specific challenges you face in this area;
- Provide a brief description of the periodical’s goals for 2010 and beyond;
- Does the periodical qualify for federal grants in 2009? If not, why?

**B. Audience development: Please elaborate on how your company helps expand readers’ knowledge and appreciation of literature.**

- Elaborate on the new writers/artists you have featured in 2009 or new themes and styles introduced;
- Elaborate on how the periodical incorporates elements of risk (i.e. featuring works of greater complexity that are thought-provoking, distinctive or challenging in nature);
- Describe how 2009 editions helped expand and diversify appreciation of the literary, visual or performing arts;
- Elaborate on how the periodical contributes to the literary or artistic life of the region (e.g. links to literary or

- cultural events);
- Describe how 2009 editions contributed to the educational, social and cultural development of readers;
- Elaborate on how you define your target markets.

**C. Cultural sector development: Please elaborate on your company's contributions to the growth of the sector.**

- Describe how your periodical contributes to the expansion of consumer demand for the literary, visual or performing arts;
- Describe how your periodical contributes to the career development of writers/artists featured in its editions;
- Describe your periodical's export activities in 2009, if any.

**D. Additional information:**

If you wish to provide more information on your organisation in terms of the particular context in which it operates or the unique challenges it faces, please elaborate. Please note that no score will be awarded for this question; this is simply an opportunity for you to provide the committee with greater perspective on the work accomplished by your organization in addition to the information you provided in response to questions A-C.

**Part Four: Additional Documentation**

Please include with this application:

- One Copy of the last three editions of your periodical;**
- Financial statements for your most recent completed fiscal year;
- A copy of your standard contract with contributors;
- A copy of your Canada Council application form, if applicable;
- Documents of incorporation, unless they are already on file with the Department.

I hereby certify that the information included in this application and the accompanying documents is correct, and that royalties due on sales of books from the past three years have been paid in full, in accordance with the contracts signed between the authors and this publishing house.

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SIGNATURE

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DATE

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TITLE

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COMPANY

Please return this form to:

Arts Development Branch  
 Department of Wellness, Culture and Sport  
 Att: Rebekah Chassé  
 250 King Street  
 Fredericton, NB E3B 5H1  
 Telephone: (506) 453-5372  
 Fax: (506) 453-2416  
 rebekah.chasse@gnb.ca