

Book and Publishing Development Program Periodicals Operational Grant Component

Evaluation Grid

Application Number: _____ Applicant: _____

Advisory Committee and Program Officer Assessment – 100% of Budget

Periodical Publisher		Rating
Excellence	<p>In relation to the quality of the publishing program and professional excellence:</p> <ul style="list-style-type: none"> ➤ Highlights of current and forthcoming editions and how they relate to mandate ➤ Recent awards won by contributors, articles or periodical itself ➤ Selection process of contributors and articles; ➤ Critical response to periodical ➤ Efforts made to maintain or improve staff and editorial expertise ➤ Professional development offered to staff ➤ Production values of the product: committee's brief overview of submitted editions in terms of the quality of the writing and editing, quality of the design, etc. <p>In relation to the marketing and promotional strategies, management and financial processes and soundness:</p> <ul style="list-style-type: none"> ➤ Marketing and promotional strategies and how they adapt for special editions; ➤ Periodical's distribution agreement ➤ Payment structure to contributors ➤ Human resources arrangements and specific challenges ➤ Periodical's medium to long-term goals; ➤ Whether periodical qualifies for federal funding or not – if not, why? ➤ Financial statement and financial management 	/50
	Subtotal	/50
Audience Development	<ul style="list-style-type: none"> ➤ Published articles include new writers or artists, and/or present new themes and styles ➤ Periodical willing to take "risks" by featuring writers or artists whose work is distinctive, thought-provoking, or challenging in nature ➤ Periodical helps expand and diversify readers' appreciation of the literary, visual or performing arts ➤ Periodical's contribution to literary and artistic life in the region (e.g. links to literary or cultural events) ➤ How periodical contributes to the educational, social and cultural development of readers ➤ Whether the periodical has a well defined target market 	
	Subtotal	/25
Economic Development	<ul style="list-style-type: none"> ➤ Periodical contributes to the expansion of consumer demand for literature or visual and performing arts ➤ Periodical contributes to career development of featured writers/artists ➤ Periodical's export activities, if applicable 	
	Subtotal	/25
	Total Score	/100

Grant Calculation

Once the advisory committee has completed its evaluation of the grant application, the application will be submitted to the Arts Development Branch program consultant for final review of the scores and calculation of the grant.