



## MANDATE

**The British Columbia Arts Council supports the arts and cultural community by providing financial assistance, policy research, advocacy, and public education.**

## MISSION AND CORE VALUES

The mission of the Council is to engage all British Columbians in a healthy arts and cultural community that is recognized for its excellence. In pursuing this mission, the Council is guided by six core values:

1. The value of a vibrant arts and cultural community in the creation of a healthy society.
2. The value of artistic excellence in all art forms.
3. The value of inclusiveness and the fullest possible reflection of the province's Aboriginal and cultural diversity.
4. The value of encouraging artistic practice from traditional to experimental and established to emerging.
5. The value of administrative and adjudication processes which are transparent and that adhere to the principles of accountability, independence, recognition of merit, and equality of opportunity.
6. The value of defining clear goals, developed in consultation with the arts and culture community, to guide long and short-term operations.

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## TITLE ASSISTANCE FOR BOOK PUBLISHERS

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The BC Arts Council supports the provincial publishing industry by providing one-time project funding, Title Assistance, to eligible BC Publishers. Projects can include publishing up to three titles.

Note that funding is based on an assessment of eligible books published during the previous calendar year. The Title Assistance program is a stepping stone for those publishers looking to enter the Block Publishing program.

## ARTISTIC EXCELLENCE

All artists and practitioners strive for excellence in their work. The assessment of artistic excellence is central to the evaluation of requests for funding. The fact that everyone experiences artistic work in his/her own way makes the assessment of artistic quality difficult to discuss.

The Council's approach is to consider three dimensions of artistic work.

1. Idea – the intention or artistic impetus behind the work.
2. Practice – the effectiveness of how the work is put into practice and the impact it has on those experiencing it.
3. Development – the contribution the work makes to the development of the artist, the art form and the arts more widely.

All applicants to the British Columbia Arts Council are encouraged to submit concise, realistic requests, responding fully to the assessment criteria.

An essential element of any application is insightful, critical self-reflection. The Council believes that artists and arts organizations are well placed to assess the quality of the work they produce. Members of advisory committees and juries want to hear the applicant's own assessment of the problems faced and the creative solutions under consideration.

## **GUIDELINES**

### **Eligible Publishers**

An eligible book publisher must:

- Be an established book publisher, having operated for at least two years.
- Be a legally registered company in BC for at least two years.
- Have had its head office, general office, editorial office, general operations, and management based in BC for at least two years.
- Be managed and financially controlled by BC residents (who own at least 75% of the company).
- Have book publishing as their primary (rather than a peripheral or occasional) business, with the publication of original titles as the focus of that business, and that at least 75% of the titles produced by authors other than principals in the company or related companies.
- Be in full control of the editorial process and have editorial independence from any other company receiving support from the BC Arts Council. Where affiliations with other companies or agencies exist, the publishers must be able to demonstrate separate editorial departments, budgets, and financial statements for each book publishing operation.
- Provide appropriate financial statements for the most recently-completed fiscal year, identifying funding received from the BC Arts Council during that year. Where a company's operations includes other activities ancillary to the publication of original books, the applicant is required to provide a statement of revenue and expenses specifically related to the book publishing segment of the company.
- Have at least four eligible titles in print, have published at least two eligible titles per year for the previous two years, and be committed to an ongoing program of publishing original titles.
- Have demonstrated the ability to maintain professional standards in editing, designing, printing, marketing and distributing their books.
- Issue clear royalty statements on a regular basis and fulfill all contractual obligations to writers, illustrators, translators and other copyright licensors. Publishers owing payments to writers, illustrators, translators and (or) other copyright licensors as of the application deadline will not be eligible for funding.

### **Eligible Books**

An eligible book:

- Makes a contribution to the development of provincial or national arts and culture.
- Is written (and in the case of children's books, illustrated) by Canadian citizens or permanent residents of Canada.
- Is accessible to a general reading audience and not exclusively intended for a specialized readership.
- Is a book for which the author receives a royalty on each book sold (or a fee in lieu of royalties). If there is no royalty agreement, the publisher must demonstrate that any authors have been paid for their work.
- Contains a significant portion of original material or makes a significant contribution to arts and culture with previously sourced material.

- Is word-based unless it is a picture book targeted at children or otherwise makes a significant contribution to the arts.
- Has content that is entirely within the publisher's editorial control and not under the control of another financial stakeholder.
- Is a minimum of 48 printed pages in length, or, in the case of children's books, 24 pages.
- Is printed in Canada, except in the case of an international co-edition (which should be clearly highlighted as a co-edition on the title or copyright page of the book) or a full-colour, highly illustrated book from an eligible genre (for which printing at a competitive price was not available in Canada).
- Is free of advertising other than for the publisher's own material.
- Has a print run of at least 350 copies.
- Is, in the case of translated works, translated by a Canadian citizen or permanent resident of Canada.

If a book is a co-edition, the publisher must demonstrate that the partnership makes a significant creative and editorial contribution to publication.

In the case of anthologies, at least 50% of the contributors must be Canadian citizens or permanent residents of Canada.

Reprinted books are not eligible under this program.

### **Categories:**

The following genres are eligible:

- Fiction.
- Poetry.
- Drama.
- Graphic novels.
- Publications for children and young adults, except those in ineligible categories (listed below).
- Non-fiction.

### **Ineligible Titles:**

Titles not eligible for assistance include:

- Mass-market paperbacks with print runs of 8,000 copies or more or trade books with print runs of more than 20,000 copies (unless granted a special exception by the Committee).
- Directories, reference books, index compilations, almanacs, or bibliographies of minimal critical content; instructional, personal-growth, or self-help books and manuals, including those of a devotional or spiritual nature; testimonials, travel guides, travel picture books, guide books, trivia and quiz books, books describing how-to techniques, skills, games, and cookbooks, catalogues of exhibitions, calendars, diaries, agendas, and colouring books, unless the publisher can make the case for substantive critical or editorial inclusions and they make a significant contribution to arts and culture.
- Sports instructional books.
- Co-publications with governments or government departments or agencies in which the publisher does not have complete and independent editorial control, except titles that are co-published with museums or art galleries and that make a significant contribution to the arts. Co-publications must be clearly identified in application and Title Analysis Report.

- Collections of verbatim interviews, previously published articles, transcripts of broadcasts, or conference papers, unless they make a significant contribution to arts and culture.
- Educational textbooks or other books written for a specialized academic or professional audience.
- Self-published books and books to which the author has made a financial contribution toward publication.
- Saddle-stitched books, except for picture books for children and books of poetry from publishers that saddle-stitch less than 50% of their annual poetry titles.
- Books written by owners or employees of the applicant's company, unless these titles represent less than 25% of the publisher's program each year (The Committee may make an exception for publishing collectives).
- Reprints of any kind.

### **Application Requirements**

All applicants are encouraged to discuss their project proposal with a Program Officer prior to submitting an application.

Applications must include:

- A signed, completed application form.
- A report on the company's publishing program (1,000 word max.) including mandate, history, and promotional and marketing summary.
- A Title Review, indicating how the proposed titles relate to the mandate, recent awards won, critical responses to the titles and any potential issues of eligibility.
- A list of principal administrative and editorial staff and any significant contractors involved in the project, with responsibilities clearly identified.
- A list of submitted books, along with one copy of each book and a completed Canada Council Title Analysis Report for each book.
- A list of titles for the next calendar year.
- For organizations whose total operating budget is less than \$400,000 or whose last award from the British Columbia Arts Council was \$40,000 or less, two copies of either the most recent independently-prepared financial statements. For organizations whose total budget exceeds \$400,000 or whose last award exceeded \$40,000, audited financial statements.
- Budgets for the current and upcoming year.
- Six copies of the Spring and Fall catalogues for the current calendar year.
- One copy of all eligible finished books published in the current calendar year along with a copy of a completed Canada Council Title Analysis Report for each title.

### **Title Assessments**

Funding is conditional on receipt of one copy of a ready-for-sale finished book from the title's first complete print run. Advance copies, samples, bound galleys or print-on-demand copies are not acceptable.

To avoid questions of title eligibility, publishers may submit their books to the Program Officer for a preliminary assessment prior to the submission deadline. To submit, send a written request to the Officer along with one copy of each book and one copy of the completed Canada Council Title Analysis Report for each book. Books can be submitted any time before January 15.

### **Adjudication Process**

The BC Arts Council is committed to active partnerships in the development and dissemination of arts and cultural activity in British Columbia. Merit-based, independent assessment is the primary method of evaluation.

While the Council makes every effort to respond swiftly to each application, in the interests of fairness, the following process is used to evaluate every application.

- The Council receives and adjudicates applications once each fiscal year.
- The Council acknowledges receipt of applications in writing.
- The Council's staff review applications for completeness and accuracy.
- The Publishing Projects Jury then evaluates the applications, and determines the level of funding and conditions on the payment of awards.
- The Council informs each applicant of the decision.

### **Maximum Assistance Levels for Title Assistance for Book Publishers Program:**

Title Assistance for Book Publishers awards are based upon the production of eligible titles in the previous year, but are awarded to offset future expenses of the publication of eligible titles.

For each eligible title approved, the applicant will receive an amount not more than the average industry genre title deficit calculated for the current year, based on the available annual budget. Only new, original editions of eligible books are funded through this program; no reprints of any kind are eligible.

### **Recognition of Assistance**

In recognition of funding, the support of the BC Arts Council and the Province of British Columbia should be acknowledged in all promotional materials. Approved acknowledgement, along with logo and graphics standards, are available online in a variety of ready-to-use digital formats at [www.bcartscouncil.ca](http://www.bcartscouncil.ca). The logo should be used on posters, brochures, print ads and programs and used where possible on media releases and signs related to the funded project.

For information regarding the provincial logo, please contact the Public Affairs Bureau of the Ministry of Tourism, Culture and the Arts.

In the case of book publishers whose publishing program has received funding through the Block Funding program, recognition of support is appropriate on the copyright page of published books produced in that year, as well as on the publisher's Web site.

### **Application Deadline**

Applications must be delivered or postmarked by:

- December 15, 2009



To download a printable version of the application form select Download printable from at [http://www.bcartscouncil.ca/guidelines/title\\_assistance.htm](http://www.bcartscouncil.ca/guidelines/title_assistance.htm).