

January 7, 1974

Mr. Lanny Beckman,
Mental Patients Association,
1982 West 6th Avenue,
Vancouver 9, British Columbia.

Dear Mr. Beckman,

Your letter addressed to the Information Service of the Canada Council has now been passed to me for reply.

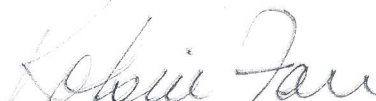
Your letter inquires about our program of support to books and journals. I am enclosing a copy of the information brochure which provides detailed descriptions of all programs in this field. The program of support administered by the Arts Division of the Council is limited to established publishers who have publishing as a primary activity. The funds available to our programs are not sufficient to accommodate requests from all institutes, groups and associations which are peripherally involved in publishing.

Two Research Councils (Humanities Research Council and Social Science Research Council) both have separate publications support program for scholarly works. A description of their granting process will also be found in the enclosed brochure.

Your letter also mentions journal publishing. In this division of the Council support is limited to literary journals or journals with some literary content. A program of support to scholarly journals is offered separately by the Humanities and Social Science Division of the Council and I enclose a brochure of this program as well.

Your letter also inquires about alternative source of funding. There may be Provincial sources available to you but the experience I have had with bodies publishing in a special interest area (for example, International Affairs, Arctic Institute, etc.) is that they rely largely on their Association revenues or on private foundations. Incidentally, there is a new publication just issued listing all private foundations in Canada and their special fields of interest. This is available for the offices of the Canadian Association of Universities and Colleges and it might be helpful to you.

Yours sincerely,



Robin M. Farr,
Writing and Publication Section.

BOOKS

P E R I O D I C A L S

Aid
to Publication
and Translation
The Canada Council
October 1973

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The Council reserves the right in case of uncertainty to interpret the provisions of this brochure.

Except where noted, correspondence should be addressed to
 Writing and Publication Section
 The Canada Council
 P.O. Box 1047
 Ottawa, Ontario
 K1P 5V8

Aid to Book Publishing

Among its programs of assistance to book publishers, the Canada Council offers block grants and project grants to offset direct publication deficits on quality Canadian books.

Eligibility of Publishers

Eligibility for participation in block grants or project grants programs is assessed on the basis of an Operating Data (1973) form which can be obtained from the Writing and Publication Section of the Canada Council. When necessary, the Writing and Publication Section employs an independent panel of writers and critics drawn from across Canada for final adjudication of publishers' admissibility to either program and the level of block grants to be recommended to the Council for approval.

Eligibility of Titles

To make most effective use of the limited funds available for these programs, the Council has identified certain areas of publication which are ineligible for subsidy. Publications in the categories listed below are considered to be commercially viable undertaking which should not require subsidy: directories, encyclopedias, or index compilations; travel guide books, instructional or self-help books; cookbooks; and catalogues of exhibits (unless by special exemption). *Also ineligible* are:

- all books that contain advertising other than the publisher's own promotional material;
- books designed primarily for an educational market;
- any book which has received support under another Canada Council program or from the Humanities or Social Science Research Councils;

- any book whose author is neither a Canadian citizen nor a landed immigrant admitted to Canada 12 months prior to the publication of the book;
- any book not manufactured in Canada;
- any book to which the author has made a financial contribution to the costs of publication.

After careful consideration it has also been found necessary to exclude any book whose author is also a principal in the company originating publication, unless the major part of the company's program consists of works by authors with no corporate connection with the publishing house.

Block Grants

In 1972 the Canada Council inaugurated a new program of block grants to majority Canadian-owned book publishers to offset anticipated, pre-budgeted publication deficits on quality Canadian books.

The program is intended to support books written by Canadian authors which make an original contribution to the development of Canadian culture and identity, and which add to an understanding of this country and its peoples or the issues confronting the nation.

To be eligible for participation in this program, a publisher must show evidence:

- that book publishing is the primary, not peripheral, activity in which the house is engaged;
- that the house has been in operation for at least 2 years at the time of application, has undertaken a consistent publishing program during this time, and has a minimum of four eligible titles in print (see *Eligibility of Titles*, p. 2);
- that the house has a demonstrated editorial capability

- and has full-time editorial and other publishing staff;
- that the house has developed adequate plans for distribution and efficiency in order fulfillment, and actively promotes the program which it originates;
- that the house is active in program development and has both identified the audience for which it is publishing and established effective distribution procedures to reach that audience.

Publishers who receive block grants may allocate the grant across their current publishing program at their own discretion. A grant may be used to offset an anticipated publication deficit on a single book, or may be apportioned to offset such deficits on several books. Although grants are generally intended to support publication deficits on first printings, they may also be used to support the reprinting of significant books by Canadian authors. Allocation of the block grant must be reported on Title Analysis forms which are returned to the Writing and Publication Section before the end of each calendar year. A facsimile of the form is shown on page 11.

Block grants are applied only against direct publication deficits. The grants do not provide total working capital in terms of either an entire publications program or any individual project.

Project Grants

For several years the Canada Council has offered subsidies to offset direct publication deficits on the first printing of books in the field of creative literature, including books for children.

Publishers who have not reached the necessary level of development for participation in the block grants

program may be eligible for project grants, based on individual manuscript submissions. Priority in the projects grants program is given to majority Canadian-owned publishing houses. Publishers who have been awarded a block grant are *not eligible for project grants.*

To qualify for a project grant a publisher must show evidence:

- that book publishing is the primary, not peripheral, activity in which the publisher is engaged;
- that his publishing program includes at least 2 eligible titles in print (see *Eligibility of Titles*, p. 2);
- that the publisher is committed to a continuing book publishing program;
- that the publisher has seriously planned for consistent program development and possesses the editorial capability to successfully implement these plans;
- that the publisher has identified the audience for his program and has developed a distribution strategy to reach this audience, even if the audience is regional or specialized.

Submission of an Operating Data form is essential for participation in this program. After the operating data have been assessed the publisher will be informed of the decision taken on his eligibility to participate. Qualifying applicants are required to submit a financial analysis of publication cost and anticipated deficit, on a Title Analysis Report form. The Council will give careful consideration to this financial information to ensure that overhead ratios, selling discounts and other factors are in accordance with the general standards prevailing in the industry.

In addition to this financial information, a copy of the completed manuscript is required for adjudication by outside appraisers. Decision on an application is based on both the financial information provided and the external assessments obtained on the manuscript.

Translation Grants

The translation grants program is intended to encourage greater exchange between Canada's French and English communities. Assistance is given for the translation of all categories of books, with the exception of school text books, from one official language to the other.

Application must be made by an established publisher on behalf of the author or translator. Eligibility is restricted to established majority Canadian-owned publishing houses with competent, professional staff. The publisher's submission to the Writing and Publication Section must include the following:

- a copy of the original text;
- a brief biographical sketch of the translator, who must be a Canadian citizen or a landed immigrant admitted to Canada at least 12 months prior to the date of application;
- a sample of at least twelve translated pages of the work;
- a breakdown of translation costs indicating the amount requested from the Canada Council. A two-month period is normally required for an assessment of the quality of the translation by independent specialists.

Although the program is intended for the translation of

books by Canadian authors, the Council will consider applications for the translation from English to French or vice versa of a specialized text by an author who does not meet the citizenship requirements of the program. However, evidence must be shown that no equivalent text is available by a Canadian author.

In the field of creative writing (fiction, poetry and drama), assistance is available for the translation of books by Canadian authors from a language other than English or French to either of the official languages. The procedure for application is the same as that outlined above.

Canada Council Translation Awards

In recognition of the importance of translation, the Canada Council has established two annual translation awards for books translated (1) from English to French and (2) from French to English.

Two juries of independent experts make the selection of the winning books in each language. The quality of the translation is the major criterion. To be eligible, books must be both written and translated by Canadian citizens or persons admitted to Canada as landed immigrants at least 12 months prior to publication of the translation. Books in all categories, except school text books and manuals, are eligible for the awards.

Book Purchase Program

In cooperation with the Departments of External Affairs and Secretary of State, the Canada Council administers a program of quantity purchasing and distribution of Canadian books.

Purchase

Purchases are made only of books by Canadian authors, by which is meant authors who are Canadian citizens or landed immigrants admitted to Canada at least 12 months before the date of application. Books of all categories, with the exception of school texts, may be considered for purchase.

Books are purchased only from established majority Canadian-owned publishing houses. Eligible publishers must have achieved by the end of the previous calendar year a backlist in print of at least 4 titles by Canadian authors and printed in Canada.

Eligible publishers are required to submit 6 copies of their most recent catalogue which must be annotated to *exclude*:

- titles by other than Canadian authors (as defined above);
- titles not printed in Canada;
- titles of which 200 copies are not available;
- titles previously selected in the Book Purchase Program.

A list of additional titles which are in preparation and scheduled for release by the end of the current calendar year should also be included, with the anticipated prices indicated. If a catalogue is not available, publishers are required to prepare a comprehensive list of all titles published by their house, annotated to exclude books in the categories listed above. The price of each title must be included.

Applications must be submitted to the Writing and Publication Section of the Canada Council, by August 15.

The selection of titles for book kits is made by a qualified independent committee in early September and orders for selected titles are placed with publishers by the end of that month.

Distribution

The book kits are comprised of approximately 200 titles in English, or 200 titles in French, or 100 titles in English and 100 titles in French. Assembled book kits are ready for distribution in January and successful recipients are named and notified at that time. The Canada Council administers the distribution of book kits within Canada. To be eligible for receipt of a book kit an applicant must show evidence that proper facilities can be provided to make the books available to the general public, and that the applicant does not have sufficient purchasing funds to otherwise acquire this library source. Application forms for receipt of book kits within Canada are available upon request, from the Writing and Publication Section of the Canada Council.

The distribution of book kits outside Canada is administered by the Department of External Affairs; requests for book kits outside Canada should be made to the nearest Canadian government office abroad.

Aid to Periodicals

The Canada Council offers two programs of assistance to the publication of periodicals and journals concerned with the arts, humanities and social sciences. Applications must be made by the publisher, editor or manager of a qualifying periodical.

Literary and Arts Periodicals

The general purpose of the program is to encourage and support the publication of journals and magazines that serve as outlets for creative writing or report on the visual and performing arts in Canada. Publications intended primarily as bulletins or house organs for a particular group of artists or writers are *not eligible* for support.

Application should be made on forms which can be obtained from the Writing and Publication Section of the Canada Council. Applications and sample issues received by the Council are forwarded to independent specialists consulted for their opinion on the content, editorial policy, and financial assistance requested. This assessment procedure normally takes two months. In order to provide the assessors with sufficient material for their recommendation, the Council requires that at least three or four issues be published before applying for assistance. Applications for renewed support should be submitted on the same application form and forwarded to the Council at least two months before the terminal date of the previous grant.

Learned Journals in the Humanities and Social Sciences

The program of grants to learned journals is intended to encourage and support the publication of journals

for the communication of results of research in the humanities and social sciences. Details on eligibility, application and assessment are given in the brochure, *Aid to Learned Journals in the Humanities and Social Sciences*, available from the Humanities and Social Sciences Division of the Canada Council.

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Aid to Publication of Learned Manuscripts

The Humanities Research Council of Canada and Social Science Research Council of Canada

Using funds provided by the Canada Council, the Humanities Research Council of Canada and the Social Science Research Council of Canada administer programs of assistance for the publication of scholarly manuscripts in the humanities and social sciences. Only booklength manuscripts of advanced scholarly research which make an original contribution to knowledge are assisted.

Manuscripts designed as textbooks or anthologies, or containing a sizeable portion of previously published material are not normally considered. Nor, in general, are unrevised theses or conference proceedings eligible. If a manuscript based on a thesis is submitted it should be accompanied by an outline of the revisions made to the original work. A pamphlet, *The Thesis and the Book* (Scholarly Publishing, Vol. 3, No. 2, University of Toronto Press), outlines the differences between a thesis and a publishable book and is available on request. In the *exceptional* case where an author is able to demonstrate that his unrevised thesis is in publishable form, he should enclose a supporting letter to this effect from an established scholarly publisher or senior scholar.

Bibliographies, dictionaries and similar works of reference will be considered if they fulfil a valid need within the Canadian scholarly community.

Canadian publishers may submit a manuscript by an author not normally resident in Canada, provided the manuscript is on a specifically Canadian topic, or is part of a well-established series of international re-

pute published in Canada.

Only in exceptional cases will a subvention be paid to a publisher outside Canada.

Procedure

The whole process of scholarly publishing, including evaluation by the Research Councils, is necessarily lengthy. Authors are therefore invited to make initial enquiries and applications at an early stage. Where it seems likely that a scholarly manuscript will require a grant to assist publication, the author may apply to the appropriate Council at the time he submits his manuscript to publishers. To assist the Councils in processing a manuscript, the author may wish to inform the appropriate Council that *within one month* the final draft of the manuscript will be submitted. In so doing, the author should briefly explain the nature and purpose of the manuscript. The interim period can then be used to contact possible assessors for the work.

A manuscript may be submitted by a Canadian author or, on his behalf, by a publisher in Canada (whether or not it has been accepted for publication). Two copies of the text should be sent to:

Aid to Publication Programme,
Humanities Research Council of Canada /or
Social Science Research Council of Canada,
151 Slater Street,
Ottawa, Ontario
K1P 5H3

No application forms are necessary. However, a letter of application should include a brief description of the work, the table of contents, a statement of the author's

citizenship, normal place of residence, and academic address. The author's publication plans should also be outlined. If the manuscript was originally a thesis, this should be stated, and the author should make clear the revisions made to the thesis since its submission to the university.

The manuscript should be typed on good quality paper, double-spaced with generous margins. Any corrections or revisions made in the text should be clearly legible. In preparing the manuscript, a standard style manual should be used. (Examples: Roy McKean Wiles: *Scholarly Reporting in the Humanities*, 4th edition. Published in association with the HRCC by the University of Toronto Press; *A Manual of Style*, 12th edition, University of Chicago Press; *The MLA Style Sheet*, Modern Language Association of America.)

When an application is received, the appropriate Council's Committee on Aid to Publication selects qualified readers among specialists in the field of the manuscript. Readers are asked to evaluate the original contribution which the manuscript makes to scholarly research in the field. These reports are an essential part of the service provided by the Research Councils. Authors not infrequently benefit from the comments and suggestions of readers. Where substantial revisions are recommended, the Aid to Publications Committee may require that they be made to the readers' satisfaction before proposing a subvention. For this reason the Councils insist that no manuscript under consideration be put into production (typeset, photocomposed) until the reports have been received and any material suggestions passed on to the author. The author will then be able to decide

which revisions to effect without concern for commercial considerations such as the cost of altering type already set.

On the basis of readers' reports, the Aid to Publications Committee makes recommendations for final approval by an Executive Committee. Although the deciding factor is the quality of the author's manuscript, payment of the subvention is made after publication, to the publisher or any other person or institution assuming responsibility for publication costs. The size of a subvention varies with the costs of publication, and the anticipated deficit on production of the book. A financial statement must be completed by an established publisher before the amount of the subvention can be determined.

The evaluation process usually takes three to four months to complete. An author is informed of the recommendation of the Committee on Aid to Publication as soon as it has been made.

Acknowledgement

An author whose manuscript receives a subvention from one of the Councils is asked to ensure that a formal acknowledgement of the Council's support appears in the published volume, and that two copies of the volume are sent to the Council. Payment of a subvention is not made until these two volumes are received.

A brochure describing this program in more detail can be obtained by writing to the Research Councils at the above address.

Aid to Writers and Researchers

Also available on request from the Research Councils is a revised edition of the *Guide to Scholarly Publishing in Canada*, which gives information on individual publishers and practical answers to approaching publishers, contracts, copyrights, and other questions.

Aid to Artists

Writers and playwrights who have had work professionally published or produced are eligible for assistance under the Canada Council's program of aid to individual artists. A descriptive brochure, *Aid to Artists*, can be obtained on request from the Awards Service of the Canada Council.

Aid to the Humanities and Social Sciences

The Canada Council offers M.A., Doctoral, Leave and Research Fellowships, Research Grants, and other forms of assistance in the humanities and social sciences. A descriptive brochure, *Aid to the Humanities and Social Sciences*, is available from the Awards Service, The Canada Council.

Explorations

Under the Explorations program the Council offers grants to writers and researchers who wish to undertake projects which concern Canadian situations or subjects, or have implications for Canada. Assisted under the program are memoirs, biography, local history and other material intended for the general public. A descriptive folder is available from the Explorations program of the Canada Council.

Public readings by Canadian Writers

Art galleries, museums, libraries and post-secondary institutions may apply to the Canada Council for assistance in inviting published Canadian writers to give public readings of their work. Under the terms of this program, the Council is able to assume payment of a \$100 reading fee and travel fare of the invited reader. It is important to note that the readings must be open free of charge to the general public.

Application must be made by the host institution to the Writing and Publication Section of the Council and should include a brief curriculum vitae of the invited readers and the dates set for their readings.

Background Note on the Canada Council

The Canada Council was created by Parliament in 1957 as an independent body responsible for promoting the arts, humanities and social sciences. It carries out its work mainly through a broad program of fellowships and grants. The Council also shares responsibility for Canada's cultural relations with other countries, administers the Canadian Commission for Unesco, and has initiated special programs with funds from private benefactors.

The Council sets its own policies and makes its own decisions within the terms of the Canada Council Act. It reports to Parliament through the Secretary of State. The Council is also represented on federal government committees on cultural matters.

The Canada Council is a board of twenty-one members who are appointed for three-year terms by the Government of Canada. The Council meets four or five times a year. Day to day work is carried out by a permanent staff in Ottawa.

The Council bases its decisions on the advice of outside experts. It receives assistance in policy and other matters from the Advisory Arts Panel and Advisory Academic Panel. In addition advisers are consulted individually or in juries.

An annual grant from Parliament is the Council's most important source of income, followed by income from the Endowment Fund established by Parliament in 1957. In addition, the Council has received substantial amounts in private donations and bequests.

Sample of Title Analysis Form

1. Publisher _____
2. Title _____
3. Author(s) _____
4. Publication date _____
5. Page extent _____ Trim size _____
6. Number of illustrations, black and white _____
Number of illustrations, colour _____ Number of colours _____
7. Number of charts, figures, tables, maps, line drawings _____
8. Do you anticipate sale of foreign rights? _____
9. Do you anticipate sale of translation rights? _____
10. Are co-publishing arrangements anticipated? _____
If so, please specify co-publisher: _____
11. Is any other subsidy being applied to this title? _____
If so, please specify: _____

Income Projection

Clothbound Edition

Paperback Edition

*Please leave
this
column blank*

List (retail) price	\$ _____	\$ _____	
less discount on this title (% of list)	_____	_____	
Net amount billed	_____	_____	
less royalty (% of list/net)	_____	_____	
less overhead and selling expenses (% of list)	_____	_____	
Net income per copy sold	_____	_____	_____
x estimated sales	_____ <u>copies</u>	_____ <u>copies</u>	_____
Net income estimated	(A) _____	(B) _____	_____
Total net income (A and B)			\$ _____

Estimated Cost

Copy-editing *1	\$ _____	
Permissions	_____	
Design and artwork	_____	
Composition	_____	
Running costs (based on _____ copies) *2	_____	_____
Binding costs including jackets (or covers for paperback)	_____	
Total estimated production costs		\$ _____
Net deficit		\$ _____

*1 Some publishers include personnel costs in editorial and production within their calculation of overheads. This statement should reflect your own practice in assigning these costs, but they can be shown here if you would normally allocate them to individual titles.

*2 Projected print run is expected to be reasonably close to the estimate of sales but would take into account your provision for review and other gratis copies.