Publications/Title by Title Scheme

Deadline: 13 September 2012

Guidelines

Please read these Guidelines before preparing and submitting your application.

PLEASE NOTE – You are advised to pay particular attention to **requirements relating to the submission of support materials.**

Applicants seeking support for Irish-language publications should fill out the Irish language version of the application form and should complete the form in Irish.

Contents

Part 1
About the Publications/ Title by Title Scheme Page 3

Part 2
Making an Application Page 5

Part 3
Assessment and Processing Page 7

Part 4
Terms and Conditions Page 9

Part 5
Help with your Application Page 11

Part 1 - About the Publications/Title by Title Scheme

Name of award	Publications/Title by Title Scheme
Deadline	13 September 2012
Purpose and priorities of award	**To assist in the production of high quality literary titles and publications, and their promotion and dissemination to a wide audience.** The award will support work in the following areas: • **Fiction** • **Creative non-fiction** • **Children's literature** • **Poetry** • **Drama** • **Graphic novels and illustrated picture books**
Who is eligible to apply?	Irish-based book publishers; publishers of literary journals. Publishers must be based in the Republic of Ireland or, if based in Northern Ireland, must demonstrate a substantial distribution network, readership and sales in the Republic of Ireland. It is expected that the largest number of applications will come from established literary publishers, but newly formed Irish literary publishers are also eligible to apply. Literary writing is defined here as poetry, fiction, drama, creative non-fiction (e.g. memoir, essays and some works of literary and arts criticism, and arts biography focusing on contemporary artists). 'Literature'/'literary' here excludes all writing not included in the above definition, and specifically excludes areas such as journalistic, religious, professional and academic publishing.
Who cannot apply?	• Individuals. • Organisations that are not publishers. • This scheme is not intended as a 'top up' to existing funding under the Arts Council's recurring funding programmes (Annual Funding, Annual Programming, RFO). Organisations in receipt of funding under the Publications/Title by Title Scheme will not be eligible for funding under the Arts Council's recurring funding programmes for 2013/2014.
What you can apply for:	• Publishers can apply for subsidy for up to five titles. The maximum that can be applied for is €5,000 per fiction or literary non-fiction title, €3,000 per playscript and €3,000 per poetry title. This can include editorial costs, fees for designers, translators, illustrators, photographers, rights and a proportion of marketing costs etc. • Publishers of literary journals can apply for funding of up to €12,000 to include writers' fees and an element of production costs. • Publishers of e-books and online journals may also apply, but lower levels of funding will be available than for printed books and journals
What you cannot apply for	Activities and costs that you **cannot** apply for include the following: • ongoing core costs (salary costs, rent, light & heat etc.); • self-publishing proposals (self-publishing is the publication of books and other media by their own authors rather than by established publishers); • proposals to publish non-literary writing (see definition of literary writing above); • activities or costs that do not fit the purpose of the award;

- activities which are more suited to another award funded by the Arts Council or operated by other state agencies (including Culture Ireland);
- publications that have already been produced or which will be in production before a decision is due to be made on your application;
- publications for charity fund-raising purposes; participation in a competition, or for primarily profit-making purposes;
- applications that have already been assessed by the Arts Council. An exception will be made if the Council has specifically advised you to re-apply under this funding scheme. Please bear in mind that such advice is not a guarantee of a successful outcome.

Essential supporting material

You **must** submit the following support material along with your application form:

- In the case of applications from publishers for book titles
  1. Detailed production budget template (Download here: http://bit.ly/NSFAB5 (0.03 MB, MS Excel)
  2. Sample (no more than 10 pages) for each of the proposed titles (RTF / .doc / .docx)
  3. Sample of previously published work(RTF / .doc / .docx only)
  4. Information regarding author advance and royalty structure
  5. Marketing, distribution and promotional strategy
  6. Details of your most recent achievements as publisher and how these relate to this application; information on any partners/collaborators and their roles; any additional and relevant technical or financial details.

- In the case of applications for literary journal publications
  1. Detailed production budget template (Download here: http://bit.ly/NSFAB5 (0.03 MB, MS Excel)
  2. Listing of writers engaged or to be engaged
  3. Writers' and contributors' fee structure
  4. Sample of previously published work (in online form)
  5. Marketing, distribution and promotional strategy
  6. Details of your most recent achievements as publisher and how these relate to this application; information on any partners/collaborators and their roles; any additional and relevant technical or financial details.

New applicants to the Arts Council must also include

1. Background information about the organisation, detailing its publishing rationale and giving a brief outline of publications produced over the past three years;
2. cvs of editors and other key personnel involved in the organisation.

PLEASE NOTE – all support material must be submitted online. Hard copy support material will not be accepted.

If your proposal involves working with children or young people then you must provide a statement which describing your code of practice regarding child protection and welfare. If you do not submit the required supporting material the Arts Council will not be able to make an assessment of your application.

What are your chances of receiving support?

Although this is a new scheme, it is likely to be extremely competitive. It is anticipated that many more applications will be received than will be possible for the Arts Council to support.

Criteria for the assessment of applications

All eligible applications are assessed under three criteria as follows:

- Artistic merit
- Meeting the objectives and priorities of the award

- Feasibility

You can see more information on each of these criteria in **Part 3 – Assessment and Processing.**

Specific Criteria to meet objectives and priorities of the funding scheme include:

- Publication and production standards
- Comprehensiveness of proposed marketing, distribution and promotional plans

Part 2 – Making an Application

Online services website	**All applications must be submitted using the Arts Council's online services website.** **Application forms and supporting material may only be submitted online. Material in hard copy will not be accepted.** Before you will be able to make an online application you will need to register with the online services website (http://onlineservices.artscouncil.ie). It may take **up to five days** for your registration to be confirmed so it is very important that you register as early as possible. If, for exceptional reasons, you are not able to use the internet or the Arts Council's online services web site or if you have special access requirements, then the Arts Council will consider allowing you to submit your application form in hard copy. In such circumstances you **must contact the Arts Council at least two weeks in advance of the deadline**.
Read the Guidelines	Before making an application you must read these guidelines in full.
Making an online application	The process for applying on line is as follows: 1. Register online at http://onlineservices.artscouncil.ie and keep a note of your ARN (art reference number) and password 2. Choose the appropriate funding type 3. Follow the prompts and fill in the required fields 4. Download the application form and save it to your computer 5. Complete the application form and save it 6. Return to the online site, log in and go to your home page 7. Browse for and upload your application form 8. Browse for and upload your supporting material 9. Hit the submit button (we won't receive your application until you press submit)
The application form	The application form asks you to outline what it is you want to do and how much funding you require. It also asks you to explain how you feel that your proposal meets the assessment criteria for the scheme and provides space for you to outline key dates or activities and to list any other individuals or organisations involved in your proposal.
Supporting material	You must submit supporting material with your application. See under the heading **Essential Supporting Material** in **Part 1** of these guidelines for the list of supporting materials that you must submit with this application. If you do not submit the required supporting materials the Arts Council will not be able to make an assessment of your application and your application will be deemed ineligible.
Preparing and submitting support material	Supporting material **must** be uploaded and submitted electronically through the Arts Council's online services website. You can upload a wide range of materials including images and sound files (up to a total combined limit of 20Mb).

The following file formats can be accepted:

- image files - (JPEG)
- sound files - (WAV / mp3)
- text files - (RTF / .doc / .docx)
- other (.xls)

All files that are uploaded as support material must be appropriately named. The file name should make it clear what the file represents or contains. For example it should be clear from the file name whether the document is a CV, or a review of your work. Where documentation of work is submitted the file name should include the title of the work. It is not necessary to include the applicants own name in the title of each file.

The online services web site also allows you to **upload links to URLs**. The only URLs that will be viewed as part of the assessment process are those that are hosted on 'youtube'. Links to material hosted at other web sites will not be viewed. To submit a URL you must write it into a word document or equivalent and then upload the word document.

You must submit a completed detailed budget for this award. The template can be found here: http://bit.ly/NSFAB5 (0.03 MB, MS Excel)

Submitting on time	Completed applications including all supporting materials must be received by the Arts Council by the specified deadline. The Arts Council makes no exceptions to this rule. Applications submitted after the deadline will not be accepted and will be deemed ineligible.
Can I get help with my application?	You can get assistance by going to **Part 5 – Help with your Application**. You can also look at the FAQ section on the Arts Council's website. If you have a technical query about using the online services website you can email onlineservices@artscouncil.ie To watch our YouTube guide on making an application go to: http://www.youtube.com/watch?v=Pg55NgY4ujE If you use Twitter you can follow the Arts Council's Twitter support stream for online services. Subscribers receive information about funding deadlines, decisions and help for online services. Our tweets are then often retweeted by other Twitter users. See: http://twitter.com/artscouncilhelp If you still require further assistance you can call the Arts Council on 01 618 0200 or email awards@artscouncil.ie If you have access requirements you can contact the Head of Artists' Supports on 01 6180 221.

Part 3 - Assessment and Processing

Overview	The Arts Council considers all applications, makes decisions and communicates these to applicants in accordance with set procedures. The aim is to ensure that the system for making awards is fair and transparent.
The process	All applications received are processed as follows: • application acknowledged; • adviser(s) and/or staff make written assessment; • adviser(s) and/or staff recommends as shortlisted or not shortlisted; • peer panel reviews all shortlisted applications and makes decisions; • decisions are ratified by Council; • decisions are communicated in writing.
Criteria for the assessment of applications	Applications are assessed in a competitive context and with consideration of the available resources. All applications are assessed against the following criteria: 1. Artistic merit 2. Meeting the objectives and priorities of the scheme 3. Feasibility *1. Artistic merit* An assessment on artistic merit would focus on the quality as well as the nature of the proposed activity and might include, amongst other things, consideration of: • the quality of the work in question demonstrated through the support materials submitted; • the track record of the publisher demonstrated through previously published work and other support material submitted; • the potential of the publisher demonstrated through the application form and support materials submitted; • the proposed titles/work as outlined on the application form; • the artform/arts practice context in which the activity is proposed; • the ambition, originality and competency demonstrated by the publisher and writers. *2. Meeting objectives and priorities of scheme* An assessment under this criterion would focus on the benefit and strategic significance of the proposed activity in relation to the stated objectives and priorities of the scheme. For example, this might include amongst other things, consideration of the extent to which the titles proposed would reach an audience and would benefit the field of contemporary Irish literature. Consideration will be given to the extent to which the publication platforms high quality writing, demonstrates fair payment rates to writers, illustrators etc, and delivers this to an interested and significant audience. *3. Feasibility* An assessment on feasibility would consider the extent to which the applicant demonstrates capacity to deliver the proposed activity. This might include but not be limited to consideration of: • the proposed budget; • the proposed timetable or schedule; • the availability of other supports / partners identified in the application.

Specific Criteria to meet objectives and priorities of the scheme include:

- *Publication and production standards*

An assessment under this criterion would focus on the track record of the publisher/journal and the extent to which previous publications have been produced to a high standard. The quality of the writing will be assessed under Artistic Quality.

- *Effectiveness of marketing, distribution and promotional campaign*

An assessment under this criterion would focus on the feasibility and effectiveness of the plan submitted to promote, market and distribute the publication. The panel will examine the extent to which the plan will extend the reach of the publication, and the appropriateness of the plan to the work in question. The track record of the publisher in promoting, marketing and distributing its work will also be assessed.

Peer panels	The purpose of peer panel meetings is to allow for a diversity of expert views to inform the decision-making process. Peer panels normally comprise at least three external adjudicators with relevant artform and/or arts practice expertise. Each meeting is led by an Arts Council member acting as non-voting chair. Arts Council advisers and staff attend as required, and those involved in the initial assessment of applications are on hand to provide information. All those attending receive information in advance of the meeting about all shortlisted applications. Panel members have full access to shortlisted application forms and all supporting material on the day of the assessment.
Timeframe	The Arts Council endeavours to assess applications as quickly as possible, but the volume of applications and the rigorous assessment process means that it will take up to 10 weeks from closing date to decision. You can track the status of your application through the Arts Council's online services website.
What happens if you receive funding?	A letter of offer will be sent to you detailing the amount, terms and conditions of the funding. You will also be informed of the process by which your funding should be drawn down.
What happens if you do not receive funding?	You will be informed in writing if your application is not successful. Unfortunately, eligibility and compliance with application procedures alone do not guarantee receipt of an award. Because of the large volume of applications, demand for funding always exceeds the available resources. If your application is not successful you can request feedback from Arts Council staff.
Appeals and complaints	If you feel that the Arts Council's procedures have not been followed, check the Appeals and Complaints Procedure, or contact the Arts Council for a copy of the Appeals and Complaints information sheet.
Am I eligible to re-apply?	Unsuccessful applicants may not re-apply for proposals which have already been assessed by the Arts Council. An exception may be made if Council has specifically advised them to re-apply. Please bear in mind that such advice is not a guarantee of a successful outcome.

Part 4 – Terms and Conditions

- By submitting an application applicants are confirming that they have read and understood the information set out in the Guidelines relating to this funding scheme.

- Publishers must be based in the Republic of Ireland or, if based in Northern Ireland, must demonstrate a substantial distribution network, readership and sales in the Republic of Ireland.

- Your application will be considered ineligible, and returned to you, if:
    - Your application or supporting materials were late;
    - You applied by sending an posted, emailed or faxed application form;
    - You did not fully complete the application form;
    - You did not include all the required supporting material with your application;
    - You sent your supporting material by post, email or fax;
    - The proposed activity or costs you are applying for do not fit the purpose or function of the funding scheme.
- All Arts Council funding schemes are subject to different limits, and any funding is offered subject to the availability of funds. Funding may be withheld or divided among applicants at the discretion of the Arts Council.

- All correspondence will be between the Arts Council and the applicant organisation directly, unless otherwise agreed.

- Any offer of financial assistance is made on the basis of plans outlined in the application, and any alteration to plans or budget which materially affects that basis, or does not comply with the terms of the offer, must be communicated to the Arts Council at once. The Council reserves the right to revise or withdraw its offer in such circumstances.

- Successful applicants will be informed of the conditions of the funding offer and the steps required in order to draw down funding.

- Applicants will be required to manage their payments and the submission of relevant materials through the Arts Council's online services web site.

- Successful applicants will be required to provide proof of their bank account.

- Organisations receiving €10,000 or more must be able to demonstrate that they are in possession of a tax clearance certificate from the Revenue Commissioners in the name of the awarded applicant. Tax clearance certificates can be requested online at www.revenue.ie. It is not necessary to submit a tax clearance certificate with your application.

- Successful applicants will be paid by bank transfer only. The Arts Council does not issue cheques.

- Funding will only be paid into a bank account in the name of the awarded applicant organisation.

- Successful applicants must report on the utilisation of their award and supply receipts where appropriate. A report form will be provided for this purpose. The report form must be submitted with your request to receive the final instalment of your funding.

- Successful applicants must draw down and spent according to an agreed funding schedule. Any alterations to this schedule must be agreed with the Head of Literature.

- Successful applicants must acknowledge the support of the Arts Council in all promotional material associated with their work. Details are set out in the document *Requirements for Acknowledging Arts Council Funding* available from the publications section of the Arts Council's web site.

- Applicants who are working with children and young people must demonstrate that they have adequate child protection and welfare policies and procedures in place. If your funding application involves work with children and young people you must submit a copy of your child protection policy and procedures with your supporting documentation. For further information see Guidelines for the Protection and Welfare of Children and Young People in the Arts Sector, available on request from the Arts Council or on www.artscouncil.ie.

- Applicants whose activities involve the use of live animals must submit evidence of compliance with the Arts Council's Animal Welfare Framework available on the publications section of the Arts Council's web site.

- Funding may be offered with additional specific conditions attached.

- Applicants should note that information provided to the Arts Council may be disclosed in response to a request made under the Freedom of Information Acts 1997 and 2003. Information provided is retained on the Council's Management Information System. Every effort will be made to protect client confidentiality.

Part 5 - Help with your Application

Overview	This part of the Guidelines provides information and advice to help you through the process of preparing and submitting your application form and support materials.
Using the online services website	All applications for funding schemes must be submitted through the Arts Council's online services website. The online services website is simple to use and allows you to upload a wide range of support materials in electronic format along with your application form. It is recommended that applicants become familiar with the application section of the online services website well in advance of the deadline and in advance of preparing an application. Applicants are advised to prepare and submit well in advance of the deadline. It is likely that there will be heavy traffic on the site on the final afternoon of the closing date. Please be aware that upload times can be much longer than download times, it may take you longer than you think to upload your support materials. It is also common for the Arts Council to receive a high volume of enquiries and phone calls on the day of any funding deadline so if you have a last minute query you may find it more difficult to get through to us. If you have not already registered with the online services website you will have to do so before you will be able to make an application. It may take **up to 5 days** for your registration to be confirmed and for you to receive a password, so it is very important that you register as early as possible. If, for exceptional reasons, you are not able to use the internet or the Arts Council's online services web site or if you have special access requirements, then the Arts Council will consider allowing you to submit your application form in hard copy. In such circumstances you **must contact the Arts Council at least two weeks in advance of the deadline**. If you experience technical difficulties at any time while making an online application you can contact the Arts Council for help by emailing onlineservices@artscouncil.ie.
Application form help	When making an application the online services website will ask to confirm your name and contact details and to select which funding scheme you are applying for. You will then be allowed to download the application form. These help notes should be read in conjunction with that application form. The numbered sections below relate to the numbered sections on the application form. **Section 1 – About the Publications/Title by Title Scheme** 1.1 At section 1.1 you should include the applicant organisation name. This should match the name given on the Arts Council's online services website. 1.2 At section 1.2 of the application form you are asked to tick a box to confirm that you have read the Guidelines relating to the funding scheme. 1.3 At section 1.3 you are asked to provide some background information about the organisation, detailing its publishing rationale and giving a brief outline of publications produced over the past three years. This question must be answered by new applicants.

Section 2 – Proposal

2.1 At section 2.1 of the application form you are asked to provide the titles for which you are applying. You may apply for a maximum of five titles to be produced in 2013.

2.2 At section 2.2 you should provide a fuller description of your proposal. This will help those involved in assessing your application to understand the full scope of what you want to do and why.

Book publishers must include:

- The proposed titles and authors to be published
- Brief description of book, including summary, author info, genre, intended audience and word count

Publishers of journals or magazines must include:

- Mission and purpose of journal/magazine
- List of contributors commissioned

Further information might include but not necessarily be limited to:

- statement of editorial policy;
- artistic goals and ambitions;
- the envisioned benefits of the work to the literary landscape;
- an explanation of why funding is necessary and why the Arts Council is the appropriate partner.

2.3 At section 2.3 of the application form you are asked to explain how you feel your proposal meets the assessment criteria for the award to which you are applying. To understand the assessment criteria for the award you should read carefully the Funding Guidelines and in particular **Part 1: About the Award** and **Part 3: Assessment and Processing**

2.4 At section 2.4 of the application form you are asked to list the authors and editorial personnel involved in your proposal. You should only identify those who play a significant part in your proposal. You should not leave this section blank as it provides essential information for those assessing the application.

Section 3 – Budget

PLEASE NOTE: You must also fill out and submit the separate **detailed budget template** for each title for which funding is sought. The template can be downloaded here: http://bit.ly/NSFAB5 (0.03 MB, MS Excel)

3.1 Section 3.1 of the application form asks you to identify the expenditure relating to your proposal. Expenditure for a Publications/Title by Title Scheme **must** include details of authors' fees, contributors' fees and editorial costs, as well as costs for printing, distribution, promotion and marketing. You should consult the Award Guidelines particularly **Part 1 - About the Publications/Title by Title Scheme** to see what expenditure is eligible within the award.

3.2 Section 3.2 of the application form asks you to identify any income relating to your proposal. If you have income from other sources that is specifically being put towards the cost of the activities described in your proposal then you should identify that income here. If you do not have other sources of income that you are putting towards the activities identified in your proposal then you should enter zero here. It is important that your budget balances but your ability to raise funding from other

sources towards the proposal will not make the application any more or less of a priority for the Arts Council.

3.3 Section 3.3 of the application form asks you to state **clearly** how much you are seeking from the Arts Council. The Arts Council cannot grant money where no amount has been requested. The amount requested should be equal to the total expenditure minus any income that you have declared as counting towards the cost of the proposal. It is essential that these figures match. If there is a discrepancy in the figures the Arts Council will not be in a position to assess your application properly. You cannot ask for more money than you need i.e. more than the expenditure that you have identified for the proposal.

Supporting material help

Supporting material is an essential part of your application. Clear, concise and relevant supporting material will help assessors to understand your proposal. Support material must be submitted online.

See **Part 1** of these guidelines under the heading **Essential Supporting Material** for the list of materials that you must submit with this application.

See **Part 2** of these guidelines under the heading **Preparing and submitting support material online** for information on how to provide your support material.
You must include a current biography for the publisher and a CV for all key personnel involved. Each CV should identify relevant work or skills and should be no more than two A4 pages in length.

If you are submitting sound-based material please only supply the tracks you want the assessors to listen to. All files should include track listings, names of performers, etc.

If you are submitting illustrations please ensure that images are clearly labelled and there is relevant contextual information, including illustrator name etc.

General advice

Common mistakes to avoid when submitting materials:

- inadequately labelled materials;
- no indication of the relevance of materials to your application;
- no examples of previous work;
- too much irrelevant information (e.g. too many reviews). It is better to submit one high-quality example than a large amount of lesser-quality, irrelevant material;
- not enough information. Assessors will have no basis on which to make a recommendation;
- examples of work older than three year. Assessors are interested in your recent or current work.

Other general advice to consider when making an application:

- plan your application well in advance;
- read the Guidelines thoroughly before you begin making an application;
- remember that several people will be involved in making a decision about your application – so make your application clear, concise and unambiguous;
- do not assume that the assessors will know you or your work. Treat each application as if it were your first;
- have a clear and realistic idea of what you want and how much your proposal costs;
- have someone else look over your application before you submit it.