

**Canadian Magazine Media in a Digital Age:
The Canada Periodical Fund (CPF)**

MagNet 2017

- What we do: program overview
- What we've achieved: results in 2016-17
- How we did: evaluation findings
- What we've heard: stakeholder feedback
- What's new: changes in 2017-18
- What's next: looking ahead
- Q & A

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➤ **What is the Canada Periodical Fund (CPF)?**

- The CPF is a federal funding program that provides financial support to eligible paid Canadian **magazines** and **community newspapers** (“periodicals”)

➤ **Raison d’être**

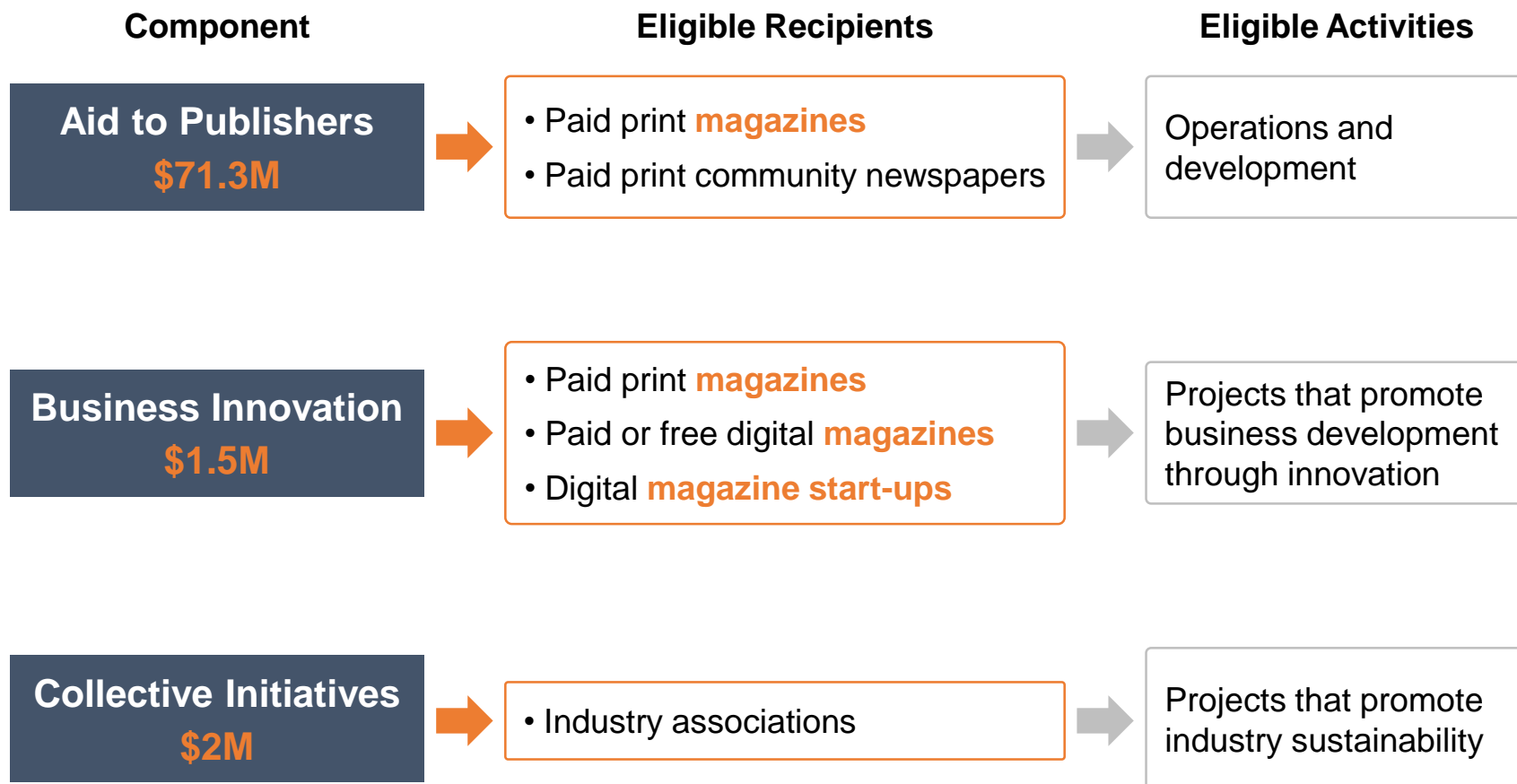
- CPF funding is intended to help periodical publishers achieve, maintain, or increase their competitiveness and sustainability in recognition of their contribution to cultural expression, civic engagement, community-building, and the economic and public good

➤ **Public policy objective**

- To ensure that Canadians have access to **diverse Canadian stories, voices, perspectives**, and **ideas**

➤ Structure

- CPF funding is delivered through 3 components:



➤ **Aid to Publishers (ATP)**

Titles funded	≈ 750 (378 magazines + 369 community newspapers)
Types of activities funded	<p>General operations and development, including:</p> <ul style="list-style-type: none"> • editorial • production • distribution • marketing and promotion • website development • production of a digital periodical associated with an eligible print periodical
Average processing time	26 to 28 weeks (all applications combined)

➤ **Business Innovation (BI)**

Projects funded	66
Types of projects funded	<ul style="list-style-type: none"> • business plans • market research • rebranding • special issues • promotional campaigns • internships • mobile apps • website development • events and trade shows • international development • start-ups
Average processing time	9 to 12 weeks

➤ **Highlights**

- **Start-up pilot project:** seed funding for aspiring or emerging digital publishers
- **Increased demand:** BI received more applications than it could fund in 2016-17
- **Delegated approvals:** BI has benefited from the Department-wide delegation of authority to approve funding requests up to \$75K
- **Accelerated decision timelines:** below established service standard of 26 weeks

➤ **Collective Initiatives (CI)**

Projects funded	19
Types of projects funded	<ul style="list-style-type: none"> • promotional campaigns • market research • professional development and skills training • conferences, seminars, and symposiums • fairs, festivals, and trade shows • new tools and technologies • internships
Average processing time	9 to 12 weeks

➤ **Highlights**

- **Delegated approvals:** CI has also benefited from the Department-wide delegation of authority to approve funding requests of up to \$75K
- **Accelerated decision timelines:** below established service standard of 22 weeks

➤ Background

- Government programs are regularly evaluated to assess their relevance (impact) and performance (efficiency)
- The CPF recently underwent an evaluation for the period 2010-11 to 2014-15
- The evaluation found that the program has played an important role in contributing to the sustainability of a culturally and economically significant sector at a time of unprecedented change
- It also made several **recommendations**, notably:
 - increase stakeholder outreach and engagement
 - elevate the profile of Business Innovation
 - modernize the Aid to Publishers formula to account for digital
 - implement administrative efficiencies

➤ Response

- The CPF has made good headway in addressing the recommendations:

Recommendation	Response
Increase stakeholder outreach and engagement ✓	<ul style="list-style-type: none"> • CPF staff continue to attend events and conferences • Engagement strategy has been developed
Elevate the profile of BI ✓	<ul style="list-style-type: none"> • Updated guide and form • Start-up pilot project launched in 2016-17
Modernize the ATP formula ✓	<ul style="list-style-type: none"> • Eligibility criteria refined to improve access • Increased support for print titles with a digital presence • Increased support for small and target-group titles
Implement administrative efficiencies ✓	<ul style="list-style-type: none"> • Updated guides and forms • New internal tools and templates • Accelerated decision timelines

➤ **Ear to the ground**

- The program has been closely monitoring industry developments and general and specific stakeholder feedback from a range of sources

➤ **Common themes**

- **Platform-agnostic**
- **Focus on creation and early-stage development**
- **Flexibility to respond to evolving industry needs**
- **Attuned to different market realities**
- **Greater risk-taking by the private sector**

➤ Aid to Publishers

- A number of enhancements have been introduced to improve access, promote diversity, and recognize challenges faced by smaller publications:
 - ✓ LGBT titles now benefit from the same treatment as indigenous, ethnocultural, and official-language minority titles (“target groups”)
 - ✓ The minimum eligibility threshold for paid print circulation has been reduced from **5,000** to **3,500** (**2,500** to **2,000** for target groups)
 - ✓ Additional support for small and target-group titles
 - ✓ Additional support for print titles that have invested in a digital presence

➤ **Business Innovation**

- Start-up pilot project extended
- Updated form and guide now online
- Encourage applications for projects that explore export opportunities
- Application deadline: **September 15 (or until all funding has been committed)**
- Applicants may request up to **\$75K** but no more than **\$50K** in any one year

➤ **Collective Initiatives**

- Updated form and guide now online
- Encourage applications for projects that explore export opportunities
- Application deadline: **September 15 (or until all funding has been committed)**

➤ **Aid to Publishers**

- Applications for 2017-18 are **closed**
- Funding decisions are expected by **July 2017**
- Payments will be issued within 4 weeks of funding decisions

➤ **Business Innovation and Collective Initiatives**

- Applications for 2017-18 are **open**
- Funding decisions will be communicated as applications are processed
- Applications should be received **at least 8 weeks** before the project start date

➤ The future of the CPF

- The program is in the planning phase of **modernization**
- Changes will be informed by **stakeholder input** from various sources
- For now, it's business as usual: major changes are unlikely before **2019-20**
- Stakeholders will be given **advance notice** to ensure sufficient lead time to plan and adjust

Over to you

➤ Questions and comments are always welcome

Please visit our website and feel free to contact us at the coordinates below:

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