

## Questionnaire: The Government of Canada's 2021 Guest-of-Honour Campaign and the Experiences of Indigenous-Owned and -Operated Publishers

If the choice is "Yes" or "No," please highlight or bold your answer. In most cases, you are asked to type a response. Please take as much space as you require. Please return the completed questionnaire by email (to sarahpelletier@cmail.carleton.ca) on or before February 28, 2022.

1. Please indicate the name of your publishing company and, for the purposes of the honorarium, an address we may use to mail the cheque or an email address we may use for an e-transfer.

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2. A) Did your company submit to the [Incentive for Purchasing Translation Rights and for Publishing in German](#) (Canada Council program that closed April 2020)?

Yes No

B) If your company did not submit, why not?

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C) Do you have any comments about how this incentive worked (its fairness, the financial amount awarded, criteria of adjudication, etc.)?

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3. A) Did your company sell any rights as a result of exposure gained from the [FBM2021 Rights Catalogue](#), or did your company sell translation or other rights during the guest-of-honour period that you would say were linked to the increased publicity afforded by the guest-of-honour campaign? (Please don't include rights sales funded by the Incentive referred to in question 2.)

Yes No

B) If your company did sell rights in relation to the contexts described in 3 A), please indicate the number of titles rights were sold for.

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4. A) Did your company apply to the Livres Canada Books 2020-2021 competition for the [Foreign Rights Marketing Assistance Program](#)?

Yes No

B) If not, why did your company decide not to apply?

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C) If yes and your company was successful, please describe what benefits (rights sales, contacts made, etc.) accrued from this support.

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5. A) Did your company purchase space at the 2021 Frankfurt Book Fair through the Livres Canada Books [Canada Stand](#)?

Yes No

B) Did your company receive any Livres Canada Books support for export-related virtual “speed-dating” in relation to the 2020 or 2021 Frankfurt Fair?

Yes No

C) If yes to 5 A) or 5 B), please describe what benefits (rights sales, contacts made, etc.) accrued from either space in the Canada Stand or virtual “speed dating.”

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6. The Government of Canada’s guest-of-honour campaign, managed by Canadian Heritage, has identified its main goal as “export profitability.” In your estimation, how well did this campaign, which received 4.2 million dollars in federal funding, serve Indigenous-owned and -operated publishers? Are there measures that might have been implemented to better enable Indigenous-owned and -operated publishers to realize increased sales or exposure at the 2021 Frankfurt Book Fair?

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7. Would you like to add any other comments related to the guest-of-honour campaign and its effects?

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