

Funding Assistance for Media Tours

1. For the purposes of this policy, media tours are understood to be tours undertaken by the media-travel writers, film crews, television crews, photographers and others--for the purpose of profiling some aspect of Nunavut tourism product(s) and of giving these product(s) exposure in publication(s), on television, on film, or through exhibition(s).
2. Requests will initially be screened according to the following criteria:
 - The proponent must have a contract for the project; free-lancers who are writing or filming on "spec" will be screened out;
 - The project must involve at least one Nunavut member operator who is licensed according to the requirements of tourism legislation; projects involving only wilderness areas with no direct connection to a Nunavut supplier will be screened out;
 - Operators/businesses intended for coverage in the project must have a market-ready product(s); as follows:
 - Have been in operation at least one full year and be able to provide client references. (References may, or may not be requested.)
 - Have an established pricing structure (and preferably a commission structure as well although this is not a requirement);
 - Have prepared promotional literature and/or a web-site and/or contact numbers which will be answered consistently (telephone, fax, and/or e-mail).
 - The proposed project must allow adequate time for planning, and be scheduled for the most appropriate season.
3. Funding requests remaining after initial screening will be evaluated according to the following factors:
 - Projects will normally provide exposure for two or more member operators--although, depending on the project, one may be featured over the others;
 - The proponent will have a superior professional record such as: numbers of articles published, writing or film awards, professional references, and/or prestige of previous venues;
 - The venue proposed must be appropriate to Nunavut's promotional needs: extent of coverage, target audience, type of products profiled, and timing.
 - The kind and amount of assistance that is being asked for will be considered in the evaluation; requests for in-kind assistance through airfares are favoured over requests for financial expenditures.
 - The quality of benefits to be provided to Nunavut Tourism and/or member operators will be part of the evaluation process: extent of coverage, provision of promotional materials such as videos or slide images for Nunavut Tourism's use, and so on. These proposed benefits will be detailed in writing and approved by both the proponent and Nunavut Tourism

4. Other factors reviewed during the proposal evaluation include, but are not limited to:
 - How important is the tourism sector being featured to Nunavut tourism development and to Nunavut's economy? that is, promotion those products which provide major positive economic impact and/or job creation will be favoured.
 - Has this tourism product sector already received media coverage in the current fiscal year?
 - Has this operator (these operators) received media coverage previously, assisted through Nunavut Tourism funds?
 - Has this region of Nunavut already received coverage in the current fiscal year? Have the other region(s) received their "fair share" of coverage over the last two fiscal years?
5. Normally, logistics will be provided by a Nunavut tourism supplier, not by Nunavut Tourism staff. On the other hand, Nunavut Tourism will be responsible for facilitating contacts and use of local operators, as well as providing advice on timing, location and design of the project.
6. Due to the broad variety in types and extent of media coverage, no specific maximum or minimum amount of assistance is set except that: granting of funds will continue until the allocated budget amount has been fully expended on qualified projects, or until the end of the fiscal year, whichever comes first. Requests for funding under this policy will be considered on a first come, first served basis.
7. Any deviation from this policy is to be approved or rejected, as appropriate, by decision of the Policy Committee.
8. Enquiries and bookings resulting from the media coverage will be tracked as far as that is possible and will be used in guiding future decisions regarding funding media tours.