

August 2017 production schedule – Beef and sheep features

Target Fairfax Media publications

Queensland Country Life – CQ Beef (6 pages) + Flock talk (2 pages)

DAF CQ Beef editor: **Byrony Daniels**, Emerald/Mick Sullivan, Rockhampton; Flock talk editor: **Nicole Sallur**, Charleville

Queensland Country Life – Beeftalk (6 pages) + Flock talk (2 pages):

DAF Beeftalk editor: **Roger Sneath**, Toowoomba/Felicity McIntosh, Brisbane; Flock talk editor: **Nicole Sallur**, Charleville

North Queensland Register – Northern Muster (6-8 pages):

DAF editor: **Megan Willis**, Charters Towers/Jo Miller, Charters Towers

Key contacts

Fairfax Media: All final artwork goes to petercross@fairfaxmedia.com.au.

DAF Corp Communications: Andrea Corby (feature editor), Townsville; and Corporate Communications, Brisbane

Science Director – Beef/Sheep: Bob Karfs, Brisbane and Regional Co-ordinators: Brigid Nelson, John James, Steven Bray, David Phelps

DAF production steps	Who	Deadlines
1. Call for contributions and prioritise story ideas according to projects and seasonal mgt needs etc	DAF feature editors	By Tue 2 May 2017
2. Editorial group webinar to share ideas and story leads (if required). Email may suffice.	DAF feature editors (and Rebecca Farrell)	By Tue 2 May 2017
3. Develop story leads and forward outlines to Peter Cross, Fairfax Media, for advertising leads	DAF feature editors (cc Science Director)	By Fri 9 June 2017
4. Finalise copy (using DAF Style Guide) and accompanying images (hi-res); select feature cover image options. Prioritise articles and identify groups of articles in spreadsheet – two weeks	DAF feature editors	By COB Wed 21 June
5. Submit all final copy, accompanying images and spreadsheet to Science Director & Regional Coordinators for review through specified DAF transfer directory (label your feature folder) \\Townsville3\TRANSFER – one week	DAF feature editors	By Thurs 22 June (AM)
6. Submit reviewed articles via transfer directory to DAF Communications staff (Andrea) for QG quality assurance (all articles in one email) – one week	Regional Coordinators & Science Director / Corp Comms (Andrea)	By Tues 27 June (AM)
7. Submit approved copy, images, spreadsheet via Transfer directory to Corp Comms in Brisbane (this will be staggered as each feature is completed)	Corp Comms	By Tues 4 July (COB)
8. Submit all content to DAF Creative team	Corp Comms	On Wed 5 July
9. Design all beef and sheep features – three weeks+	Creative team	By COB Wed 26 July
10. Provide artwork proofs to DAF feature editors for final review/changes – three days	Corp Comms	By Thurs 27 July (AM)
11. Submit sign off pages to Corp Comms for approval to release. Final draft approved by Science Director and Corp Comms Director – two days	Corp Comms	By Tues 1 August (AM)
12. Submit approved artwork to Peter Cross	Corp Comms and Fairfax Media	By Mon 7 August (9am)
13. Promote upcoming editions in FutureBeef eBulletin	Rebecca Farrell	By Tues 8 August (AM)
14. All beef and sheep features published		Thurs 10 August
15. Organise e-reader and PDF versions from Fairfax Media, load onto FB website and cross-promote through FB eBulletin	Rebecca Farrell	Mid-August
16. De-briefing webinar to review/share any evaluation feedback/forward plan	Rebecca Farrell	Mid-August