

## December 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](mailto: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	Mid-August 2017 (six weeks prior to Step 3)
2. Editorial group webinar to share ideas and story leads (if required. Email may suffice).	DAF feature editors (and Rebecca Farrell)	Early September 2017
3. Develop story leads and forward outlines to Peter Cross, Fairfax Media, for advertising leads	DAF feature editors (cc Science Director)	By Fri 29 September 2017 (Mon 2 October is a PH)
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 11 October
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 12 October (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 17 October (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 24 October (COB)
8. Submit all content to DAF Creative team	Corp Comms	On Wed 25 October
9. Design all beef and sheep features – three weeks+	Creative team	By COB Wed 15 Nov
10. Provide artwork proofs to DAF feature editors for final review/changes – three days	Corp Comms	By Thurs 16 Nov (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 21 Nov (AM)
12. Submit approved artwork to Peter Cross, Fairfax Media	Corp Comms	By Thurs 23 Nov (9am)
13. Promote upcoming editions in FutureBeef eBulletin	Rebecca Farrell	By Thurs 23 Nov (AM)
<b>14. All beef and sheep features published</b>		<b>Thurs 14 December (7 Dec NM)</b>
15. Organise e-reader and PDF versions from Fairfax Media, load onto FB website and cross-promote through FB eBulletin	Rebecca Farrell	Mid-December
16. De-briefing webinar to review/share any evaluation feedback/forward plan	Rebecca Farrell	January