

## EDITORIAL POLICY and GUIDELINES

This policy encompasses all publications produced by the Friends of the Royal Botanic Gardens Melbourne Inc (the Friends) including both print and digital media platforms.

The purpose of all publications is to provide relevant content which will engage with and benefit members.

Content which is deemed relevant for members will include but is not restricted to:

- Reports from Friends of the Gardens Trust Fund activities
- Reports/updates from the Friends operating groups including volunteers
- Information shared by the Royal Botanic Gardens Victoria (RBGV)
- Promotion of upcoming events and reports of past activities such as plant sales and art exhibitions
- Advertising which meets the Friends' Advertising Policy.

All publications must be of a high standard and be approved/proofed for publication by the Editor of Botanic News and/or the Customer and Relationships Manager without exception.

### **Botanic News**

*Botanic News* is of fundamental importance as it is the main means of communication with the membership of the Friends.

The purpose of *Botanic News* is to inform members about the activities of the Friends and to promote the Friends, the Royal Botanic Gardens and the National Herbarium of Victoria. It also provides members with information about other matters as deemed relevant by the Editor and Customer and Relationships Manager, such as research and profiles of gardens of interest for example.

The publication of *Botanic News* depends on the hard work of volunteers. In order to ensure the timely publication of *Botanic News* the guidelines below have been formulated to assist and support contributors.

### **Preparation by Editor**

The Editor of *Botanic News* will need to undertake these early tasks to formulate a rough plan of the upcoming publication:

- Sourcing suitable material for possible inclusion in Botanic News and additional material for contingencies
- Identify RBG staff and others who might be possible contributors to the publication.

## **Botanic News submission policy**

1. When an author submits any material for publication, the author does so on the following basis:
  - The material is original, is his/her own work and is not under any legal restriction for publication in print or online.
  - The author allows the Editor to edit the work for clarity, accuracy, presentation, and style.
  - The author gives the Editor permission to publish the work, in printed and/ or electronic form, once or more and make it accessible in the magazine's archives indefinitely after publication.
  - The author will, if requested to do so by the Editor, enter into a publishing agreement to formalise and give effect to this policy.
  - The author has read and has accepted the terms of this policy and of the Copyright Policy as set out on the Friends' website.
2. Articles or story ideas should be submitted to [Editor.Botnews@frbgmelb.org.au](mailto:Editor.Botnews@frbgmelb.org.au)
3. After submissions have been edited to comply with this policy, the Editor will provide authors with a copy to ensure that the editing hasn't changed the meaning or intent of the author.
4. The final acceptance of an article for publication is up to the Editor. The Editor has the right to reject material up until the time of publication, or not to publish material even after editing and clearance.

## **Deadlines and production schedule**

Authors will be advised of deadlines each quarter. Deadlines must be adhered to unless the Editor has given the author an extension of time. Deadlines are set to allow time for formatting, graphic design, proof-reading and print production. The printer requires 2 working weeks to set plates and provide a print-ready proof for final sign-off, setup and print, cut, staple, pack and deliver.

## **Guidelines for authors**

1. Submitted articles should be in line with the purpose of *Botanic News*.
2. Word counts for each article will be set and must be adhered to.
3. Format and layout of each article and the newsletter as a whole are entirely at the discretion of the Editor.

## **Photography and imaging guidelines**

The Friends encourage the submission of illustrative photographs or images with articles or story ideas, together with advice about acknowledgements in line with the following guidelines:

1. Images embedded in a Microsoft Word document, PowerPoint presentation or any other Office product should not be submitted
2. Web-sized images less than 400kb file size downloaded from the internet should not be submitted as they cannot be re-sized for print quality
3. Image formats that are accepted include *jpg* and *tif*. Other image formats may be submitted at the discretion of the Editor
4. Images must have at least 300 pixels per inch resolution
5. Images should be at least 2272 x 1704 pixels. This setting can be found on most cameras. The resulting computer file should be at least 1MB
6. Other than cropping, images should not be processed before submission
7. The Editor reserves the right to refuse to publish any image; and reserves the right to crop or position the image appropriate to the design, layout and flow of the newsletter
8. All images must be supplied with a caption. Where relevant, captions must include the:
  - Names of people in the photograph, from left to right
  - Name or title of the event; and
  - Location and date (if applicable to accompanying article)
  - Name of photographer
9. Permission will be sought for all images and where possible, the photographer should be acknowledged.
10. If the image is of a plant, the plant species should also be provided where possible.

## **e-News**

The eNews, is an informal newsletter designed to engage members fortnightly. The platform is used to promote upcoming events, general happenings of the Friends, RBGV information, and other relevant 'Outside the Gardens' information.

The publication is produced fortnightly by the Office Administration staff member who prepares articles and images and engages with members and relevant Convenors to collate information.

Events and activities to promote are decided in consultation with the Customer and Relationships Manager.

## **Website**

The Friends website acts as a hub of information for members and the wider community including 'What's On', the Friends groups and volunteers, our history, policies, and acts as a gateway for donating funds and renewing or purchasing memberships.

The website must always present relevant and accurate information for users as it is one of the main hubs of information for our members together with *Botanic News*.

Permission must be sought for all images and where possible, the photographer should be acknowledged. If the image is of a plant, the plant species should also be provided where possible.

Content for the website will be derived primarily from the current issue of the Botanic News, however other information should be proofed by the Customer and Relationships Manager as it is updated (excluding the Events/'What's On' web pages).

Images loaded to the website should not be greater than 750Kb to ensure a positive user experience and provided in a jpeg format.

## **Social Media**

The Friends are active on a number of social media platforms which are utilised to engage with a wider demographic to demonstrate the range of workshops, activities, specialist knowledge and our support of the Gardens.

The Friends have a separate social media policy which considers the changing nature of these digital platforms. This policy must be adhered to by all staff and volunteers who are responsible for posting to the Friends' social media platforms.

## **Annual Report**

The Annual Report is a snapshot of Friends activities throughout the year and a compulsory detailed financial report. The report is produced in two formats: a detailed full report and a secondary summary which has a greater focus on celebrating the participation of members and volunteers throughout the year.

Each format should be presented online, and a small number of printed copies provided to members if needed.

Content is provided by the President, Secretary, Treasurer and Convenors and some editorial added by the Customer and Relationships Manager.

Permission must be sought for all images and where possible, the photographer should be acknowledged.

The Annual Report must be completed for review by the Executive in August then presented to the October Executive and Council meetings where the report should be approved.

## **Style Manual**

Friends' publications must adhere to the Friends' Style Guide.

## **Copyright**

The rules relating to copyright in relation to material created by or submitted to the Friends for publication are set out in the Friends' Copyright Policy.

## **Privacy Regulations**

The Friends comply with the Australian Privacy Act (1998) for the collection and use of personal information.

## **Inappropriate Information**

All publications must be of a high standard and information must be approved for publication by the Editor of *Botanic News* and/or the Customer and Relationships Manager.

### **Note:**

The texts of the Friends' Copyright Policy and the Friends' Statement of Privacy Policy are set out on the Friends' website ([www.rbgfriendsmelbourne.org](http://www.rbgfriendsmelbourne.org)). Copies are also available on request from the Friends' office.

**Updated: 1 April 2020**