

Canberra Times-Queanbeyan City Supplement

Notes on De-Brief Meeting held 2 August 2007 – 10.30 am at VIC

In attendance: E. Nichols, R. Studholme, S. Mitchell-Taverner, and I. McGinn

Apologies: I. McNamee, B. Baker, Craig Harris

Summary from E. Nichols, Canberra Times:

- Thanks to Craig Harris for cooperation over page 3 issue. Apology to Ian McNamee for additional work incurred.
- Deputy Mayor received a personal apology from Ernie Nichols re page 6 caption.
- Queanbeyan Golf Club editorial appears to have gone missing.
- Ernie Nichols will discuss directly with those advertisers/contributors that suffered errors in the final production.
- Identified problems (refer email from Simon Mitchell-Taverner Monday, 9 July) have been investigated. These mainly resulted from:
 - Rapid growth of the supplement and the need to fill editorial
 - The Supplement was printed in Sydney due to the late change to a gloss product.
 - Design issues relating to different systems employed by editorial and graphic design departments.
 - Insufficient time allowed between final proof reading and printing.

Solutions for future supplements:

- Greatly extended time frame (up to 12 months)
- Additional final Proof check
- Final product settled and proofed a day or so earlier.

Proposed next Supplement:

- Wednesday 2 July 2008 – or similar date to maximise impact.
- Commitment to minimum number of pages from day 1 to avoid page creep.
- Canberra Times to produce pdf version of 2007 Supplement on DVD for QBC website together with on-line booking form for 2008 issue.
- Canberra Times to consider the possibility of loading some selected images from the 2007 supplement onto the DVD for playing on the internal advertising screen.
- Canberra Times to include 'Early Bird' and QBC financial Member rates on booking form.
- Future Supplements will continue to be an exclusive QBC initiative
- QBC to consider electing an editorial committee.
- Canberra Times to provide procedures to assist editorial committee
- Canberra Times to place 'teaser' ads well in advance of next issue

Meeting closed 11.30 am.