

PUBLICATIONS

Approved: Brad Fish
Chief Executive Officer

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PURPOSE:

This policy provides the framework for officers to determine if publications are required, their production type, and their distribution.

POLICY FRAMEWORK:

PCQ publications play a valuable role within and external to the organisation. They can assist effective communication and are valuable in conveying information. PCQ invests significant amounts of money in preparing publications. The Corporation needs to ensure its investment is required, meets nominated outcomes, publications reach target audiences and the investment is protected by express reservation of copyright to the Corporation. Increasingly, the benefits of electronic publishing are being pursued. Under PCQ's definition, the website is regarded as an electronic publication.

APPLICATION:

This policy applies to all publications produced by or on behalf of PCQ. Publications may take the form of printed or electronic material.

POLICY:

Publications must be task specific. That is, they exist to impart a particular type of knowledge to a particular target audience. The target audience should be detailed before any publication proceeds.

Whenever possible, the Corporation's website should be used in preference to printed publications, if this is practicable.

A publication could be the best option if:

- the communication is primarily one way, at least in the short-term
- it is desirable for the user to keep the information for an extended period of time
- detailed information needs to be provided
- the message is involved and cannot be easily communicated through other means such as letters, meeting etc
- the audience cannot be efficiently targeted through other communication means, eg letters, meetings etc

- the target audience is defined (otherwise costs could be excessive).

Determining criteria questions which need to be answered before any publication is produced are:

- are alternative communication means available?
- how do the costs compare?
- what will be the most effective communication device for the message and target audience?
- whether the benefits of a publication outweigh the costs

If any doubt exists after answering these questions, then a publication is a doubtful option. Other alternatives should be investigated.

PCQ's web site allows publication of a wide variety of material. All publications should appear on the site. In some cases there will be a duplication of printed publication material. In other cases, publication on the web site may be the best and sole means of publishing material.

The quantity of any publication produced should be determined once a distribution list is developed. This should occur in the planning stages. As reprints are expensive, provision should be made for ongoing demand.

All publications must comply with the requirements set out in the Corporate Identity Policy. In most cases, PCQ's design agency should be engaged to produce the publications. The content of this policy must be reflected in consultancy briefs where there is a publication produced on the Corporation's behalf. Copyright must be expressly reserved to the Corporation.

Publications must be in simple, easy-to-understand English. The language must be clear, concise and accurate. Even in technical publications, simple English is preferred, except in circumstances where technical words are essential to convey a precise meaning to an informed readership.

Publications should be written with their intended audiences in mind. It is essential that an accurate idea of the target market or audience is determined so that language and ideas are suitable for particular needs.

Recording, Storage and Distribution

Publications produced by PCQ may be lodged with external parties for the purposes of public access. At minimum, copies of publications must be sent to the State and National Libraries, and Queensland Transport Central Library. Copies of publications for archival purposes must be supplied to the Information Custodian.

SUNSET CLAUSE:

This policy is to be reviewed by 1 July 2009.

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