

7:30am

Good morning sunshine

It's an early start for some members of the publishing team. First in is our graphic artist, who makes some progress on completing page designs before the phones start ringing. It's also an ideal time to print-out pages for proofing before the troops at St Paul's Terrace arrive and the colour printer becomes 'continually busy'. Another early starter is our senior journalist, who makes tracks to Lakeside Raceway to put a number of test cars through their paces.



8:30am

Keeping informed

Today is our weekly WIP meeting followed by our fortnightly staff meeting. We keep each other up to date with our individual work in progress. Our managing editor and artist, unveil a few cover options to the rest of the team to get opinions on which one works best. Our journalists organise a date for the next editorial meeting with the different product areas of RACQ to discuss story ideas for the next edition. One of the journalists is contacting a range of home ware companies to get product images in for the home feature page of the magazine, as well as contacting book and DVD publishers to get review copies to feature in the Time Out section. We discuss ideas and progress of photos for the next section. She explains she has almost completed her stories for the second section of the magazine and hopes to have them ready for our editor next week. I report on my progress with getting the new and used car reviews up on the website using the Matrix program. I am also getting faster creating the hyperlinks for the e-magazine before sending it live to members. Finally, our editor informs us about what is happening around RACQ and within our own publishing department.

10:00am

Morning Tea...

What morning tea? Our editor has left a number of pages for proofing on my desk before they get passed back to the artist for correcting. It's deadline today and there is no time to sit back and enjoy a break. In the past 15 minutes I've taken two payments over the phone, attended to a client who needed an advertisement changed for the next edition and helped a member who required some extra attention due to a legitimate complaint. It was a happy outcome, with the member more than happy for me to transfer him to the appropriate RACQ departmental supervisor.

11:00am

Lakeside Lowdown

Our senior journalist has just arrived in the office after test driving some of the cars which will appear in the next edition of the magazine. Time now to download the results which will be used in evaluating the annual Australia's Best Cars awards.



11:30pm

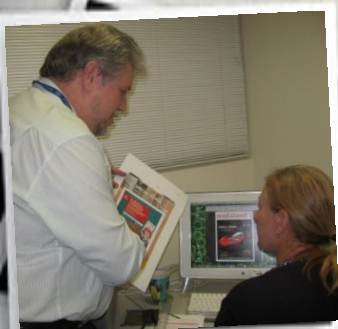
Lets talk customers

As secretary to the managing editor and support to the team, I'm lucky to be able to spend extra time with members when they ring for assistance. In particular are our older members who have attained their 50 Gold years status and are so proud of their long-standing membership. As Publishing is often the first point of contact for many, we handle problems that range from a simple change of address to "Can you tell me how I get from A to B?". And members without computers are forgotten - we happily download information for them. That little extra service goes a long way in promoting the new branding values of the club.

1:00pm

Last Minute Drama

Our Advertising Manager is sweating on a last-minute replacement advertisement for a tourism company which has just repriced all their accommodation offers and the e-mail is somewhere between the agency and SPT. In addition to checking that all the advertisements are reproduced with the correct colours, logos, photos, etc. he makes sure that all the advertisements in The Road Ahead comply with RACQ standards and all phone numbers, websites and email addresses are current and correct. The outside back cover advert looks great and we've also had a request from a company who is planning a possible campaign in The Road Ahead for our 2010-2011 advertising rates. I've checked all the lineage classifieds and our computerised Pongrass advertising booking system will generate the many billings and invoices, which all need to be printed out and posted by next Wednesday.



5:00pm

Computer Shutdown

All good things must come to an end - it's time to go home. The road report isn't too favourable heading north but that's not a worry for the editor as he's usually at his desk until 6pm. As for the rest of us, we have buses and trains to catch. We leave for the day as happy little vegemites knowing that we have made a positive contribution to both RACQ and many of our Club members.



12:00pm

Time for Kit Kat

Over the next three hours we will take our individual breaks for lunch – some of us tread the pavement around Spring Hill for some sun and exercise while some will stay in to read the paper and do the sudoku. Unfortunately for us girls the shopping isn't the greatest in the Valley. Oh... wouldn't it be lovely... if we could have a choice of a few shoe shops. On the odd occasion we might hop on a train to Central, which gives us 20 minutes to do what we want before hopping back on the train to the Valley.

2:00pm

All Done and Dusted

Magazine pages are finalised and saved electronically. Together with colour mark-ups, they are sent to our pre-press house for digital colour correction and final colour print-out. The editor makes his way to Eight Mile Plains to attend another management meeting.

4:00pm

Meetings and Meltdowns

Our editor begins a numbers game. More specifically, a start on an up-coming budget. When he finds a few spare minutes, there's also a report that requires a last read-through and on-going management of the digital website and e-newsletters for the Road Ahead. His door is closed for half an hour so I know he needs no interruptions.