

FHSM Publishing and Media Guidelines

Ver 200819

1. Policy statement

FHSM seeks to maintain a high standard of published material it produces, sells or distributes.

2. Policy Aims

2.1 This policy aims to provide a framework for the development and implementation of the FHSM's publishing program.

2.2 Publications produced by the Friends of Holbrook Submarine Museum (FHSM) must contribute to the FHSM's aims of supporting the vitality of Holbrook Submarine Museum (HSM) and Australia's Submarine heritage, demonstrating a strong national focus in all material, and exposing the depth and breadth of the HSM's collections and services.

2.3 Publications must affirm FHSM's role in supporting scholarship and other creative and intellectual activity within the Australian Submarine community. They should selectively interpret HSM's collections to contribute to an understanding of Australian Submarine history and culture; they must promote knowledge and use of the HSM's resources; and promote the richness and diversity of the HSM's collections.

2.4 FHSM aims for its publications and printed material to be widely accessed and disseminated and recognises that publishing material from, or related to, its collections is an important way of achieving this goal.

3. Definitions

3.1 Publications - Any published work that has been researched, edited, designed and produced for sale and/or distribution to the general public.

4. Guidelines

4.1 Credible new publishing proposals 'for sale' or publication received by the FHSM Management Committee or nominated sub-committee will be taken for consideration. A marketing plan and a provisional budget for the publication, including estimated unit cost and revenue potential will also be provided to assist the committee's decision-making. All new publishing proposals will be assessed according to the following guidelines:

4.2 Standards of writing and research; credentials of the author(s) and their ability to promote the book.

4.3 The sales potential and recommended print run from feedback provided by the FHSM's Development Team or selected Panel Members.

4.4 projected costs and potential revenues assessed in the light of a commercial imperative and expectation that titles will be profit-making and can contribute to the HSM project funding initiatives or goals.

4.5 extent to which the proposed publication will assist FHSM in meeting its strategic priorities.

4.6 extent to which the proposed publication complements FHSM's overall publishing program and or opportunities for fruitful collaboration through publication.

4.7 For HSM exhibition-related books and material: the relationship between the proposed exhibition publication and other elements of the FHSM's overall publishing program; available resources to cover costs, including those being contributed externally by exhibition sponsors or through a grant; the potential to earn revenue; and other considerations.

4.8 If the proposal is endorsed, an author contract for the publication will be drawn up. Once this contract has been signed by the author and representatives of the FHSM, the publication will go forward.

4.9 An approved publication may be taken back to the Management Committee for further consideration, for example, if the manuscript failed to meet FHSM's publishing standards or if there have been changes in the publishing environment that have budget implications for FHSM.

4.10 Publication release dates of 'for sale' titles will be determined after considering a range of factors including the need for reliability, regularity and frequency in the appearance of titles intended for book distribution and the need to publicise such books well in advance of their release dates.

4.11 Coordination of release dates of 'for sale' publications with the activities of HSM's sales and promotion area, and the activities of external distributors, are important. This will be achieved through integration of publications processes with sales and marketing strategies.

4.12 12 months or sooner as defined, after initial release, individual publications' performance against projections will be reviewed by the Management Committee.

5 Promotional and corporate publishing

Promotional publishing is produced as required, in accordance with approved procedures.

6. Key roles and responsibilities

6.1 FHSM Management Committee

The FHSM Management Committee will make publishing decisions in relation to these Guidelines and the Publications Policy.

7. Implementation process

7.1 Responsibility for overseeing the implementation of these Guidelines rests with the FHSM Management Committee or nominated sub committee.

8. Revision

8.1 These Guidelines will be reviewed at least every two years or more often if deemed necessary.

9. References and related documents

9.1 The following documents are related to this policy:

List of current approved publications

Development of publications

10 Media Liaison and articles

10.1 The provision of material to general media outlets is the responsibility of the Media Liaison officer for FHSM who reports to the FHSM Management Committee.

10.2 All media relations are to be recorded in the Secretarys report under correspondence listing the media organisations name and contact if possible.

10.3 No media releases relating directly to the museum or its events are to be made and must be passed through the Greater Hume Shire Council Media and PR officer

10.4 Copies of media releases and printed outcomes are to be kept in archive records

Revision due date July 2021