



defence family matters
Editorial Policy
ESTABLISHED JANUARY 2011

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PURPOSE

1. The purpose of this Editorial Policy is to ensure that *defence family matters (dfm)* is always published to high quality and industry standards, on time and to budget.

BACKGROUND

2. *dfm* is a glossy, 36 page magazine produced by Defence Community Organisation (DCO) and delivered three times each year to all permanent ADF personnel or those on Continuous Fulltime Service who have one or more dependants.
3. The magazine is available as a free subscription to interested parties. Copies are also provided to overseas based ADF staff through Defence Attaches, and to the DCO area offices.
4. The magazine was first published in 2000 in response to an identified need for Defence to communicate directly with the families of ADF personnel. Fundamentally, *dfm* promotes the services available to Defence families that help them to meet the challenges of the military lifestyle. From December 2000 until Winter 2010 a total of 41 issues have been produced.
5. Surveys conducted in 2004 and 2008 indicate that readers are broadly satisfied with the magazine. Anecdotal evidence from support groups for families, such as local base associations and Defence Families Australia, indicate that the magazine is a treasured means with which to inform families about support mechanisms they can offer.
6. *dfm* is also published online at www.defence.gov.au/dco/dfm/. The *dfm* homepage contains all past editions of the magazine since its inception in December 2000. The website also provides details on deadlines for contributors.

DEFENCE FAMILY MATTERS' POLICY SETTINGS

Aims

7. The aims of *dfm* are:
 - a) to provide Defence members and their families with a comprehensive overview of personnel related issues that affect them, in a manner that is both informative and engaging;
 - b) to promote services that support Defence members and their families and assist them to cope with the challenges inherent in the military lifestyle;
 - c) to assist Defence personnel support organisations to promote their services to ADF members and their families; and



- d) to promote a sense of community amongst Defence families and help them to engage with their local community in accordance with the DCO strategic aim of fostering self-reliance.

Audience

8. While the ADF member is identified as a key audience, *dfm* is written for the families of ADF members.

Tone and language

9. The tone and language used throughout *dfm* is informal and comfortable, without being jargonistic or bureaucratic. However, given the audience, there is room for Service-specific colloquialisms. Overall, the copy is positive, relaxed, light-hearted and not political, and each article has a purpose beyond simply reporting the outcome of an event.
10. *dfm* provides ADF families with a reliable information source relating to matters that directly affect them—such as information on pay and allowance changes, support mechanisms for families and partners, housing, and advice and tips on dealing with posting issues. It also provides community support information from not-for-profit and community-focussed groups.

Noteworthy exclusions

11. *dfm* is not an avenue for commercial advertising or promotion, nor does it publish blatant and excessive self-promotion or hype. Similarly, pornography, adult material, hate or violence-oriented material, copy with suggested racial intolerance, copy advocating against any individual or group, or copy that has an insulting, obscene, profane or degrading tone will not be published in *dfm*. Content that promotes violence, smoking and drug-use, and other socially unacceptable content will not be published in *dfm*.
12. Published articles will not contain any content that is a violation of any law, be considered defamatory, libellous, or infringes on the legal rights of others.
13. All submissions must be the original work of the author. Any copy that is sourced from other, published material must be cited appropriately. Unattributed quotes will *not* be published.
14. Due to issues with tone, subject matter and quality, *dfm* will not accept poetry or art for publication unless it is part of a Defence education initiative for children of Defence members.

Editorial notes

15. No data tables or graphs except at the discretion of the Managing Editor.
16. Web addresses will be published without the http:// reference unless it is a necessary part of the address (e.g. if there is no www reference or if the website is secure and requires an https:// reference). Web addresses will be published without any reference to the site's root folder (e.g. /index) unless it's a necessary part of the address.



17. Long and complex web addresses with more than one 'slash' will be replaced with a click-path, e.g. www.defence.gov.au/dco > [Emergency Support for Families Scheme > Application](#)
18. Contributors will be acknowledged in the introductory paragraph of each article, when required by the contributor.
19. Contact details relevant to the article are included at the end of the article, in the following order: name, phone, email, URL.

Themes

20. The overarching theme of *dfm* is informed by the DCO Strategic Direction and is one of self-reliance. DCO is to establish the conditions upon which Defence families and the Defence community can achieve self-reliance, and each edition will support this theme.

Issue-by-issue

21. Issue-by-issue themes are determined by the *dfm* team at the start of each calendar year. Issue themes are tied to the overarching theme of self-reliance and will highlight certain aspects of the Defence lifestyle and provide information on support mechanisms that families can use. Past themes have included: absence from home, Defence kids, and deployment from a member's perspective.

Responsibilities

22. Responsibility for the publication and distribution of *dfm* resides within Directorate Plans, Defence Community Organisation Headquarters, Defence Support Group, Department of Defence. The *dfm* team consists of:
 - Managing Editor
 - Sub-editors
 - Manager, Communications
 - Director, Plans

Managing editor

23. The Managing Editor is appointed by DG DCO and, with support from the *dfm* team, is responsible for:
 - a) Deciding on issue-by-issue themes.
 - b) Editing all submitted copy and ensuring it is grammatically correct, adheres to the [Commonwealth Style Manual](#), spelled correctly, and written with appropriate language and tone, sentence structure, consistency, and journalistic style.
 - c) Proofreading all editions before they are sent to print or are published electronically, and for making any changes that may be necessary before the final release of each edition.
 - d) Making key decisions about layout, graphic design and structure of the magazine.



- e) Provide communications to contributors, via email, regarding submission deadlines.
24. The appointed Managing Editor reserves all rights to approve, edit, or reject editorial content submitted for publication in *dfm*.

Contributors

25. Contributors are responsible for:
- a) Providing contributions on time and to stated deadlines.
 - b) Obtaining clearance on edited copy speedily.
 - c) The factual accuracy of their copy.
 - d) Using the submission templates supplied by *dfm*.
 - e) Adhering to this Editorial Policy.
26. Contributors should note that submitting copy is not a guarantee that the copy will be published.

Disclaimer

27. DCO shall not be liable for any typographical errors, misspellings, or other inadvertent errors that appear in *dfm*.

Submission guidance

28. Articles should be drafted using the submission template, and submitted via email to the *dfm* mailbox at defencefamilymatters@defence.gov.au. Contributors should attach the completed submission template and any accompanying digital photographs to the email.
29. The submission template is available from the *dfm* website: www.defence.gov.au/dco/dfm/
30. When preparing their submission, contributors should ask themselves the following questions:
- What is your objective—why do you want to publish the article?
 - What message do you want your readers to take home from the article?
 - What do you want readers to *do* after reading the article?
31. Contributors are encouraged to submit dot points rather than narrative as this reduces the ‘writing burden’ on contributors. However, if contributors prefer to supply narrative, publication preference will be given to articles that are 200 words or fewer and articles that are accompanied by photographs.
32. All submissions must be the original work of the author. Any copy that is sourced from other, published material must be cited appropriately. Unattributed quotes will not be published.
33. Include design notes in your submission; however, the final design and layout of your article will be decided by the Managing Editor.



- Contributors are not routinely asked to approve the final design and layout for their article.

Images

- Digital images supplied for publishing in *dfm* should be submitted in the following formats: .tif, .jpg, .pdf, .eps, .indd, .ai.
- Images should be at least 300 dpi. Images with lower resolution will be accepted at the discretion of the Managing Editor.
- Images must be submitted as separate electronic graphic files. Do not embed them in a Microsoft Word document.
- Images where children's faces can be identified must have the permission of the parent or guardian for those photos to be used. Please confirm in your submission that this is the case.
- Photos will not necessarily be published. The Managing Editor will decide based on space, quality of photograph and appropriateness of subject and context.
- Images submitted must have the approval of those who own the copyright of those images.

Publication deadlines

- Submission deadlines for the year are always available on the [DFM website](#), or can be obtained by calling the Managing Editor on 02 6127 2316.
- The Managing Editor sends an email to all DCO staff and regular contributors two weeks ahead of the final submission deadline. A follow-up reminder is sent one week out from the deadline. Reminders are not sent any earlier than two weeks as the message tends to get lost in competing priorities.
- Late submissions will not be accepted without prior negotiation with the Managing Editor. The Managing Editor will decide whether to accept late submissions on a case-by-case basis.
- dfm* is sent to all ADF families within six weeks after publication deadlines.

Advertising

- Advertising in *dfm* is reserved for community agencies and not-for-profit organisations offering a product or service specifically to ADF families.
- Commercial or for-profit ventures or ventures that present a conflict of interest for Defence will not be published in any DCO publication, including *dfm*. In cases where a clear distinction as to the above cannot be made, DG DCO's word on the subject shall be final.
- The Advertiser shall provide DCO with press-ready artwork as a high-resolution pdf, high-resolution TIFF, or high resolution JPEG by email to defencefamilymatters@defence.gov.au. Files lower than 300 dpi will not be accepted.
- Advertising must comply with this Editorial Policy and DCO reserves the right to refuse any advertising deemed inappropriate.



Australian Government

Department of Defence

Defence Support Group

**DEFENCE
COMMUNITY
ORGANISATION**

49. No responsibility will be taken by DCO for misspellings, factual inaccuracies, typographical or graphical errors in published advertising.

Circulation

50. *dfm* goes to 29 500 homes across Australia, with another 5500 copies sent to DCO offices and shopfronts, and high commissions and embassies for distribution to overseas based staff.