

Monthly general meeting

Finely tuning features: developing stories from ideas to print-ready spreads

Wednesday 1 June 2016, 6.00 pm for 6.30 pm

The Gabba Ward Office, 2/63 Annerley Road (Cnr Annerley Rd & Crown St, Woolloongabba)



Hello, editors!

Our guest speaker for June is writer and editor Joanna Hartmann.

Joanna currently works as a contributing editor for [Australian Geographic](#), one of the country's best known and respected nature, culture, and destination magazines, and is the editorial director of a suite of women's health resources published for Queensland's health and community sectors. She also tutors and guest lectures in professional writing subjects at Queensland University of Technology, and is completing a PhD in writing and cultural studies.

Working in print and online media for *Australian Geographic* for the past eight years, first as a staff writer based in Sydney and later as a contributing writer and editor, Joanna enjoys discovering stories about the people, cultures, and natural environments that make places unique. Her work has seen her travel throughout Australia to destinations as majestic as Kakadu National Park, as untouched as Hinchinbrook Island, and as wild and remote as cattle stations on Cape York Peninsula. She has also ventured abroad in chase of stories, to destinations as far afield as the Everest Valley in Nepal, and White Island, an active marine volcano in New Zealand. Along the way, she has met and interviewed a host of unique characters, including local residents, park rangers, conservationists, scientists and adventurers.

Transforming stories from ideas into multi-page features complete with clean, captivating copy, as well as engaging photographs, captions, infographics, and break-out boxes involves a team of writers, editors, photographers, designers, illustrators and cartographers. Joanna's informal talk and Q&A session will cover her experiences working for one of Australia's iconic magazines. She will discuss the editorial process from start to finish, from the point of view of a feature writer and copyeditor. Topics she will touch on include:

- being commissioned to write a story
- fulfilling a writer's brief
- being on assignment, and interviewing people in the field
- collaborating with photographers
- writing and editing copy, and crafting informative captions
- verifying details and ensuring factual accuracy
- working with writers, editors and illustrators to develop useful infographics.

Curious? Of course you are. Please come and join your fellow editors in June to welcome Joanna and listen to her present "**Finely tuning features: developing stories from ideas to print-ready spreads**", in which Joanna will draw on examples of her own work and share anecdotes from her forays into the field.

Remember, **entry is via the rear door** in the parking area.

Ample parking is available in the carpark and on the street.

Cover charge – members \$10, non-members \$15 – includes drinks and nibbles on arrival. Meeting ends at 8 pm. But why not **kick on and join us for dinner** afterwards. Just let us know if you're intending to come to dinner when you RSVP. **For catering purposes, please RESPOND to Speaker Secretary Michael Lefcourt at meetings@editorsqld.com or on 0417 869 953 by Monday 30 May 2016.**