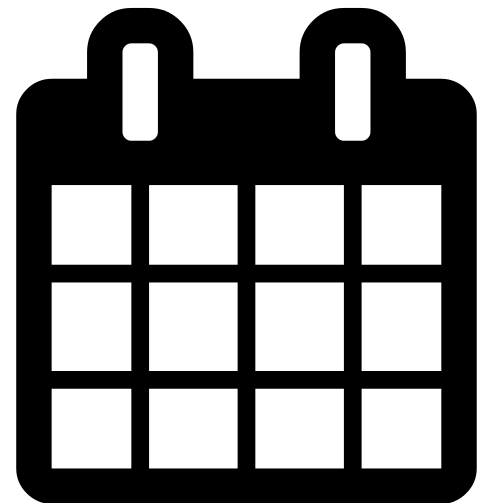


Scheduling and Production

Overview of this session:

Develop a realistic schedule and workflow that results in a high quality product for your publication.



Think backwards ...

End

- Distribution of the magazine or date for web/email newsletter content.

Beginning

- Content planning - involve everyone

Middle

- Editorial and design cycles

Overview of the process:

- Content meeting and assignments
- Article acquisition
- Editorial review of content before design (2 times)
- Outline of issue and thumbnail of design (ad closing)
- Rough design – maybe with image options
- Round 1 – design/edit
- Round 2 – design/edit + author review
- Fact-checking
- Fresh eyes

Editor / Designer / Business Relationship:

- Communication about schedule
- Working together for the best outcome
- Respecting the abilities of the other
- Variety of ways to interact and styles
- Clarify who in your organization is making final decisions.
- All about relationships

Small team – or just you!

- Set content aside and come back fresh
- Read out loud
- Start at the end to edit
- Slow down
- Recruit one more set of eyes

Plan versus Reality:

- Flexibility
- Communication
- Most likely place for errors – late changes
- Evaluate and adapt schedule

Troubleshooting:

- Clear deadlines – and advance notice
- Late content
- Extra space
- Article drops out
- Too many opinions
- Plan some margin in schedule

Evaluate and Refine:

- Where do you need more time?
- Where can we speed up process?
- Who provided best input?
- Which reviewer can be dropped?
- What do we want to change for next cycle?

Practical Application

- Are you happy with your current process?
- What is the most difficult step in your process?
- What is one thing you want to change on next cycle?
- What is one schedule change you want to move to in future – long term?