

Preceded by: 1-Copyright Year Budget Planning and Forecasting (OS1)

## 1b-Media Planning (ME1)

Followed by: 2-PM Pre-Assignment (PM2)

**Why:** Meeting to confirm and/or clarify instructions from Editorial regarding media projects and to discuss project ideas and verify current staff project volume.

**Who:** Media Director, Associate Director and Media Production Supervisor

**Skills Needed:** Standard and advanced media product types and specifications. Must be familiar with current and proposed media platforms and stand-alone products.

**Knowledge Base Needed:** Microsoft Office (Word, Excel), PIMS, Adobe Acrobat

### TASK: Copyright Year Planning and Forecasting

**Step 1:** Media Editorial (MEd) submits copyright year supplement list plan by product suite, including product specifications and requirements.

**Step 2:** Media Director (MD), Associate Director (MAD), and Media Production Supervisor (MPS), review copyright budgets and list plans to determine budget accuracy, volume forecasting and staffing requirements on an annual basis.

**Step 3:** Export from PIMS the current list plan. Review in detail C/Y product counts per team to determine if volume is manageable by current staff or if additional freelance help is required to project manage.

*NOTE:* The parent product suite by copyright year needs to be compared to editorial's media plans often outlined in Excel rather than PCS->PIMS.

**Step 4:** Media Project Manager (MPM) attends preliminary list review with **Senior Managing Editor (SME)**, Editor-in-Chief, Acquisitions Editor, Supplement Editors, and **Operations Specialist (OS)**.