

Preceded by: 6-Production Launch (PM5)

7b-Media Launch (ME4)

Followed by: 8-RTP Form Routing (PM7)

Why: Meeting to confirm and complete schedule, budget and full production plan for a product or family of products.

Who: Media Project Manager, Advanced Media Project Manager, Media Editorial, and/or Acquisitions Editorial, Art Director, Operations Specialist and/or Central Media Manufacturing Buyer

Skills Needed: Time management, budget and communication skills, knowledge of standard and advanced media product types and specifications.

Knowledge Base Needed: Microsoft Office (Word, Excel), PIMS, Adobe Acrobat, CES, PAL-Projects

NOTE: Per pre-launch, Media Project Manager (MPM), has determined what type of launch is required: Formal or Virtual.

TASK: Formal Media Launch Meeting

Launch goals:

- Package Design specification determined for Priority AAA (SEE Media Printed Packaging (ME5))
- Determine level of **Art Director (AD)** involvement
- Schedule of all components is reviewed and confirmed
- Budget is established and confirmed

Step 1: Invite the following team members:

- Editorial
- **Art Director (AD)**
- **Operations Specialist (OS)**
- Central Media Manufacturing Buyer (CMMB) as needed

PIMS

Step 2: MPM drafts preliminary launch notes in PIMS

Step 3: Content Submission: For AAA product source content, batched submission is allowed as long as each batch is complete. All non-AAA content must be submitted complete per date scheduled at pre-launch.

Step 4: MPM creates *estimated* schedule (PIMS / Schedule Templates by Product Type):

- PHHE Media – Access Card Schedule
- PHHE Media – Online Schedule
- PHHE Media – Physical Media Schedule

Go to PIMS SCHEDULE> Create/Modify Schedule to select the appropriate template.

Step 5: MPM enters *estimated* line item budget in Rev2 within PIMS BUDGET> Create/Modify Budget.

Step 6: MPM brings previous edition’s final manufactured materials, if available.

TASK: Virtual Media Launch (via email communication)



Step 1: MPM enters launch notes in PIMS

Step 2: Content Submission: Priority Non-AAA, all content must be complete and submitted.

Step 3: Package Design specification pre-determined at Media Pre-Launch using standard package designs. MPM sends Media Package Design Form to **AD** and requests proofs back by scheduled date. (SEE: Media Printed Packaging (ME5))

Step 4: MPM creates schedule (PIMS / Schedule Templates by Product Type):

- PHHE Media – Access Card Schedule
- PHHE Media – Online Schedule
- PHHE Media – Physical Media Schedule

Go to PIMS SCHEDULE> Create/Modify Schedule to select the appropriate template..

Step 5: MPM enters *estimated* line item budget within PIMS BUDGET> Create/Modify Budget.

Step 6: MPM summarizes all key data and distributes email to entire team with sample virtual launch data and milestones:

All,	
This is a virtual launch for Author; Product Type/Description t/a Book Title, #Edition, ISBN: X-XX-XXXXXXX / XXX-X-XX-XXXXXXX	
Please note the following details:	
Title Code:	XXXXX
Discipline:	XXXX
Copyright:	XXXX
Discipline Name:	
Product type:	Package type:
Production Costs:	
OS Comp/Production (Formatting) (562)	\$60,000.00
Editorial (997)	\$133.49
Line Art Creation (520 IH)	\$145.64
Testing (635 OS)	\$620.00
Silkscreen Design (511 IH)	\$100.00
Silkscreen Film (651)	\$20.00
Project Management (730 IH)	\$800.00
Total:	\$61,863.00
BP1:	\$61,100.00
Editorial to work with buyer for additional funds.	
Product & Asset Detail: CD will have 240 QuickTime videos (212 p/u from 4e; 12 modified p/u from 4e; 16 new)	
To be bound in back of; SE XXXXXXXXXXXX and AIE XXXXXXXXXXXX.	
Schedule:	
Beta due from developer:	10/9/07
Beta Testing:	10/10/07-10/19/07
Corrections:	10/22/07-10/29/07
Reg 1 Testing:	10/30/07-11/06/07
GM/Silks to MFG:	11/07/07
BBD:	12/21/07
In-Stock:	1/02/08

TASK: PIMS Data Integrity

Step 1: Validate PIMS product data and status. Indicate in PRODUCT> Title Info> comments field whether formal or virtual launch. Include date of formal or virtual launch e-mail.

Product has been Manufactured. Record modifications will NOT be uploaded to PEAR.

PRODUCT	PRODUCTION	DESIGN	VISUAL	TEAM	SCHEDULE	BUDGET	MANUFACTURING	MEDIA	REPRINTS	PO	
<p>• Title Info • Market • Contract</p>											
GROUP:	PH-HE				LATEST INSTOCK:	04/18/2007		LATEST BOUND BOOK:	04/13/2007		
DIVISION:	14004:CHET				ACTUAL PUBLISHED:	04/18/2007		ARCHIVED:	07/30/2007		
TEAM:	Career				IMPRINT:	Prentice Hall					
ISBN:	0131119117		Copyright Year:	2008							
AUTHOR:	Fernandez edit author				EAN:	9780131119116					
TITLE:	Illustration for the Fashion Designer:										
SOURCE ID:	Q-CHET				GROUP ID:	18- Fashion					
DISCIPLINE:	2325-Fashion				REGION:						
MARKET CATEGORY:	Select				CATEGORY:	4					
SERIES:	Select				LEVEL:	Select					
PRODUCTION STATUS:	Complete view history				ALERT:	GREEN - On Schedule					
PEAR ID:	000100010002231377										
PRODUCT SALEABLE:	Select				PRIORITY:	B					
PRODUCT DESC:	Book				PREV ED. ISBN:						
PARENT/SUPPLEMENT:	Parent				PREV ED. WIP:						
BISAC CODE:	Select				UOPS PRODUCT:	ILLUSTRATN FASHION DESIGN					
PENDING S/W RELEASE:	Select				PARENT ID:	000100010002231377					
					DELIVERY SYS.:	Select					
					PRIVATE LABEL INDICATOR:						
					DATE CREATED:	07/10/2002					
<p>PRODUCT FAMILY show/hide details BOM ISBN show/hide details</p>											
COMMENTS:	<p>DVD is to be packaged with the book. JS followed up with author on 10/10/06; 8-page color insert to be added. Author needs to choose some pieces from Color chapter and place nearest to that chapter. Author to supply new cover art; JS followed up on 10/10/06. Author needs to supply Preface; JS followed up on 10/10. Finished CD received 11/1.</p>										

TASK: Route RTP

Step 1: MPM routes RTP if over \$5k in plant. If under \$5k in plant, MPM files RTP in project folder. (SEE: RTP Form Routing (PM6)). OS/CMM confirms the Launch (RTP) Estimate Revised in PIMS. OS/CMM finalizes the CCE (P&B) Estimate in PIMS as soon as possible.

TASK: Distribute Launch Notes – Only for Formal Launches

Step 1: MPM distributes launch notes (PDF from PIMS Launch Notes) to entire project's team via email after Formal Launch.

TASK: Plant Purchase Order(s)

Step 1: MPM creates PHHE Media Project Management PO for project in CES. (SEE: PO Creation (OS3))

TASK: Weekly Product Suite Status Report

Step 1: MPM updates project statuses by Thursday noon of each week, if not daily, in order for Managing Editor (ME) to run PIMS Weekly Product Family Status Report upon demand.

TASK: Attend Monthly List Review Meetings

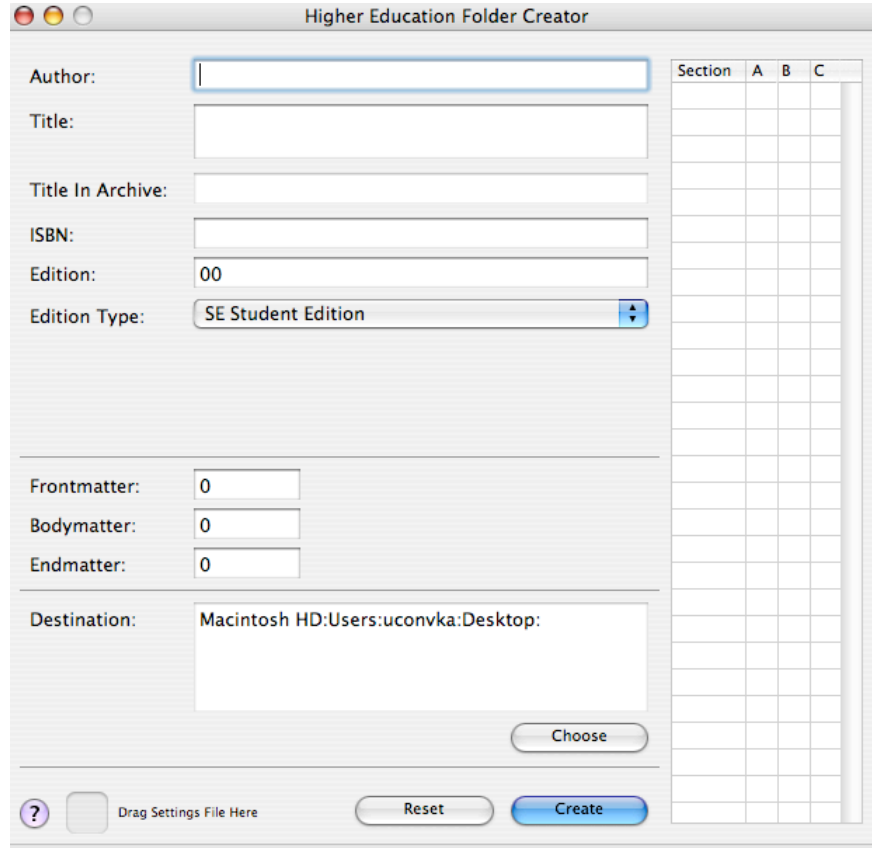
Step 1: List review meetings, called by **In-House PM/Liaison** occur monthly. All team members (including Editorial) will review product suite lists and advise on status and/or budget (focusing on key status or budget variances).

TASK: Project File Organization

Step 1: All projects must be structured and named according to the HIP File Naming and Folder Structure Guidelines. (SEE: SUPPORT HIP File Naming (SD2))

Step 2: Physical files must be labeled with: AUTHOR / TITLE / ISBN

Step 3: Electronic file folder structure is to be strictly adhered to utilizing the *FolderCreator* tool (download available from Knowledge Base) at the start of any project. This will ensure folder structure and naming standards are met for archive submission.



See specific media product procedures COMPLETE:

1. CD/DVD Student or Instructor Resource Center (ME8b)
2. Catalog Resource Distribution (CRD) Upload (ME8a)
3. Flash Cards (ME9c)
4. PowerPoints (ME8c)

See specific media product procedures PENDING:

1. Companion Website in WPS
2. E-book (Activebook or Flash)
3. JPEGs
4. Online Course (Common Cartridge, MML, Mastering and Pegasus)
5. Video