

DRAFT VERSION

GUIDELINES FOR IN-HOUSE LIAISONS WORKING WITH FULL-SERVICE AGENCIES

Statement

The Liaison's mission is to monitor and manage the Full-Service Vendor Project Manager's (FSV PM) activities, process in-house paperwork such as budgets and cover requests, input project data in PIMS, and keep the Operations Specialist and Editorial Team informed of any problematic situations which might lead to quality and/or scheduling issues. "Liaison" refers to in-house personnel who are assigned to provide the above services. "Full-Service Vendor Project Manager" is a term used to describe the freelance production person associated with the Full-Service Vendor (FSV) (for more information, see the Glossary at the end of this document). This set of guidelines outlines the Liaison's responsibilities and details the relationship between the Liaison, the FSV PM, and the Operations Specialist.

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PRELIMINARY REVIEW

Manuscript

- * Original text manuscript
- * Author electronic files
- * Line art manuscript with log (should specify figure numbers and designate whether art is new, pickup, or modify)
- * Photo manuscript with log (should specify figure numbers and designate whether art is new, pickup, or modify)
- * Ad manuscript with log (should specify figure numbers and designate whether art is new, pickup, or modify)
- * Screen capture manuscript with log (should specify figure numbers and designate whether art is new, pickup, or modify)
- * Permissions log, status, or plan

Paperwork

- * RTP (Release-to-Production Form)
- * Approved Blue Form/PPS budget breakdown
- * Contract
- * Contract Abstract or Contract Information Form (indicates that the contract is filed with Royalties)
- * Manuscript Submission Checklist (if available)

Cover Material

- * CRF (Cover Request Form)
- * BCC (back cover copy)
- * Cover Image Request Form

Design Material

- * Design Brief (A designs)
- * Design Request Form (C designs)
- * Standard Design Selection

Manuscript Release to Production

- * The Liaison receives all production materials for parents and print supplements directly from Editorial based upon list preassignments, for both Team-based production and Central Publishing.
- * The Liaison is responsible for a thorough review of both the manuscript and the accompanying paperwork.
- * The Liaison updates PIMS with actual manuscript release dates.

Liaison Manuscript Review

- * There are a number of things the Liaison should pay attention to when reviewing the manuscript prior to shipping it to the FSV PM. If the book is a revision, the previous edition is a good resource for comparison.
- * Items to review are:
 - o Is the manuscript complete and does it contain all pages, which are numbered consecutively?
 - o Is all front matter manuscript on hand? If not, did the author or acquisitions editor (AE) provide a due date?

- Has the author called out the tables in text and numbered them consecutively? Are all tables on hand and readable? If they are not called out, the FSV PM needs to make sure the author does this during his/her review of the copyedited manuscript. If any tables are missing, the FSV PM should request them from the author prior to sending the manuscript to the copyeditor.
- If there are special features or boxes in the text, have they been called out? Is all of the content for special features on hand?
- Has the author called out the figures? This applies to line art, photos, and screen captures. If they haven't been called out, the FSV PM needs to make sure the author does this during his/her review of the copyedited manuscript. A clear system of figure numbering should be decided upon between the author and the FSV PM.
- Is the line art manuscript on hand? Each figure should indicate whether it is: a direct pick up from previous edition (and, if so, the old figure number should be provided), a pick up with modifications clearly marked, or a new render. By the time of the launch, the FSV PM should provide the Liaison with: the number of pick-up figures, pick-up with modifications, and new renders. The Liaison should then enter this data into PIMS. (Note: Depending on the complexity or needs of a particular project, an AV Project Manager may be assigned to perform some of these tasks and an AV Program Launch may occur.)
- Is the photo manuscript on hand? This should contain: pick-up photos from the previous edition with their new working (figure) numbers, a photo research manuscript for any new photos with their figure numbers, and a separate photo manuscript for any new author-supplied photos (these should be accompanied by permissions releases). Any author-supplied photos that come as electronic files will need to be quality checked for resolution by the FSV or AV Project Manager. If the author has specific photos that he/she wants the photo researcher to find, he/she should provide the source of the photo. By the time of the launch, the FSV PM should provide the Liaison with: the number of pick-up photos, new photos that need to be researched, author-supplied photos, screen captures, and ads. The Liaison should then enter this data into PIMS. (Note: Depending on the complexity or needs of a particular project, an AV Project Manager may be assigned to perform some of these tasks and an AV Program Launch may occur.)
- Is there a separate manuscript that contains any needed screen captures? Authors should supply screen captures or provide a list of urls in cases where the FSV is grabbing the screen captures. Whoever is responsible for securing the text permissions needs to secure permission to use the screen captures.
- If the manuscript contains pages that are photocopies from other sources, are the photocopies readable in their entirety? If the photocopies are not readable, the Liaison should advise the Acquisitions Editor or the Development Editor, if applicable, of the need for replacement pages.
- * For Central Publishing titles: Within five days, the project manager assesses the manuscript package and either certifies that it's acceptable for Central Publishing or returns the package to editorial.

Liaison's Preliminary Tasks

- * Upon acceptance of the manuscript into production, the Liaison has an introductory phone conversation with the author and sends a follow-up email letter. The Liaison explains the Liaison's role, the FSV PM's role, and the overall production process. Note that this email letter is separate from the letter of introduction that will be sent by the FSV PM upon receipt of the project. The Liaison should also advise the author that he/she will be hearing from the FSV PM shortly. (Note: The FSV PM is authorized to contact the author directly—unless otherwise specified—regarding questions about the manuscript, art, photos, schedule, and permissions.)
- * Assess the contract provisions and any addendums (e.g., who pays for index, line art, photos, who secures permissions, who pays permission fees).
- * Assess the permissions status vis-à-vis what is indicated on the pink sheet and what has been submitted with the project materials to determine if permissions are complete or incomplete.
- * Complete the Production Work Order for the FSV and request a Proforma Purchase Order from the Operations Specialist.
- * The PM/L issues the Purchase Order for any tasks they hire directly, such as copyediting for a project being produced in-house. The OS issues purchase orders for FSV work. See the Operations Procedure.
- * Email the FSV a link to the previous edition archive in PAL Projects. If the files are not in PAL Projects, the Liaison follows up with a request to the PHHE Archive or the Operations Specialist to request files for archiving and the FSV.
- * Order the previous edition's PDR from the IRC (when applicable) if not part of the book archive in PAL Projects.
- * Pull the previous edition's production (department) and permissions files to be shipped to the FSV PM with the manuscript. It is the Liaison's responsibility to ensure that these files are returned during closeout of the project.
- * Contact the FSV to alert them that the new project is being sent to them, providing basic information about the author and project along with schedule requirements.
- * Complete the pre-launch schedule in PIMS (using the *PH Higher Ed Status* form found in the Forms dropdown menu,) by filling in the following preliminary dates only:
 - o Castoff and estimate
 - o Pink sheet to Operations Specialist for costs
 - o Pink sheet budget circulated
 - o Pink sheet budget approved
 - o Print-and-bind request due to Operations Specialist
 - o Files to printer, start and end
- * It is up to the FSV PM to fill in the manuscript and paging dates while maintaining the PH-established Files to Printer (FTP) date.
- * Schedule the launch. Although the Liaison schedules the launch and advises the vendor of specifics, the FSV PM runs the launch. A fast-track (or virtual) launch can be held if the Liaison feels that all necessary information has been provided and the project is not complex. At time of parent launch, the entire product family is discussed (production plan, schedule, and budget).
- * Complete the preliminary launch notes in PIMS and send a copy to the FSV PM. After the book is launched, it will be the Liaison's responsibility to update the final launch notes and distribute them.

- * Email the AE with any questions or issues of concern that could cause problems later on in the process (e.g., contract constraints, page count concerns, permissions status, art rendering costs, photo program issues, missing manuscript, etc.).

Liaison Ships the Package to the FSV PM

- * Manuscript
 - o Original text manuscript
 - o Author electronic files (copy of electronic files are kept by Liaison in lieu of paper copy)
 - o Art logs (specifying figure numbers and designating whether art is new, pickup, or modify)
 - o Line art manuscript
 - o Photo manuscript
 - o Ad manuscript
 - o Screen capture manuscript
 - o Permissions log, status, or plan
 - o Reviewer names (for front matter)

- * Paperwork (once FSVs have read/write access to PIMS, they will access launch notes and schedules directly.)
 - o Production Work Order
 - o Proforma Purchase Order
 - o Preliminary Launch Notes
 - o Preliminary Schedule with dates for castoff and estimate, pink sheet to Operations Specialist for costs, RTP (pink sheet) budget circulated, RTP (pink sheet) budget approved, print-and-bind request due to Operations Specialist, and PH FTP only
 - o Manuscript Submission Checklist
 - o Cover Letter (basic information about the author, project, and schedule requirements)

- * Design Material
 - o Design Launch Notes (A designs only)
 - o Design Brief
 - o Design Request Form
 - o Standard Design Selection

- * Previous Edition Material (Materials uploaded to PAL Projects, where possible)
 - o PDR (Project Detail Report) from IRC
 - o Link to previous edition archive files in PAL Projects
 - o Previous edition permissions and department files (until they are supplied with the archive)
 - o Copyediting style sheet
 - o Two copies of the previous edition bound book

SCHEDULES AND STATUS REPORTS

Production Schedule

- * The Liaison provides the desired castoff/estimate dates and FTP date to the FSV PM.
- * FSV PM determines all internal editing, reviewing, proofreading, and paging dates, taking into account author schedule and editorial, marketing, or ancillary needs.
- * It is imperative that unrealistic schedules are discussed with editorial and resolved. Quality of titles should not be put at risk to meet schedule demands. Editor and EIC must be notified in writing if we expect quality loss due to schedule, and approval to proceed regardless of risk must be attained from the production director and division President.

Status Reports

- * FSV PM fills out the status report form as found on the Knowledge Base. (Note: Once FSVs have read/write access to PIMS, the FSV PM will fill out the status report form in PIMS in real time and notify the Liaison biweekly of paging-versus-castoff breakdown and permissions updates.)
- * Reports include paging-versus-castoff breakdowns by chapter (or by other division as requested by the Liaison) and permissions updates (number cleared, number on hand, and any problems or issues).
- * Concerns about schedule and budget should be brought to the attention of the Liaison and the Operations Specialist immediately, and then also noted on the report. Author relationship concerns should be discussed with the Liaison.
- * FSV PM emails the form to the Liaison. Liaison reviews key dates, addresses any issues or problems, and resolves with FSV PM.
- * The Liaison disseminates the information to the Managing Editor (ME), Operations Specialist, and Editorial as needed on that team and updates PIMS accordingly.

Updating PIMS

- * Liaison (or FSV PM once access is granted) updates fields in PIMS in real time:
 - o Product tab
 - o Product tab comments box
 - o Production tab
 - o Schedule tab (FSV will be able to enter schedule data via the Forms dropdown menu, *PH Higher Ed Status* form)

DESIGN

C Designs

- * The AE has the choice of going to the Central Design website and building a design based upon standard design choices or filling out a Design Request Form (DRF). The DRF gives the AE basic and limited queries they can respond to in order to create a new design or a modification to the previous edition's design. Whichever option the AE chooses, he/she must submit the design information when submitting the manuscript to production.
- * For designs created using the Central Design website, the AE builds the design and the FSV PM is responsible for downloading the template and tagging guidelines from the website. The FSV PM is responsible for updating the tagging guidelines and established design with any new elements not accounted for in the AE's chosen design. Standard template designs do not require sample pages.
- * It is the FSV PM's responsibility to review the AE's chosen design against the live manuscript and advise if there are any deterrents to using the chosen design.
- * The Liaison forwards the DRF to the FSV PM with the manuscript. The FSV PM is responsible for creating the tagging guidelines and pulling representative copy for his/her composition staff.
- * A live chapter sample showing the design applied is available within three weeks from the date of the launch. The live chapter sample should be posted to an ftp site or PAL Projects for the Liaison and the Acquisitions Editor to review within 48 hours.
- * The Liaison compiles and forwards all comments, reviews corrected samples, and gives final approval to the FSV PM.
- * Final design approval for all C books is contingent upon approval of the book's castoff.

A Designs

- * Design materials are turned over from editorial directly to the Liaison who is pre-assigned to the title. Developed designs for key titles will be started in advance of the manuscript release to production.
- * The Liaison reviews the materials for completeness and ensures that there is an approved budget to begin design. Approval of budget by the division President or Business Manager is needed to begin work ahead of approved blueform. The real product ISBN must also be assigned so costs can be recorded and invoices processed. The Liaison also works with the FSV PM to add additional items to the package for design.
- * Following is a list of items to be provided to the in-house Art Director in order to initiate the design process. All items are funneled through the Liaison to the Art Director:
 - o Completed, approved Design Department Form (supplied by AE)
 - o Design Turnover Checklist (completed by the Liaison)
 - o Two copies of the previous edition (supplied by AE)
 - o Brief TOC (supplied by AE)
 - o Link to previous edition archives in PAL Projects
 - o Copies of at least two competing books (provided by AE)
 - o Marked-up rep copy showing both ETM and Quark codes (including front- and back matter rep copy) (supplied by the FSV PM)
 - o Tagging Guidelines (supplied by the FSV PM)

- A cover letter from the Liaison, which includes: a list of what is enclosed, some due dates for preliminary and final designs based upon the schedule, and all contact information for the FSV PM. (Note: The FSV PM needs to be copied on all correspondence related to the design and invited to all meetings.)
- A Design Launch is run the team Art Director. The design, schedule, and budget are discussed.
- Sample design is presented to editorial, marketing, development, and production, who all give feedback. PDFs of the design are posted for the team to review in advance of the design presentation.
- Once the design is approved, the designer posts the design files and template to an ftp site or PAL Projects for the FSV PM.
- The FSV PM submits at least 3 live sample chapters for review by the PH Art Director and Liaison. They will be reviewing for adherence to design, consistency, and good page makeup.
- For designs created by the FSV, design sample is posted to an ftp site or PAL Projects. The Art Director routes hard copy of designs to production and editorial for approval. The Art Director, Liaison and the AE should give feedback on the design and review revised samples to finalize the design with the FSV PM.

RTP (FORMERLY PINK SHEET)

Inputting Information into PIMS

- * For C designs, the Liaison inputs data into PIMS:
 - o Margins
 - o Castoff page count
 - o Bleeds
 - o Specs
 - o Text font and size
 - o Number of text colors/PMS colors
- * For A designs, the Art Director inputs the data.

Preparing Budgets/Inputting Budget Information into PIMS

- * Liaison gathers estimated costs, including (but not limited to):
 - Development
 - Outright Grants to Authors
 - Keyboarding
 - Text Research
 - Text Permissions
 - Image Research
 - Image Permissions
 - Proofreading
 - Copyediting
 - Indexing (Note that unindexable front matter and back matter page counts should be included in estimating indexing cost.)
 - Line Art
 - Line Art Alterations
 - PM EMM Time
 - Project Management Outside – Vendor
 - Composition
 - Alterations
 - Scans/Proofs
 - Page Proofs
- * If an AV Project Manager is managing the art program, he/she should input the line art costs.
- * Liaison creates the Launch RTP Budget in PIMS and inserts their estimated costs directly into PIMS. Liaison notifies the team that the budget is ready in PIMS for each department to insert their own costs. Liaison routes RTP to Operations Specialist after checking to see that everyone has input their budget numbers.
- * Operations Specialist prepares the preliminary budget and routes for approvals.
- * Operations Specialist prepares the final budget. The Liaison updates the Operations Specialist with any final costs he/she may not know about.
- * The Liaison reviews the budget at each routing stage for completeness and accuracy.

Print-and-Bind Request

- * FSV PM fills out the print-and-bind request and forwards it to the Liaison.
- * Liaison reviews the print-and-bind request for accuracy.
- * Liaison fills in any information FSV PM may not know, including:

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- Cover specs
- CD specs
- Insert specs
- Endpaper specs
- Costs incurred since preliminary budget
- * Liaison forwards to Operations Specialist and/or Managing Editor.
- * FSV PM completes the press layout and sends it to the Operations Specialist and Printer when files go to the Printer.

MANUSCRIPT AND PAGES

Copyediting

- * FSV PM establishes the copyedit workflow with the authors (online copyediting in Word/electronic workflow is preferred for most disciplines.).
- * FSV PM contracts and manages the copyeditor.
- * FSV PM is responsible for careful review of copyediting and coding prior to release to author.
- * At the discretion of the Liaison, simultaneous with FSV PM review of copyediting, 1–3 copyedited chapters may be reviewed by the Liaison.
- * If problems are found, the Liaison may review additional chapters later to confirm improvement.
- * FSV PM traffics copyedited manuscript to the author (after FSV PM review and Liaison approval of 1–3 chapters).
- * FSV PM reviews author-reviewed copyediting and reconciles all queries.

CIP

- * FSV PM secures CIP data.

Copyright Page

- * Liaison provides final manuscript for the copyright page to the FSV PM. This should be provided early in the process to allow time for CIP application.

Page Review: A-AAA Projects

- * Live chapter(s) design sample is reviewed by the Liaison and Art Director.
- * First pages (PDF workflow utilized where authors can work with PDF files; all PH review of pages is done with PDF files.):
 - o FSV PM posts PDF pages and notifies the team that pages are ready for review.
 - o Liaison and Art Director (at her/his discretion) review first pages and provide comments to the FSV PM.
 - o Author(s) return comments to the FSV PM.
 - o FSV PM collates all corrections and reconciles all queries prior to releasing to compositor for correction.
 - o FSV PM advises Liaison if author alterations are very heavy. Liaison contacts the author if royalties could be affected.
- * Revised pages:
 - * FSV PM posts revised PDF pages and notifies team. Author may or may not review depending on predetermined workflow.
 - * Liaison may spot check revised pages and, as needed, provide comments to the FSV PM.
 - * FSV PM collates all corrections and reconciles all queries prior to releasing to the compositor for final correction.
- * FSV PM approves final PDFs release to printer.

Page Review: C Projects

- * If a live sample chapter is requested, the Liaison reviews to ensure design is in order.
- * First and revised pages: the FSV PM posts PDF pages and notifies the team that pages are ready for review.

- * Liaison may review 1 chapter (or more at the discretion of the Liaison).
- * FSV PM posts revised PDF pages for Editorial if requested.
- * FSV PM collates corrections and reconciles queries prior to releasing to the compositor for correction.
- * FSV PM approves final PDFs release to printer.

Page Review: Frontmatter

- * The FSV PM is responsible for the final accuracy of the table of contents.
- * Liaison reviews and also routes front matter pages (first and revised) to editorial for review.
- * A-AAA frontmatter may be reviewed by the Art Director (complex walkthroughs).
- * Liaison collates PH team corrections in one annotated file and returns to the FSV PM for correction.
- * The Liaison reviews all passes of the front matter until corrections are final.
- * FSV PM emails PIE title and copyright pages to international for approval when a PIE has been ordered.
- * FSV PM emails NASTA title and copyright pages to NASTA versions (PH School) for approval.

Final Printer's Proofs

- * A-AAA
 - o FSV PM reviews soft proofs for 4-color titles only
- * C
 - o No soft proofs

Press Layouts

- * FSV PM supplies final page layout to the Liaison and Operations Specialist and is responsible for accuracy.

F&Gs

- * FSV PM reviews F&Gs

IMAGE RESOURCE CENTER (IRC)

Division of Duties

- * The FSV PM puts together the photo package, lists, and manuscript.
- * The Liaison ensures that this is done in a timely manner and to PH specifications. The Liaison becomes directly involved should problems arise during the acquisition of files and permissions for a book's photo program.

Liaison

- * Upon receipt of a new book, the Liaison should order the previous edition's Project Detail Report (PDR) from the IRC and forward it to the FSV PM.
- * The FSV PM should provide the Liaison with the Photo Request Form (PRF): with the following information completed:
 - o Number of pick-up photos
 - o Reuse allowance (this is the dollar amount budgeted for pick-up photo permissions)
 - o Number of photos to be researched (broken down by ¼ page interiors, chapter openers, and cartoons)
 - o Number of author-supplied photos
- * The Liaison routes the PRF to the ME for approval.
- * If there are any electronic products like CourseSmart or PowerPoint slides planned, the Liaison should complete the gold Multimedia Photo Request Form and submit it to the IRC once the book's photo program has been submitted in its entirety.

FSV PM

- * The FSV PM assembles the photo package and forwards it to the in-house Liaison. It should contain:
 - o The highlighted PDR from the previous edition showing pick-up photos and their new working figure numbers.
 - o Research manuscript and/or list giving working figure numbers and specs for each new image. (Note: If the author has a specific photo he/she wants obtained, he/she should provide a copy of the image and its source for the researcher.)
 - o Photo manuscript for new PAL images showing their working figure numbers and asset ID numbers.
 - o Author-supplied photos (high-res files, negatives, or positives) accompanied by permissions releases. (Note: It is the FSV PM's responsibility to quality check the author-supplied photos (e.g., ensuring that the files are high-res) and to ensure that there are permission releases for each image.)
- * The Liaison sends the photo package with the PRF to the IRC to initiate photo research and the acquisition of photo permissions.
- * The FSV PM is responsible for:
 - o Communicating with the photo researcher if problems arise. The Liaison should only become involved if there is a need to troubleshoot.
 - o Sizing/cropping and downloading the photo files from PAL.
 - o Keeping track of the photos. The FSV PM should keep track of the individual photos and let the Liaison know if something is missing and/or

problematic. The Liaison can then track down the individual photo in question or address the problem with the AE.

- The FSV PM is responsible for getting a photo credits list with extended credits from the photo coordinator at the IRC. These credits are needed for the book's photo credits section or figure captions.

ART MANAGEMENT

Liaison's Duties

- * Liaison reviews the art manuscript, advises the FSV PM of any special requirements and requests art samples if they are required.
- * Liaison supplies the following to the FSV PM (or AV Project Manager):
 - o Art manuscript
 - o Link to Previous edition AV log in PAL Projects
 - o Art log(s)
 - o Art style sheet
- * Upon receipt of final art counts from the FSV PM, the Liaison (or the AV Project Manager) updates art counts and enters the data into PIMS.

FSV PM's Duties

- * The FSV PM checks the art manuscript against the text manuscript, notes numbering discrepancies and where author's input is insufficient or missing, and cross-checks the art manuscript to the permissions log.
- * Evaluates art program and decides what should be rendered or scanned.
- * Assigns VARC categories to each piece.
- * Provides art counts by VARC type to the Liaison.
- * Creates the AV log and assigns final figure numbers (and updates the AV log during copyediting with any changes).
- * Releases art manuscript to the copyeditor for editing and answers any copyeditor queries.
- * Prepares the art manuscript for release to the studio and the IRC:
 - o Suggests layouts for multi-part figures.
 - o If author has not indicated functional color, discusses color usage with the author and marks the art manuscript accordingly.
 - o Gives general sizing directions based on text design and specific sizing and cropping direction based on art content, readability, quality, etc.
- * Sends final art manuscript to a studio (rendered art) or the IRC (scans).
- * Gets approval of samples from author and Liaison before proceeding.
- * Maintains the AV log and tracks dates throughout the process.
- * Sends PDF proofs to the author for review (depending on the scope of the project, art proofs may be seen before paging or in position on pages).
- * Performs quality control checks.
- * Adds the author's changes to proofs.
- * Reviews revised proofs.

PERMISSIONS

Assessing Manuscript Permissions Needs

- * If a permissions specialist has been assigned, the permissions specialist assesses the manuscript for permissions issues and creates an initial permissions log. The specialist sends this log to the FSV PM.
- * If no permissions specialist has been assigned, the initial assessment of the manuscript for permissions is done by the Liaison, who gives instructions to the FSV PM regarding how to proceed. In-depth assessment for permissions is done by the FSV PM.
- * For Central Publishing titles, the project manager assesses the manuscript for complete permissions before it is turned over to Central Publishing.

Obtaining Permissions

- * In conjunction with Editorial, the Liaison develops a plan for obtaining needed permissions and communicates this plan to the FSV PM.
- * If the author is responsible for obtaining permissions, the FSV PM corresponds directly with author and establishes deadlines for completing permissions in accordance with the production schedule.
- * If the author has obtained some permissions but is no longer responsible for following up on missing permissions or requesting any additional permissions identified during the copyediting process, the FSV PM hires a permissions specialist to obtain missing permissions.
- * If PH has hired a permissions specialist to obtain permissions, the specialist sends progress reports to the FSV PM as directed by the Liaison.
- * The FSV PM notifies the author of permissions that cannot be obtained in order to find replacements or to remove the material prior to files to printer.

Permissions and Credit Line Tracking

- * If the author is responsible for obtaining permissions, the Liaison sends the author's permissions file and log to the FSV PM to maintain. If the author has not provided a log, the FSV PM compiles a permissions log and keeps it updated throughout production.
- * The FSV PM is responsible for providing a biweekly permissions status report to the Liaison. The report should list the number of permissions cleared, number of permissions outstanding, and the fee total to date. The Liaison notifies the Operations Specialist and the AE of any permissions budget issues.
- * If a specialist is hired, the specialist updates the permissions log and provides status reports as established by the FSV PM or Liaison.
- * If paging proceeds without complete permissions, the FSV PM ensures that all permissions are on hand by the cutoff date or that materials are replaced or deleted if permissions are not obtained. Titles cannot release to printer until all permissions issues have been resolved.
- * The FSV PM is responsible for ensuring that proper credit line information is placed in the manuscript or on pages (in captions or in a photo credits section, per the book's design).

Permissions Prepays

- * If the author is obtaining permissions, the FSV PM sends prepays directly to the Liaison to process payments.

- * If a specialist is doing permissions, the specialist sends prepays directly to the Liaison to process payments.

COVERS AND ENDPAPERS

Getting Started: Forms

- * The AE initiates the cover process by filling out a Cover Request Form (CRF) when the manuscript is turned over to Production.
 - o For a cover being routed through Central Design, the AE should use the Central Design CRF, which should be submitted, along with the BCC and any text or art that should print on the inside covers, to the Liaison.
 - o For covers being designed or managed by the team cover designers, the AE should use the Design Department CRF. The BCC and any text or art that should print on the inside covers should also be turned over to the Liaison.
- * The AE prepares the Cover Image Request Form and turns it over to Production with the manuscript. (Note: For specified team-directed covers, the Art Director may prepare the Cover Image Request Form.)
- * Endpapers (case covers)
 - o Central Design
 - + The AE turns over the endpaper copy to Production with the manuscript.
 - + If/when it is determined by the PM & AD that the FSV is best suited to execute components (such as endpapers, inside covers, tabs, etc.), the AD will provide any necessary design direction via the PM. The Liaison sends the endpaper copy to the FSV PM. The FSV PM manages the production of the endpapers and sends them to the AD. AD will review and route to PM & OPS, work with the vendor for corrections, review final PDF (ruled & measured); collect application files from vendor to ensure proper project close-out; and sends final files to printer with necessary documentation..
 - o Team-Directed Covers
 - + The AE turns over the endpaper copy to Production with the manuscript.
 - + The team Art Director manages the design/production of the endpapers.

Liaison's Duties: Central Design Covers

- * To request image research, the AE prepares the “Cover Image Request Form” and emails it directly to Karen Sanatar in the IRC, copying the preassigned PM/L. The form should indicate that the image file is sent directly to Central Design and requests a .jpeg proof of the image to be sent to the PM/L for reference.
Note: The AD may prepare the “Cover Image Request Form”. (See: Cover Image Selection (DX)).
- * The Liaison reviews the Central Design CRF and confirms the title, ISBN, and other data provided by the AE.
- * The Liaison fills in missing data such as contact information, printer and bindery selections, and schedule information.
- * The Liaison copyedits the BCC and inside cover copy.
- * The Liaison emails the BCC and inside cover copy to the Manager of Central Design Services and provides a copy of the CRF, BCC, and a copy of the Cover Image Request Form.
- * The Liaison sends Cover Image Request Form to the IRC Cover Image Research Manager.

- “Requestor” on the form should be “Central Design.”
- * Central Design creates two front cover designs and routes for approval via E-RAP (order of routing per CRF, but Liaison is always last so he/she can review and make sure that all corrections are clearly marked for the cover designer).
 - If an author has cover approval, it is the responsibility of the AE to secure that approval.
- * As soon as it is available, the Liaison emails the final page count to Central Design and the Operations Specialist. The Operations Specialist should respond using “reply all” and provide the Cover Designer and the Liaison with the bulk.
 - Central Design creates the cover mechanical once final page count and bulk are received.
- * Central Design routes the cover mechanical (E-Rap/PDF preferred method).
- * Liaison proofreads the cover mechanical using the Central Design Cover Mechanical Routing Slip checklist; routes it to Editorial, Marketing, the ME, and any other parties as established at the launch meeting; then returns it to Central Design.
 - Proof stage includes both outside and inside covers.
 - The Liaison must alert Central Design immediately if the final page count changes.
- * Central Design makes any corrections or changes and sends a revised mechanical to the Liaison for approval. Once the revised mechanical is approved by the Liaison, the Cover Designer will send the mechanical to the printer.
- * Central Design will send a printer’s proof (hard or soft) to the Liaison for final approval.
 - The Liaison (and for some titles, the ME) checks the printer’s proof against the approved mechanical and returns the proof to Central Design with corrections or final approval.
 - Corrections at this stage are limited to printer errors. The Liaison must have the ME’s approval to make any other changes to the printer’s proof, as changes at this stage are costly and could jeopardize the schedule.
 - The Liaison does not route the printer’s proof to Editorial.

Liaison’s Duties: Team-Directed Covers

- * The Liaison reviews the Design Department CRF and confirms the title, ISBN, and other data provided by the AE.
- * The Liaison fills in missing data such as contact information, printer and bindery selections, and schedule information.
- * The Liaison copyedits the BCC and inside cover copy.
- * The Liaison emails the CRF, BCC, and inside cover copy to the Team Cover Designer.
- * To request image research, the AE prepares the “Cover Image Request Form” and emails it directly to Karen Sanatar in the IRC, copying the preassigned PM/L. The form should indicate that the .jpeg file or proof is sent directly the PM/L.
Note: For specified team-directed covers, the AD may prepare the “Cover Image Request Form”. (See: Cover Image Selection (DX))
- * The Designer is responsible for getting Editorial approval of the cover concept, but the Liaison should be included in proof routing.
- * The Liaison provides the Designer and Operations Specialist with the final page count as soon as one is available.
- * The Designer creates and routes the cover mechanical, along with any related components such as endpapers, inserts, or walkthroughs).

- The Liaison is always first and last on the routing.
- * The Liaison proofreads the cover mechanical and components; routes it to Editorial, Marketing, the ME, and any other parties as established at the launch meeting; then returns it to the Art Director.
 - The Liaison must alert the Art Director immediately if the final page count changes.
 - The proofing process repeats until the cover mechanical is approved (2 rounds).
 - The Liaison ensures that all corrections and changes are final before approving the final mechanical for the Art Director.
- * The Designer routes a printer's proof to the Liaison (PDF or hardcopy, depending on the title).
 - The Liaison (and for some titles, the ME) checks the printer's proof against the approved mechanical and returns the proof to the Art Director with corrections or final approval.
 - Corrections at this stage are limited to printer errors. The Liaison must have the ME's approval to make any other changes to the printer's proof, as changes at this stage are costly and could jeopardize the schedule.
 - The Liaison does not route the printer's proof to Editorial.

CLOSE-OUT FILES

Thank You Letter and Advance Copy

- * FSV PM is responsible for sending:
 - o Thank you letter, with reprint instructions
 - o Advance copy of the book

Department Folder

- * FSV PM assembles the following materials and sends to the Liaison:
 - o Final style sheet from the copyeditor
 - o Memos or correspondence that might be helpful for future editions
 - o Hard copy of final Tagging Guidelines (electronic version is archived)
 - o Hard copy of sample pages
 - o Hard copy of art log (electronic version is archived)
 - o Hard copy of permission log (electronic version is archived)
 - o Copy of Job Archive Form
- * Liaison supplies:
 - o Launch notes
 - o Author's contract
 - o Manuscript submission checklist
 - o Copy of approved RTP
 - o Additional memos or correspondence that might be helpful for future editions
- * The Liaison is responsible for filing the Department Folder with other team Department Folders. Electronic versions of documents, such as the copyediting style sheet, art log, and so forth, are archived in PAL Projects as part of the book archive.

Reprint Folder

- * FSV PM assembles materials and sends to the Liaison:
 - o Copy of thank you letter and reprint instructions to the author
 - o Any corrections that need to be made in any future reprints
- * The Liaison is responsible for forwarding the Reprint Folder to the Reprint Department. Reprint folder is only created for titles with known reprint corrections at time of close out.

Permissions Folder

- * FSV PM sends the following to the Liaison for payment of fees and filing:
 - o All permissions paperwork and correspondence
 - o Complete and final permissions log (hard copy and electronic file)
 - o Rights Notice
- * The Liaison is responsible for filing the Permissions Folder with other team Permissions Folders.

Liaison's Duties

- * Checks all materials for accuracy and completeness.
- * Arranges to have permissions fees paid.
- * Sends the Rights Notice to International.
- * Files hard copy of the permissions log and paperwork, along with check requisitions, with team files.

- * Sends the final version of the permissions log, in electronic form, for archiving with the text files.
- * Reviews advance copy (Manufacturing Acceptance Form)
- * Reviews/circulates Disposition of AAs (if applicable)
- * Grades FSV performance using the Vendor Scorecard
- * For some projects, the Liaison may organize a “Lessons Learned” post production meeting. This meeting identifies best practices that can be implemented for future projects or even for broader use across production and identifies problem areas that need to be addressed through process improvements.

Next Edition Preparation

- * Liaison sends the Word extract and instructions for use, art log with PDF art manuscript, and permissions log to the author for use in the next edition of the book. Liaison will answer author questions about using the Word extract or refer the author to one of the team’s Word Power Users. As authors begin to work on their revisions, the Liaison will be available to answer production questions and review sample manuscript.

GLOSSARY

Acquisitions Editor (AE)

Prentice Hall in-house personnel charged with finding authors, signing book contracts, entering book information into PPS, working with Production to create a final product that is appropriately designed for its market, and cooperating with Marketing team to sell final book.

Art Director

Prentice Hall in-house design personnel responsible for managing and/or overseeing the interior and exterior design processes for A-AAA products. They are charged with creating (or hiring a freelance designer to create) cover concepts and internal designs, routing them through Editorial for approval, and eventually creating a design template for the compositor (for paging) and a cover mechanical to send to the printer once a final page count and bulk are available.

Author/Editorial Submission Checklist

Checklist of items being submitted to Production when a manuscript is first turned over.

AV Log

A database file consisting of entries and related legacy information for all art and photos in an art program. The AV log is used to drive auto paging, as well as art manuscript creation, and is used for compiling information like price and art categorization, chapter volume sorting, and budget compilation. The AV log is also very important for image tracking for general production, ticketing, and media repurposing.

AV Project Manager

Prentice Hall in-house personnel charged with managing a particular project's art program and creating and maintaining the AV Log.

BCC (back cover copy)

Text written by editorial or marketing for placement on the back cover of the book. The Liaison is responsible for copyedited the BCC before forwarding it to the Cover Designer.

Contract

Agreement signed by the Author and the AE, who is acting on behalf of PH. Liaison receives a copy of the contract and reviews it to determine information such as: who pays for the rendering of art, photo permissions and research, text permissions and research, and the creation of the index.

Contract Abstract or Contract Information Form

Form that validates that Editorial filed the contract with Royalties. The contract has to be properly filed in order for Production to process payments for items such as indices, rendering of line art, image research and fees, text research and permissions, etc.

Cover Art Director

The Director in charge of C-design covers.

Cover Image Request Form

The AE fills out this form once he/she has selected/researched the image he/she would like to use on the cover. The AE completes this multi-part yellow form, attaches a copy of the desired image along with information about its source, and gives it to the Liaison. The Liaison forwards the form to Karen Sanatar in the IRC, listing whoever will be designing the cover as the “Requestor.”

Cover Request Form (CRF)

Form filled out by Editorial that specifies the type of cover (typographic or illustrated), level (trade or academic), trim size, ISBN, and other data. There are two kinds: one for covers being routed through Central Design (used to be referred to as “C covers”) and another for covers being designed or managed by the team-based in-house Designers (used to be referred to as “A covers”).

Design Brief

PDF form filled out by Editorial. AE uses it to give initial design direction, including trim size, number of interior colors, color palette, style of figures, etc.

Design Request Form (DRF)

An AE can choose to complete a DRF for C-level books that he/she did not build a template for on the Central Design website. This form is for both new and pick-up/modify designs and gives the AE basic and limited queries he/she can respond to in order to create a new design or modify the previous edition’s design.

Design Turnover Checklist

Checklist that summarizes all the materials being submitted to the Design Department. The Liaison completes the checklist and attaches it to the package of other design materials, like the marked-up rep copy and the tagging guidelines.

Electronic Routing and Proofing (E-RAP)

A Web-based application that circulates a master PDF proof to a list of reviewers in a designated sequence so they can all comment in order, see the comments of the previous reviewers, and meet specified due dates.

Fast-Track (Virtual) Launch

Used to officially start the book’s production and approve the schedule when a formal meeting is not necessary because the book meets certain criteria, such as level of complexity and a lack of any outstanding issues. Can be accomplished via a phone call or an email, as determined by the Liaison.

File Transfer Protocol (FTP)

Protocol used to transfer files too large to be emailed. Used by the Liaison or the FSV PM to post pages and files. A link to the site can then be distributed to team members, who can each determine whether they want or need to download the files. Not to be confused with the Files-to-Printer Date.

Files-to-Printer Date

Major milestone in the production schedule. Determined by the Liaison (who uses information given by the AE regarding the desired instock) and given to the FSV PM for his/her use in setting the manuscript editing and paging schedule, with input from the author(s).

Full-Service Vendor (FSV)

The company (chosen from Prentice Hall’s preferred vendor list) that is awarded a book’s project management and composition tasks by PH.

Full-Service Vendor Project Manager (FSV PM)

The person employed by the FSV who is put in charge of the management of all aspects of a book’s production cycle, including but not limited to: hiring subcontractors (copyeditors, proofreaders, and indexers), reviewing all subcontractors’ work, trafficking manuscript and pages, and communicating with the Liaison, the author(s), the AE, and any other necessary team members.

Image Resource Center (IRC)

PH department (housed in USR) that handles photo research and permissions on a book-by-book basis if hired by in-house PMs or Liaisons.

Knowledge Base

PH-maintained repository of forms, guidelines, and other data Liaisons and PMs, either in-house or at a FSV, might need.

Launch Meeting

Meeting that marks the official start of production for a book. Meeting includes the AE, Liaison, FSV PM, Operations Specialist, and representatives from Design, Marketing, and Media as needed. Any questions regarding the production of the book are discussed and the schedule is approved.

Launch Notes

A four-page synopsis of information about a book that includes book specifications, author contact information, distribution of copyediting and page proofs, information about who is preparing the index and gathering permissions, etc. The Liaison preliminarily fills out the notes in PIMS when a manuscript is first received by Production and then completes the notes following the launch meeting.

Liaison

Prentice Hall in-house personnel charged with monitoring and managing the Full-Service Project Manager’s activities, processing in-house paperwork such as budgets and cover requests, inputting project data in PIMS, and keeping the Operations Specialist and Editorial Team informed of any problematic situations which might lead to quality and/or scheduling issues.

Managing Editor (ME)

Prentice Hall in-house personnel charged with managing the Liaisons and overseeing production of all books on his/her list.

Multimedia Photo Request Form

If there are any electronic products like CourseSmart or PowerPoint slides planned, the Liaison should complete the gold Multimedia Photo Request Form and submit it to the IRC once the book’s photo program has been submitted in its entirety. This form alerts the IRC that the photos in the book are going to be repurposed and electronic rights need to be secured.

Operations Specialist

Prentice Hall in-house personnel charged with overseeing all plant monies spent on a book; and managing, hiring, and paying vendors.

PAL Projects

Pearson-owned, web-based archive. Currently being populated with electronic archives of Pearson books and will one day be a repository for all specific book information including art logs, permissions logs, style sheets, etc. PAL Projects is also a repository for all Pearson-scanned photos and images.

Pearson International Edition (PIE)

Version of a Pearson book sold abroad. The cover is changed so the book looks different than the original, and other minor modifications are made to the title and copyright pages.

Photo Request Form (PRF)

Form completed by the Liaison and sent to the IRC. Initiates the start of photo research and the acquisition of photo permissions via the IRC. Form includes the number of pick-up photos, the reuse allowance (this is the dollar amount budgeted for the pick-up photo permissions), the number of photos to be researched (broken down by ¼ page interiors, chapter openers, and cartoons), and the number of author-supplied photos. Form is similar to the Cover Image Request Form.

PIMS (Product Information Management System)

Web-based data system maintained by Production. Tracks book data including schedule, budget, team members, design information, and other specs. Liaisons play a large role in keeping the data up-to-date. This is part of PCS suite of databases.

Pink Sheet

Former name of the RTP form. See Release-to-Production Form (RTP)

PPS (Project Planning System)

PH-owned system Editorial uses to input data about a book once it's been signed. Editorial has to promote books in the PPS system in order for the data to flow to the Production database, PIMS. This is part of the PCS suite of databases.

PPS (Blue Form)

Form printed out from PPS and routed to Production with the RTP. Includes budget information.

Production Work Order

Form Liaison fills out prior to sending a manuscript package out to the FSV. Gives the FSV a snapshot of the project and outlines what duties the Liaison would like the FSV to be responsible for, including copyediting, proofreading, gathering permissions, rendering art, creating an index, applying for CIP data, etc.

Project Detail Report (PDR)

Spreadsheet generated by the IRC that details each photographic (scanned) image used in a particular book.

Project Manager (PM)

The person, either in-house or at an FSV, in charge of managing the project from manuscript through bound book. The PM manages the copyeditors, proofreaders, and indexers; traffics the manuscript; reconciles manuscript queries; communicates with the authors, compositors, and Liaisons or MEs; and keeps day-to-day track of the schedule.

Release-to-Production Form (RTP)

Form completed by editorial and routed to production with a manuscript when the manuscript is formally released to production. Outlines all aspects of the project including title, author, ISBN, title code, budget, trim size, and all other specs. Formerly known as the pink sheet.

Visual Asset Resource Center (VARC)

Process used to categorize (assign a level to) each piece of art and apply pre-established pricing based on the assigned category/level. This process is designed to facilitate the evaluation of art programs, the identification of appropriate art vendors, consistent art pricing, and the adoption of best practices in technical standards and workflow.