

Production Coordinator Board Report

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To the board, staff and members,
Herein is a summary of the work that I perform on a weekly basis.

Mornings

The first job in the morning is to settle in by making sure the office is in working order for the day. This can be anything from tidying surfaces to making coffee. Emails and organization of tasks is next as I catch up on emails from the image, web and promotional team and begin sorting tasks for priority for the day.

Production

At the start of the week production is almost always job one. It starts on Thursdays with the building of the pages and placement of the first batch of ads. On Monday, the ads that have come in since are placed. Monday is a soft production day so I spend my time creating needed graphics, composing the cover and building in-house or client ads.

Tuesday is hard production day and the bulk of my time is spent setting stories and ensuring we have all images in and edited for the page. This often involves last minute shoots and coordinating with the image team. The overall paper begins to take shape later in the day as stories come in from final edits. They are placed, get images, moved and refined all in line with Martlet styles.

By late evening the pages are finalized and the copy editor's edits are incorporated.

On Wednesday morning the EIC and I come in early to complete our page-checks and export PDFs for the business manager's ad checks before sending everything off to the printer.

Web

Wednesday marks the end of print production and the beginning of web uploads. All images, even those not accompanying stories in print, are resized and uploaded for the web specialist's upload and the PDF version is created for upload to Issuu.

Meetings

Monday and Wednesday meetings are my opportunity to meet with the image team regarding the latest issue and the content for it so that we can develop a plan for tackling images as well as the cover. I will also typically sit down with the promotions coordinator and we go over ideas for our weekly poster and TV ad run, develop handouts such as stickers, bookmarks, shirts etc. for giveaway.

Training

Staff training or tutorials are given as needed and fill up a lot of the time between major production work. It is not uncommon to be regularly pulled aside for a one-on-one, equipment tutorial, general design question, or IT help.