

## **GW Publications SOP**

Standard Operating Procedure (SOP)

Department: Publications

Title: Gulf Wars Site Book Production

Effective Date: [31 Jan 2025]

Revision Date: [1st edition]

### **1. Purpose**

This SOP outlines the responsibilities, timeline, and workflow for the Publications Department to successfully produce the Gulf Wars Site Book annually, and various related publication responsibilities.

### **2. Scope**

This SOP applies to all staff involved in the production of the Gulf Wars Site Book, which shall be, at a minimum a Department Head, a Deputy Department Head, and an Art Director.

### **3. Staff Roles and Responsibilities**

#### 3.1 Department Head

- Oversees the entire publication process.
- Acts as the primary point of contact for other Departments providing content or copy. - Ensures deadlines are met.
- Finalises draft for publication.
- Ensures the completed event year is distributed to the relevant kingdom Chroniclers for publication in their newsletters

#### 3.2 Deputy Department Head

- Works with the Department Head to coordinate the workflow.
- Manages communications with stakeholders for missing content or copy.
- Reviews content for accuracy and consistency.

#### 3.3 Art Director

- Works with the Department Head to design the layout and visual elements of the site book. - Ensures artwork and graphics meet publishing specifications.
- Collaborates with the Department Head to finalize the design.

### 3.4 Artists

- Create custom illustrations, calligraphy, borders, and other visual elements that enhance the site book's appearance.
- Work under the direction of the Art Director to ensure artwork aligns with the event's theme and branding.
- Submit drafts of artwork by January 10 for inclusion in the final layout.
- Revise and finalize artwork based on feedback from the Art Director by January 20.

## **Timeline and Workow**

### 4.1 Kicko – Mid-November

- Establish communication with all stakeholders, including event coordinators, activity organizers, and contributors.
- Provide contributors with clear guidelines for content and copy submission.
- Confirm deadlines:
  - January 1: Content/Copy Due.
  - Mid-February: Drop Dead Publish Date.

### 4.2 Content Gathering – Mid-November - January 1

- Track incoming content using a centralized spreadsheet or project management tool.
- Review submissions as they arrive for completeness and accuracy.
- Communicate early with stakeholders who show signs of potential delays.

### 4.3 Initial Review and Layout – January 2 - January 15

- Begin arranging content in the book's structure.
- Identify gaps or missing elements.
- Contact stakeholders for missing content via direct email.

### 4.4 Finalizing Content – January 16 - February 1

- Conduct a second round of follow-ups on missing content.
- Finalize layout and design with the Art Director.
- Proofread the entire document for typos, inaccuracies, and inconsistencies.

### 4.5 Approvals and Publishing Prep – February 1 - February 10

- Submit the final draft to the Department Head for review and approval. - Prepare the layout for printing, ensuring specifications meet the printer's requirements.

#### 4.6 Publishing – February 11 - Mid-February

- Submit the approved layout to the printer.  
- Confirm printing timeline and delivery to ensure distribution at Gulf Wars. 5.

### **Communication Protocols**

5.1 All communication should be conducted via email or a designated project management tool.

5.2 Weekly status updates from staff to the Department Head during crunch time (November 15 – February 15).

5.3 Direct follow-ups for missing content begin mid-January.

### **6. Submission Guidelines for Departments**

6.1 Content and copy must be submitted in a digital format (e.g., .docx, .pdf). 6.2 Images must be high-resolution and in .png, .jpeg, .svg, or .pdf format.

6.3 Deadline for submissions: January 1.

### **7. Quality Assurance**

7.1 All content must be fact-checked and proofread by the Deputy Department Head before layout.

7.2 Art Director ensures all visual elements are consistent with the event's theme and branding. 7.3 Department Head conducts the final review and approval.

### **8. Contingency Plan**

8.1 If critical content is missing by January 15, placeholder text will be used, and stakeholders will be contacted to provide updates post-deadline.

8.2 Should the printer encounter delays, prioritize digital distribution as a backup

### **option. 9. Recordkeeping**

9.1 Maintain all email communications, drafts, and approved layouts for one year after publication.

9.2 Archive the finalized site book for historical and reference purposes.

End of SOP