## What is the Publications and Media Project Office?

The Publications and Media Project Office oversees the production of all print and audiovisual products and is responsible for managing the personnel and processes for completing requested projects. It implements the project management systems, defines processes and procedures, and reports project metrics. The office is led by representatives of the Audiovisual, Curriculum and Materials Management Departments:

### Larry Richman
Project Office Director  **Phone:** 2-3308

### Jeff Isom
Director of Program Management  **Phone:** 2-1707

### Larry Wright
Manager of Project Management  **Phone:** 2-3873

## What is the Integrated Process?

The integrated process includes the approved methods for planning, producing, and implementing Church products and services. It provides an effective coordination and integration of the services provided by Audiovisual, Correlation, Curriculum, Information and Communications Systems, and Materials Management. Whenever more than one of these service departments are involved in a project, the integrated process is used. The Publications and Media Project Office is responsible for defining and implementing integrated processes for publications and media projects.

## Roles in the Integrated Process

**Product Manager:** The point of contact from the sponsoring organization who is responsible for a product through planning, creation, and implementation.

**Program Manager:** Assigned to each headquarters sponsoring organization as its front door to all publishing and audiovisual services. Program managers ensure projects are delivered on time, on budget, and according to the defined scope.

**Print Project Manager:** Oversees the detailed production activities required to produce a print product.

**Producer:** Oversees the detailed production activities required to produce an audiovisual product.

**Executive Producer:** Provides creative leadership and message/story design for new projects and helps ensure creative consistency across products.

**Area Support Manager:** Assigned to area offices to provide audiovisual services. Area support managers also assist areas in product management.

**Production Line Manager:** Manages a group of print or media specialists who perform the work necessary to create a print or audiovisual product.

**Production Staff Member:** Performs one or more production tasks required to create a print or audiovisual product.
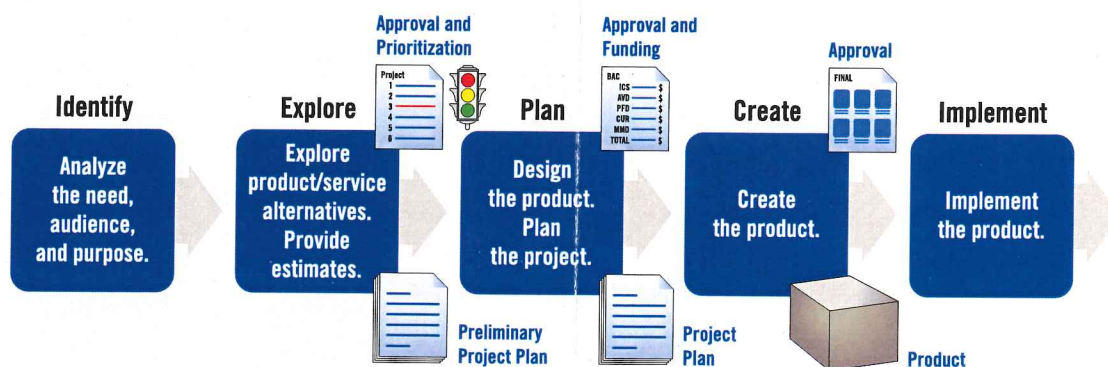
**Area Materials Management Staff:** Support area presidencies and headquarters departments by performing various tasks related to the creation, translation, production, and distribution of print and media products.

## Steps in the Integrated Process

1. **Identify:** The customer identifies a product or project they believe integrated services personnel can help them accomplish.

2. **Explore:** Integrated services personnel help the customer explore various options involving media and/or publications and products to be created.

3. **Plan:** Integrated services personnel help the customer define and document the scope, schedule, and budget of the proposed products and assist them to obtain the necessary approval and funding to complete the work.

4. **Create:** Integrated services personnel produce the desired products.

5. **Implement:** Integrated services personnel help the customer implement their products. The project is closed.



Identify — Analyze the need, audience, and purpose.

Explore — Explore product/service alternatives. Provide estimates.

Approval and Prioritization

Plan — Design the product. Plan the project.

Preliminary Project Plan

Approval and Funding

Create — Create the product.

Approval — FINAL

Project Plan

Product

Implement — Implement the product.

# Products and Services Available Through the Integrated Process

## Audiovisual Products

- Audio
- Audiovisual Systems
- Broadcasts
- DVDs
- eLearning
- Event/Meeting Support
- Film/Video Production
- Media for Mobile Devices/Phones
- Interactive Kiosks
- Interactive Media (Flash, etc.)
- Language Production
- Media Duplication
- Photography
- Podcasting
- Presentations
- Radio Content
- Web Media Downloads
- Web Streaming

## Print Products

- Booklets
- Books
- Brochures
- Business Cards
- Fine Art
- Framing
- Letters and Notices
- Manuals
- Posters
- Signs
- Stationery
- Web Content (PDF, etc.)
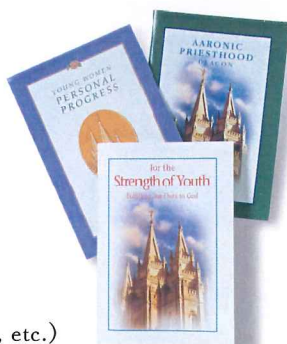
## Other Services

- Creative Message/Storytelling Consulting
- Distribution
- Editing
- Graphic Design
- Illustration
- Interpretation
- Printing/Duplication
- Translation
- Writing

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# Frequently Asked Questions

### 1. I have an idea for a product. Who do I contact?

Contact the program manager assigned to your sponsoring organization. If you don't know who your program manager is, please contact Jeff Isom at isomjd@ldschurch.org or 2-1707.

### 2. How do I pay for products and services provided by the Publications and Media Project Office?

In general, funding for audiovisual projects comes from a budget provided to the Audiovisual or Materials Management departments by the Budget and Appropriations Committee (BAC) based on approvals from sponsoring councils or committees. Funding for print projects may come from the sponsoring organization budget or project budgets approved by the BAC. Some services are provided from service department budgets. Your program manager will help you determine the source of funding for your project during the planning process.

### 3. I want to publish something on the Web. Who do I contact?

Web content requires collaboration of resources from the integrated service departments. Your program manager can help you determine who needs to be involved. Content or media for the Web can be produced by the publications and media service departments. Your publications and media program manager will coordinate with a program manager from the Information and Communications Systems Department (ICS) to help you get your information published to a Web site. If you want to create a new Web site or Web-based application, contact your ICS program manager.

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# Getting Things Done

An Introduction to the Integrated Process and the Publications and Media Project Office