

Trail Conference Map Publishing

Activities are in chronological order

Committee

The decision to convert to digital cartography or revise/reprint with mechanical cartography is based on critical points, with each map having their own. *the map committee should make these decisions?* They are as follows:

- To convert to digital, must have base materials available in digit format, many corrections, and enough stock to last until map is produced.
- To revise with new edition must have many corrections with many of them requiring a cartographer.
- To reprint, there are few corrections, which can be done on the film.

The decision to make a new map, covering new areas, is based on what is intended audience/market [*main pubs committee should makes these decisions?*]

- potential sales
- competition
- who would or would like a map
- availability of project manager
- funding
- Park request
- Education issues

Assign and track project manager

Project manager

Decides inside cartographer vs outside cartographer

Rough out schedule based on ball park figures (it takes X months to map Y trails)

Establish budget with estimated price and print run (cost/impression)

Consult files

- corrections - evaluated as who had sent them in
- changes passed by Trails Council
- previous editions
- archives including whereabouts of mechanicals/computer disc

Assign and oversee progress of field coordinator, map back editor, record keeper

- supply field coordinator with spec sheets
- supply map back editor with template map back

Tracks

- who made decisions and why
- who to contact and not to contact

Field Coordinator	Map back editor
assign and review field work redoes survey if necessary merges results from field checkers makes corrections and rechecks archives material sends material to project manager makes corrections and rechecks (2 nd time)	check and change map backs gets bids from layout artist decides on layout artist has layout artist layout backs checks materials sends materials to project manager

Contact cartographer (overlaps in time with some of the Field checking activities)
if new one, obtain samples of work
send technical requirements (tools, format input/output)
supply base materials, templates, specs sheets, and field data
send field and space material to cartographer

Contact printers
if new one, obtain samples of work
send technical requirements
get bids
sign contract (office)

Marketing Committee

Develop marketing plan

Project Manger

Obtain ok from park(s), using third check of field data
can cause delays in printing
Write preliminary press release and TW article - to be ready when maps go to printers
need quotes from president, executive director, or appropriate park personnel
TW article needs thanks you's to major players
Contact printer (second time)
Send materials to printer
Check material (trails chairs, trail supervisors)
If brand new map, cut new film, get match print proofs - knock outs, Mac/PC
incompatible print fonts
Write thank you notes in anticipation of return of materials from printers
Supervise print run

Office

Send press announcements
Notify bookstores
Receive maps and package
Pay bills

Record Keeper/archivist

Assemble archive
mechanicals/soft copies to files
artwork
map backs
newspaper clippings
Begin file of corrections

Marketing/publicity

Sell inventory