

**STANDARD OPERATING PROCEDURE
WZCC JOURNAL - SynergyZ
P-WZCC-ME-001**



2	26.4.2005	Revised Draft WZCC Journal	WZCCME
1	1.04.2005	First Draft WZCC Journal	WZCCME
Rev	Date	Topic	Prepared By

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1.0 Purpose

The purpose of this Standard Operating Procedure is to document the *Processes* to be followed by various persons involved in rendering services relating to WZCC Journal. The primary objective of producing the Journal is to fulfill the mission of the WZCC to energize the Zarathushti entrepreneurial spirit reflecting upon our Zarathushti tradition, making the Journal a catalyst for action and sharing each others experiences in the good work done by WZCC Chapters around the world.

The 'Procedure' part of the document defines 'What' shall be done. The 'Responsibilities' part defines the roles that shall be played by various persons involved in the process. Also included are the 'Flow Charts' which give a graphical view of the process with brief description of each activity.

As per directives received from the WZCC President in the year 2004 and ratified at the Board Meeting in San Jose in Dec.2004, WZCCME shall be responsible for the end to end editing, administration, management and production of the Journal. Hence this document is prepared by WZCCME. Any modifications and amendments to this document in structure and form shall be made by the Journal Editorial Board and the members so informed at a subsequent AGM. Modifications in the objectives shall first be approved by the WZCC Directors and shall become effective upon approval by the Members at a subsequent AGM.

The Journal shall be managed by the Journal Editorial Board appointed by the WZCCME Director. Contributing editors shall provide feature stories, articles, etc. Chapter Chairs shall provide useful reports containing their regions business opportunities and development. The Journal Treasurer shall handle the management of accounts.

The launch of the Journal sets a new era of communication at WZCC.

2. Scope

The scope of this procedure covers the end to end activities pertaining to the development, production, management and distribution of the WZCC Journal.

3.0 References

3.1 Directives received from WZCC President during the year 2004 appointing WZCCME to handle the end to end management of WZCC Journal

3.2 Special Activity Report approved by WZCC Members at the AGM in San Jose in Dec 2004

4.0 Procedure

4.1 Procurement of news & adverts from Directors/Chapter Chairs

4.1.1 The WZCCME Director in consultation with the WZCC President shall send an email on 1st of January and June of each year, requesting the WZCC Directors/Chapter Chairs, to provide the following details for production of a new Journal issue.

- a. News Report for the Chapter
- b. Adverts for the Journal

4.1.2 News Report :

- a. The News Report shall be prepared by the Chapter Chairs. It shall be insightful and contain useful information on business opportunities offered by the region. It shall cover the following points:
 - i. Success stories of entrepreneurs available at Chapter level
 - ii. News on executive moves
 - iii. News on new alliances formed by members
 - iv. News on joint venture projects undertaken by members regionally/internationally
 - v. News on various programs held
 - vi. News on trade policies introduced by government etc.

The report shall not exceed 300 words. Routine matters shall not be included in the report. Large regions like India and USA could submit a consolidated report for the region.

- b. The cut off date for submission of the Report shall be 30th Jan/June. Information provided in the report shall be authentic and error free. If any Chapter Chair is out of town or not available, the report shall be prepared by a designated member of the Chapter Committee and submitted on time.
- c. It would be a good practice to obtain permission from concerned individuals/companies in case write ups on any individuals or companies are attached to the report. The permissions shall be addressed to the Journal Committee Chair/WZCCME Director with a copy marked to the respective Chapter Chair.

4.1.3 Advertisements:

- a. A minimum of 2 full page adverts per issue or 4 half page adverts or 8 quarter page adverts shall be raised from members by all Chapter Chairs. Those Chapters that are in formative stages or where the membership base is low

shall try to raise at least 1 page advert. This is the minimum requirement to break even the cost of the production and distribution of the Journal for free circulation to members.

- b. The purpose of raising adverts is to showcase the Zarathushti businesses around the world and generate revenues for making the Journal self supporting.
- c. WZCC Board of Directors shall also help in raising adverts using their personal contacts or providing advertisements for their own companies if available. Special rates of advertisements shall be offered to Directors for providing adverts pertaining to their companies.
- d. Advertisement rates are available in section 4.8 on Finances and Tariffs.
- e. Advertisements shall be submitted in jpp or adobe acrobat format by the advertisers. The adverts shall be forwarded on a CD with high resolution image. No changes shall be made to the adverts once they are received. Any advertising material that is not properly formatted shall not be accepted for publication.
- f. The cut off date for submission of all adverts shall be 15th Feb/July and only those advertisements shall be published where confirmation from Chapter Chairs is received.

4.2 Procurement of feature stories/articles from Contributing Editors

- 4.2.1** In addition to reports received from Directors/Chapter Chairs, interesting articles on various topics/feature stories on leading personalities shall be received from the Contributing Editors.
- 4.2.2** Currently there are few Contributing Editors available in countries like USA,UK,UAE, India & Australia. Going forward efforts shall be made to appoint a minimum of two Contributing Editors in all 8 regions.
- 4.2.3** The appointment of Contributing Editors shall be based on names suggested by the Chapter Chairs/WZCC President. Only names of those Journalists/editors/writers possessing sound reporting abilities and journalistic skills shall be considered and approved by the Journal Editorial Board in consultation with the WZCCME Director.
- 4.2.4** Articles provided by Contributing Editors shall be original articles and not obtained from other publications, so that the standard of the Journal improves.

- 4.2.5 The Contributing Editors shall refrain from submitting stories/articles pertaining to products or services which may result in infringement of law with their employer company's or raise legal issues for the Journal.
- 4.2.6 Any searches/activities carried out by Contributing Editors with other institutions/individuals for writing articles/'stories shall be done in consultation with the Journal Committee Chair/WZCCME Director and copies of correspondence to such persons/institutions shall be marked to the Journal Committee Chair/WZCCME Director.
- 4.2.7 Data submitted by Contributing Editors shall in no ways violate the copy right laws or be inappropriate for usage in the Journal. Language used in the Journal shall respect the rights of individuals and laws of various lands.
- 4.2.8 Editorial services rendered by Contributing Editors shall be on a pro bono basis.

4.3 Collate / Edit / Compile data

- 4.3.1 **Collate:** As soon as data is received it shall be collated. A meeting of the Journal Editorial Board Team shall be convened by 5th Feb/July. Data shall be reviewed and contents shall be finalized including the design of the cover page. The
- 4.3.2 **Edit:** The Editorial Board shall reserve the right to edit material where necessary and their decision shall be final. If articles/stories or material received are not found up to the mark then arrangements shall be made by the Journal Editorial Board to raise new/fresh articles/material through reputed writers using their own expertise/connections so that overall quality of the Journal can be maintained. Cost if any incurred for this purpose shall be debited to the Journal Expense account.
- 4.3.3 **Compile:** Contents approved by the Journal Editorial Board, shall be reproduced on a CD by the Journal Committee Chair. This shall be reviewed by WZCCME Director and WZCC President. The CD shall be sent to the publication company by 25th Feb/July.

4.4 Journal Layout & Design

- 4.4.1 Prior to assigning the job to the Publication Company, competitive cost estimates shall be obtained from 2/3 company's. Besides price and quality of service, reliability and delivery period shall also be considered. Once the company is selected the CD shall be sent to the Publishing Company and the Company shall commence work.
- 4.4.2 A period of 15 days shall be given to the Publication Co. to do the journal lay out work and prepare the first draft for the issue.

- 4.4.3 The cut off date for preparation of the first draft shall **10th March/Aug.**
- 4.4.4 Once the first draft is ready it shall be circulated to select Members of the Editorial Board by the Journal Committee Chair and their comments shall be obtained. The copy shall be proof read for errors and all comments shall be noted on the copy. **By 25th March/Aug** the copy shall be sent to the Printer.

4.5 Printing of Journals

- 4.5.1 Prior to assigning the print job, competitive cost estimates from 2/3 reputable printing company's shall be obtained. Besides price and quality of the product, the delivery period and reliability of the printers shall also be considered. Once the printer is selected the CD shall be sent to the printer. The cut off date for this shall be **28th March/Aug.** Periodically competitive quotations shall be obtained from printers to ascertain that the existing relationship is economical.
- 4.5.2 The Journal Committee Chair and WZCCME Director shall visit the Printer at their local office to ensure that the printing job is progressing well as per specifications.
- 4.5.3 The total number of copies to be printed shall be as per the count provided by the Membership Manager plus a few extras.
- 4.5.4 Once the printing of copies is over, instructions for packing of journals and mailing them to various destinations shall be given.

4.6 Distribution of Journals

- 4.6.1 **Mailing to Chapters:** As mailing is a big component of cost, attempts shall be made to find avenues of delivery which are cost effective. Commercial couriers and airmail priority services shall be minimized. Surface mail shall be used. Attempts shall also be made to establish distribution channels through member network or a courier company within membership of WZCC offering highly preferential rates. Cut off date for mailing of Journals shall be **8th April/ Sept**
- 4.6.2 **Distribution to Members:** The distribution of the copies shall be done by the Chapter Chairs. They could either distribute copies to members at a Chapter Meeting/function held by them or mail them by post at their cost whichever way is convenient to them. The total number of copies shall be in accordance with the count provided by the Membership Manager plus a few extras.

4.7 Frequency of Publication

- 4.7.1 The journal shall be printed twice a year in such a way that the journal reaches all Chapters by April end and September end.

4.8 Finance & Tariffs

4.8.1 It is imperative to establish a sustained source of revenue as there is substantial cost involved in producing and circulating the Journal. Some options proposed during early phases of the project were:

a. Paid Subscription : This method was not accepted as it was felt that efforts put in to collect the subscription monies would be more compared to returns received from a small data base of members.

b. Membership Fees: This method was also not accepted as preliminary findings indicated that any increase in membership fees could result in attrition of members. However a built in cost of journal with membership fee is an alternative that could be considered in future by WZCC Board.

c. Advertisement: This method was found suitable and has been put in place as agreed during the AGM in San Jose on 29th Dec 2004 and upon understanding that all Directors/Chapter Chairs shall help in raising adverts to make the Journal self supporting.

The Current tariffs for advertisement are as follows:

No.	Rates – US\$	Description
1	1500	Back cover
2	1000	Front or back inside cover
3	500	Full page – color
4	300	Full page – black and white
5	250	Half page – black and white/color
6	125	Quarter page – black and white/color
7	30	Visiting card only if the chapter provides 6 cards on one page

4.8.2 These rates shall be applicable to all countries. Special rates with 50% discount shall apply to countries like India and Pakistan where dollar parity is in their disfavor and 25% discount shall apply to Iran and Middle East. The Directors shall get a special discount of 25% on the agreed regional rates.

4.8.3 Twenty Five percent of the revenues raised from the members through the adverts shall be retained by Chapters for efforts put in by them for raising of adverts. These monies could eventually be utilized for conducting chapter activities or spending on projects whichever way the Chapter Chair deems fit.

4.8.4 Twenty Five percent of the revenues raised from the Directors through the adverts shall be retained by Chapters/Chamber which ever way the Director advises. If

the funds are sent to the Chamber account then WZCC Treasurer in the US shall acknowledge receipt of funds to the Journal Treasurer in Dubai.

- 4.8.5** Fifty percent from the net profit shall be transferred to Journal Reserves and remaining fifty percent shall be transferred to WZCCME's account.

4.9 Sponsorships and Donations:

- 4.9.1 Raising Sponsorships/Donations:** Sponsorships/Donations shall be raised by WZCC President/Board of Directors/Chapter Chairs for sustenance of the Journal.

Utilization of Funds: Monies received from sponsorships/donations shall be utilized first for meeting of Journal expenses. In case of shortfall, funds shall be utilized from the Journal Reserves. If adequate funds are not available in Journal Reserves then WZCC President shall be requested to raise the matter to the Board and get their approval to meet 50% of the Journal expense.

4.10 Management of Accounts:

- 4.10.1** The management of Journal accounts shall be handled by the Journal Treasurer in Dubai. The Journal Treasurer shall have the charge and be responsible for all the WZCC Journal monies, including the reserve account.

- 4.10.2** The Treasurer shall receive and give receipts for moneys due and payable for the WZCC Journal.

- 4.10.3** Any expense in excess of Aed.500 shall require the approval from the WZCCME Director. Following entries shall be passed for expenses:

Debit appropriate expense account
Credit cash/Check/Pay order.

- 4.10.4** Moneys from advertisements shall be collected within 30 days from the date advertisements are received. An email shall be sent to the advertisers to remit the funds to the respective Chapter Chair. A copy of the email shall be marked to the Chapter Chair for their information and follow up. Once the funds are received by the Chapter Chairs they shall remit the same to the Journal Treasurer as per details contained in section 4.8.3 and 4.8.4.

- 4.10.5** All moneys received from the advertisers/sponsors/donors these shall be deposited by the Journal Treasurer in the Journal account in Dubai.

- 4.10.6** Cheques shall be written and funds shall be disbursed to discharge obligations for the Journal by the Journal Treasurer. Withdrawal of funds from the Journal

account shall only take place after written permission is obtained from the WZCCME Director.

4.10.7 At each month end, a statement of Receipts and Expenditure shall be prepared for the Journal account by the Journal Treasurer. Cash on hand shall be tallied with the Bank statement. Discrepancies if any shall be sorted out with the Bank immediately. The statement shall be submitted to the WZCCME Director. The statements shall be reviewed and signature shall be obtained.

4.10.8 At each year end the Statement of Receipts and Expenditure for Journal shall be prepared by the Journal Treasurer and sent to the WZCC Treasurer in consultation with WZCCME Director.

5.0 Records

5.1.1 Custody of all advertising material received from various advertisers shall be maintained by the Journal Committee Chair for a period of two years and thereafter destroyed.

5.1.2 Record of all statement of accounts and receipts and expenditure for the Journal shall be maintained for a period of three years and thereafter destroyed.

**Procurement of News/Adverts
Collation of Data, Finalization of contents & Publishing**

Flow Schematic	Flow Narrative
<pre> graph TD A[Start of Process] --> B[Procure News/Adverts for publication of a new issue (1st Jan/June)] B --> C[Collate data & discuss contents with Journal Editorial Team by (5th Feb/July)] C --> D[Obtain professional feedback] D --> E[Finalize contents of the Journal] E --> F[Receive adverts (15 Feb/July)] F --> G[Prepare CD and send to Publishing Co. with articles and artwork (25h Feb/July)] G --> H[] style H fill:none,stroke:none </pre>	<p>The WZCCME Director in consultation with WZCC President shall send an email on 1st Jan/July each year to the President/Directors/Chapter Chairs to submit News reports and adverts for preparation of a new issue of the Journal. Data shall be received by 30th Jan/June and adverts shall be received by 15th Feb/July.</p> <p>On receipt of data the Journal Committee Chair shall prepare a report and discuss the contents with the Journal Editorial Board Meeting. Cut off date for this shall be 5th Feb/July.</p> <p>Professional feedback shall be obtained.</p> <p>Contents of the Journal including the cover page design shall be finalized.</p> <p>Adverts from Directors/Chapter Chairs/Advertisers shall be received and incorporated in the Journal. Cut of date shall be 15th Feb/July</p> <p>Reputable Publishing companies shall be identified and work shall be assigned to one good Publishing Co. CD with write ups and art work shall be forwarded to the Publishing Co. by 20th Feb/July</p>

Printing/Billing/Mailing

and Management of Accounts

Flow Schematic	Flow Narrative
<pre> graph TD Start([Start]) --> A[Receive 1st Draft from Publishing Co. (15th March/Aug)] A --> B[Circulate the draft to Journal Editorial Board select members] B --> C{Check final Status} C -- Yes --> D[Send corrected copy to Publishing Co.] C -- No --> E[Substitute new text] D --> F[Identify Printers & Obtain membership count (20th March/July)] E --> F F --> G[Send CD to printers with accurate print count (25th March/Aug)] G --> H[Communicate shipment instructions (8th April/Sept)] H --> I[Inform dispatch dates to Directors/Chapter Chairs] I --> J[Directors/Chapter Chairs to distribute copies] J --> End([FOD]) </pre>	<p>First draft shall be prepared by the Publishing company by 15th March/Aug.</p> <p>Journal Editorial Board Meeting shall be convened and the first draft shall be reviewed by select members.</p> <p>Details shall be checked. Approval of members shall be sought.</p> <p>If any article is not up to the mark it shall be replaced or text shall be improved.</p> <p>Corrected copy shall be sent to the Publishing company. Publishing company shall prepare the final CD and the CD shall be collected.</p> <p>Reputed printers shall be identified. Simultaneously Membership count shall be confirmed with Membership Manager. Cut off date for this shall be 20th March/July</p> <p>CD shall be handed over to Printers with accurate count by 25th March/July. Cost and delivery dates shall be confirmed.</p> <p>Visit to the local office shall be paid to ensure that the print job is progressing well as per specifications. Few copies shall be checked randomly. Once all copies have been printed instructions for packaging and shipment shall be provided by 8th April/Sept.</p> <p>Dispatch dates shall be communicated to the Directors/Chapter Chairs.</p> <p>The Chapter Chairs shall distribute copies to members/select NGOs. in their respective regions.</p>

Title : WZCC Journal
Number: WI-WZCC-ME-001-001

These responsibilities are related to the **President - WZCC**

Who shall:-

- Raise Donations/Sponsorships and adverts for the Journal through personal contacts and provide adverts for own company, if available
 - Recommend names of Contributing Editors for the Journal to WZCCME Director/Journal Committee Chair
 - Suggest topics/themes of interest for preparation of issues
 - Seek approval from the Board in case of shortage of funds for publication of the Journal and help the Journal Editorial Team with alternatives
 - Prepare short messages for inclusion in the Journal
 - Ensure all Turn around times are met for submission of details/responses to queries raised by the WZCCME Director/Journal Committee Chair
-

Title : WZCC Journal
Number: WI-WZCC-ME-001-002

These responsibilities are related to the **Vice President - WZCC**

Who shall:-

- Raise Donations/Sponsorships and adverts for the Journal through personal contacts and provide adverts for own company, if available
- Help the WZCCME Director/Journal Committee Chair in incorporating messages/adverts pertaining to Journal on the website as and when required
- Help in providing details on membership data category wise as and when required
- Help in providing accurate paid members count for printing/distribution of Journals
- Prepare short message/articles for inclusion in the Journal pertaining to changes/updates on the website.
- Ensure all turn around times are met for submission of details/responses to queries raised by the WZCCME Director/Journal Committee Chair

Title : WZCC Journal
Number: WI-WZCC-ME-001-003

These responsibilities are related to the **Board of Directors - WZCC**

Who shall:-

- Raise Donations/Sponsorships and adverts for the Journal through personal contacts and provide adverts for own company, if available
- If advert is provided for personal company then inform Chapter Chair on remittance matter whether funds to be sent to Chamber account or retained at Chapter level
- Respond to enquiries raised by WZCCME Director/Journal Committee Chair as and when raised on Journal matters
- Ensure all Turn around times are met for submission of details/responses to queries raised by the WZCCME Director/Journal Committee Chair

Title : WZCC Journal
Number: WI-WZCC-ME-001-004

These responsibilities are related to the **Chapter Chairs - WZCC**

Who shall:-

- Submit the News Report to WZCCME Director/Journal Committee Chair on designated dates. In case of non availability delegate the work to a Committee Member to submit details on time.
- Ensure details submitted are authentic and error free
- Raise Donations/Sponsorships and adverts for the Journal through personal contacts and provide adverts for own company, if available
- Collect revenues from advertisers and remit funds to Dubai in designated account
- Ensure that at least two names of Journalists/Editors are recommended to the WZCCME Director/Journal Committee Chair
- Arrange for circulation of copies of the Journal to members at Chapter Meetings or post them locally at chapter cost, whichever way is deemed appropriate.

Title : WZCC Journal
Number: WI-WZCC-ME-001-005

These responsibilities are related to the **Technical Director - WZCC Website**

Who shall:-

- Raise Donations/Sponsorships and adverts for the Journal through personal contacts and provide adverts for own company, if available
 - Help the WZCCME Director/Journal Committee Chair in incorporating messages/adverts pertaining to Journal on the website as and when required
 - Provide membership data region wise ensuring accuracy of names and postal addresses for distribution of Journal
 - Provide breakup of figures on the membership occupation wise/industry wise so that profiles/data of persons from various occupations/industries could be incorporated in the Journal.
 - Ensure all turn around times are met for submission of details/response to queries raised by the WZCCME Director/Journal Committee Chair
-

Title : WZCC Journal
Number: WI-WZCC-ME-001-006

These responsibilities are related to the **Editorial Board Members - WZCC Journal**

Who shall:-

- Suggest new ideas/themes/topics/marketing strategies for making the publication interesting and value packed
- Help in laying down good policies/processes for management of the Journal
- Attend meetings for discussing Journal issues especially at the time of issue preparation
- Review contents submitted by Chapter Chairs/Contributing Editors and comment
- Provide guidance to Editors in compiling articles as and when required
- Provide support in obtaining permission from individuals/companies for using copy righted material in the Journal
- Proof read the articles. If the articles are not up to the mark suggest alternatives so that publication does not suffer
- Provide expert help and support in improving standard of the Journal to make it the best business publication
- Promote the image of the Journal and raise adverts/funds whenever possible

Title : WZCC Journal
Number: WI-WZCC-ME-001-007

These responsibilities are related to the **Journal Committee Chair**
Who shall:-

- As member of the Editorial Board suggest new ideas ways for marketing the Journal
 - Convene meeting of Journal Editorial Board members at least 2/3 times for discussion of journal issues during preparation time
 - Provide guidance to Contributing Editors and help them as and when required
 - Read the articles and provide comments. If the articles are not up to the mark suggest alternatives so that the editorial & publication side does not suffer
 - If required replace the articles
 - Ensure list of Publishing companies are in place and appoint one good Publisher to do the Journal work
 - Ensure Printers list is available and appoint one good Printer for the work
 - Promote the image of the Journal
 - Raise funds through personal contacts and through WZCC President/Directors and Chapter Chairs.
 - Discuss financial matters with the WZCC President in case of shortage of funds in consultation with the WZCCME Director.
-

Title : WZCC Journal
Number: WI-WZCC-ME-001-008

These responsibilities are related to the **Contributing Editors**
Who shall:-

- Prepare feature stories, articles for the Journal and provide them to the Journal Editorial team on designated dates
- Conduct interviews of leading personalities, as and when the work is assigned by the Journal Committee Chair/WZCCME Director
- Prepare a list of questions for the interviewee. Seek approval of the Journal Committee Chair/WZCCME Director before sending them
- Ensure copies of all correspondence with interviewee are marked to Journal Committee Chair/WZCCME Director
- If employed refrain from submitting any stories/articles/news promoting employer's company's product /services which may result in infringement of law with the employer or raise legal issues for WZCC
- Ensure that search/activities carried out with any institutions/individuals are done in consultation with the Journal Committee Chair/WZCCME Director.
- Ensure that data submitted does not violate the copy right law or be inappropriate for usage in the Journal.
- Ensure that Language used respects the laws of land and individuals concerned
- Understand that all Editorial services rendered shall be on a pro bono basis and shall not be compensated for their services

Title : WZCC Journal
Number: WI-WZCC-ME-001-009

These responsibilities are related to the **WZCCME Director**

Who shall:-

- Appoint the Editorial Board Team Members (Chief Editors, Journal Committee Chair & Contributing Editors). Also appoint the Journal Treasurer.
- Liaise with President WZCC, Board Members and Chapter Chairs on matters concerning their areas of responsibilities as defined in the SOPs
- Establish Policies & Standard Operating Procedures for WZCC Journal in consultation with the Journal Editorial Board
- Ensure end to end management of the Journal with the help from Editorial Board, Journal Committee Chair and Journal Treasurer
- Obtain suggestions for Journal issues and feedback from Directors/Chapter Chairs
- Handle Journal matters that cannot be resolved by the Editorial Board or Journal Committee Chair.
- Promote the image of the Journal and with personal contacts and try to raise as much funds as possible
- Approve Journal Expenses and ensure Journal account is balanced by the Journal Treasurer on a monthly basis
- Ensure that Statement of Receipts and Expenditure are sent by WZCC Journal Treasurer to the WZCC Treasurer at year end

Activity Time table for the Journal

Description of work	Due Date
Send email to Directors/Chapter Chairs requesting submission of News Reports/Adverts	1 st Jan/June
Receive Reports	30 th Jan/June
Convene Meeting of Journal Editorial Board Members and finalize contents	5 th Feb/July
Receive Adverts	15 th Feb/July
Identify Publishing Company	20 th Feb/July

Send CD to Publication Company	25 th Feb/July
Receive 1 st Draft	10 th March/August
Seek final approval from Journal Editorial Board Members	15 th March/August
Identify Printers	20 th March/August
Arrange for final copy to be proof read	25 th March/August
Send corrected copy to Printers	28 th March/August
Review printed copies randomly. Give shipment instructions. Circulate dispatch dates to Chapter Chairs	8 th April/Sept