

Who is RSB and what do they do for us? The ultimate goal is to have a computer program that will convert our print articles to XML articles at the click of a button. There are programs showing promise, such as Quark 6 and Adobe Indesign. But at this time, there is no “silver bullet” to tame that beast. In the mean time, we’re using RSB Systems to manually convert the articles from Quark Files to XML files based on our DTD. Here’s the process:

1. We receive a Specification sheet from the editor of the magazines that contains what articles and information should be converted to the web.
2. Web ops then double checks the info on the spec sheet and then forwards the spec sheet to digital pre-press.
3. Digital pre-press then collects the files on the spec sheet and sends them to RSB via Mass Transit.
4. RSB then converts the files from Quark files to XML files based on our DTD.
5. After RSB has converted the files, they are uploaded in bulk into our CMS system on a pending status.
6. Web ops then goes over the files, checks for technical errors, and uploads any missing articles.
7. We then notify the editor of the magazine that when all files are ready for editorial corrections