Can a style guide review and update reduce turn times?

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Yes.

PNAS background

- Published 3,100 articles, almost 38K pages in 2016
- Articles are published daily; issues, weekly
- Complex, highly custom workflow
- Style guide represents publishing and style conventions for all major classifications
- Expedited production:
    - 30 calendar days to online
    - 46 to issue

Our challenge: Inflated turn times

Deep-dive review of delays and workflow to determine root causes

- Existing article schedules and reports concealed delays
- New turn time tracking and reports, isolated two bottlenecks:
  - Copyediting review
  - Processing proof corrections
- **Complex style guide = Our focus today**

Review the style guide …

- Checked for and culled redundancies
    - Duplication = confusion = time lost
    - Focus on exceptions, leave rules for the standard style manuals

- Reevaluated nonstandard style points
    - More customization = Fewer copyeditors available
    - Fewer copyeditors = Slower turntimes

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… And also your proofs

The drag on turn times traced to PNAS style was not just in copyediting.

- How many style points had to be addressed with author proof queries?
- How many author proof queries resulted in responses that needed editorial review and approval?
- How much copyediting is too much copyediting??

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Data points and strategic style changes

- Conventional and unconventional data to expose bottlenecks and drive discovery:
  - Turn times
  - Author alterations

- Analysis of copyediting queries and author proof corrections to identify and prioritize the most impactful style changes.
  - Reducing copyeditor time
  - Reduce author proof queries and follow up

Our results

23% reduction in time to online publication
20% reduction in time to issue publication

And we still have more to do!

Thank you.