

A Call to Duty Roleplaying



“... infinite possibilities ...”

Game Operations Handbook

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INTRODUCTION

Roleplaying is a uniquely creative way of writing stories with others, through the façade of alternate realities. As the current or prospective Game Manager of an A Call to Duty Roleplaying franchise game, you must provide the creative drive and leadership savvy to successfully provide a top-notch roleplaying environment for your players. This Game Operations Handbook is written to assist you in this position. It details the expectations, rules, and regulations behind the overall operations of an ACTDR franchise game.

In the end, no matter how many expectations can be written on paper, it is solely up to you and the staff you hire to make your game's concept work. Our product is an environment where people can explore ideas and write creatively, and our brand is the quality of that environment and its people. Without quality, we have no players. Without players, we do not exist.

Why do we roleplay?

Many different people hold different reasons for why they roleplay. We each have our own. However, most commonly we roleplay...

- **To improve our creative writing skills** – While no one has yet won a Pulitzer Prize for a roleplaying story, it can be said that roleplaying hones one's ability to write creatively. Roleplaying is inherently a creative form of gameplay, one that the player makes up as they go along. Thus, in the same vein that playing a musical instrument helps with logical functions such as math, roleplaying very well may help with the more creative functions such as fictional writing and art.
- **To explore subjects that are touchy in society** – Most science fiction, at its core, deals with issues of humanity that people usually don't want to talk about directly. Roleplaying can be an extension of this allegory, allowing players to creatively discuss – through the in-character universe and their characters' actions and feelings – such world problems.
- **To live alternate personae** – Indeed, the mostly anonymous nature of the Internet allows for a person to live out whatever persona they want to describe. Roleplaying gives a person the ability to live out whatever person they want to be – of the opposite sex, personality, race, whatever.
- **Simply to have fun** – The main reason why an RPG is called a RolePlaying GAME. People like to get together with friends they've come to know online, and tell a never-ending story that they make up along the way. It's a way to pass time, and make life more enjoyable.

What makes A Call to Duty Roleplaying games so different?

The Internet is flooded with numerous RPGs of different types, sizes, and backgrounds. By far, Star Trek has the most number of groups – both organized and loose affiliations. Many RPGs have come and gone. Yet ACTDR games consistently stand the test of time,

and maintain fiercely loyal player bases, because of a set of core values which ACTDR, and its member games, believe in:

- **Accountability and Commitment** – ACTDR games, and their staffs, demand commitment and accountability – from their players, and from each other. Players are expected to have a level of commitment to the games they play in. This ensures that their fellow players can reliably enjoy the gaming environment that they participate in, without erratic scheduling. And staff members are expected to have a level of commitment to ensure that the games they help run continue in the same, high-quality manner that the ACTDR brand is built on. From player training, to staff training, to tracking of background projects, every operation in an ACTDR game has an accountability factor that ensures success.
- **Character-driven** – ACTDR games focus on character attributes, and developing rich and immersive character backgrounds. Technology, places, and events are secondary against how the characters, their actions, and their responses dictate the direction of the plots. Plots may be generally outlined, but are never scripted, and are always flexible to allow for changes in direction due to character actions.
- **Consistency** – ACTDR games are consistent, in the management of their in-character universes, and in their player management policies. Every game has the same tools available to make them successful, and every player is expected to have the same basic level of RPG knowledge to make them successful. The staff in each game is committed to maintaining that consistency, ensuring creativity through truly fulfilling character and plot development.
- **Adherence to Established Facts** – ACTDR games are well known for maintaining an adherence to established facts in their in-game universes (collectively known as “sticking to canon”). This gives players a more “realistic” roleplaying experience in their in-game universe. It also allows for more fulfilling character and universe development, as players no longer vie for who can create the most powerful superhuman. In the case where the in-game universe is not based on an established TV show, book, etc, the in-game universe’s back-story is well thought out and documented, to maintain consistency.
- **A Community Feeling** – Unlike most other RPGs on the Internet, ACTDR game players know each other usually on a first name basis, and many times visit each other in real life. Further, all staff members are referenced by their real life names, rather than being extensions of their in-character personae. All this leads to a greater sense of trust and mutual friendship among players.

Through these factors, and the dedication you and your staff will provide, your ACTDR game should be well positioned for success. Your players should have an enjoyable roleplaying environment, and your staff should be informed and well trained for the roles they hold.

GLOSSARY

Some verbiage used throughout this Handbook is defined below, in order to ensure their meaning and how they are to be interpreted.

Must, should, etc

Sections using **must** indicate sections that absolutely must be implemented in ACTDR franchise games. Games not implementing any section of this type will receive a warning from ACTDR Management and an appropriate amount of time to correct the situation. Failure to implement the sections in question may be grounds for Game Manager removal and/or temporary game shutdown by ACTDR Management.

Sections using **should** indicate sections that are not absolutely necessary, but are recommended. As a game increases in size, and thus necessary administrative complexity, ACTDR Management may recommend to the Game Manager that sections become must-implements.

Play Group

A play group is defined as a grouping of players and characters involved in a common in-game plot environment. Play groups are managed by a Play Group Manager, who is a member of the game's staff. Play groups can contain other play groups. While nebulous in its formal description, common play groups in current ACTDR member games include a ship, a station, a fleet (containing ships and stations), adventure teams, expedition crews, and such.

GAME BASICS

In order to be successful and provide a quality roleplaying environment to both its player and staff, each ACTDR member game must adhere to certain basics of general game operations. These operational basics are meant to ensure that each game is in a position of longevity, stability, and long-term growth.

Establishment of in-character universe

ACTDR games must be based off of an established in-character universe. If the game genre is based off of an existing TV series, movie, book series, etc, that game should adhere to the generally established flow of people, places, and events that have been established already (generally referred to as “canon”).

In the event that an ACTDR game is based off of an original universe, the game’s Game Manager must develop and document, during the game’s initial pre-public development stages, the necessary universe background history. This background history must be written to an acceptably detailed level to base character-development plots off of.

ACTDR games should note in their player handbooks and descriptive advertising materials the exact genre background history (“canon”) that the game is based in, or provide a link to the documented background history in the case of an original in-character gaming universe.

Minimum active play group numbers

ACTDR games must maintain at least two (2) active play groups, in any combination of play formats they deem best. These play groups shall maintain an assigned player / open position ratio of at least 50%, not counting any NPCs. It is up to each game to determine the probationary period length for play groups that do not maintain this staffing ratio. In general, however, the probationary period should not exceed more than six (6) consecutive months before further action should be taken.

In the case of IRC, an active play group should cancel no more than 25% of each month’s game meetings (due to staff/player absence, etc). In the case of message-based formats such as PBEM, active play groups should have at least 75% of the play group’s assigned players contributing at least one plot message per week.

Game expansion and consolidation conditions

ACTDR games should consider what conditions should be met before expanding (opening new play groups) or consolidating (closing play groups). It is suggested that these conditions be based on a personnel numbers system, for example the average number of players assigned to play groups over a period of time. However, the conditions may be based on any performance measurements that the game manager deems fit.

Game-wide communications system

ACTDR games must maintain at least one form of game-wide communications system, to distribute announcements and news to its active players. Most commonly this will take the form of a mailing list containing all active players. The exact setup of the system is up to each game.

Game materials archive

ACTDR games should maintain some form of game materials archive. This archive will be a central storage location for all play groups in the game, for all in-character gaming materials. This includes all IRC gaming transcripts, message posts for message-based gaming, and supplemental plot materials.

Access to the archive must be made public, and actively maintained. An exception is made for archives containing adult-rated content (see *Game Rating Classification*), which should be restricted to users of adult age.

Game rating classification

While not absolutely necessary, ACTDR games should voluntarily rate their game content, for the benefit of Internet users. The exact rating system used is up to each game. However, it is recommended that games provide ratings in both the familiar MPAA movie rating system, and the ESRB electronic game content system.

Conflict resolution procedure

At some point in time, conflicts will arise, whether between players and staff, between players, or between staff. ACTDR games should plan for this inevitability, and establish a conflict resolution procedure. This procedure should ideally detail the communications channels to use in properly resolving conflicts, and steps to continue the process in the event that the initial resolutions are considered to be unfair and/or biased. Ultimately, final conflict resolution lies with the game manager.

PLAYER SERVICES AND EXPECTATIONS

Without a doubt, the players are why we are here in roleplaying. Without them, we do not exist. And in most cases, players stay around because they are introduced to, and maintain, a quality roleplaying experience. To that end, a set of basic player services must be established in each ACTDR game, to ensure that new players are effectively introduced to the game's in-game environment, with a minimal disruption to existing players, and to ensure that current players have sufficient methods of enrichment.

New Player Training

While exact specifics are left to each game, new player training should be performed in a sequential manner. This implicitly tests a new player's commitment to roleplaying, and thus acts as a filter to remove those players who are not committed to long-term game play.

Roleplaying Protocol Training

ACTDR games should develop a fundamentals training curriculum, designed to teach a player the roleplaying protocols of that game's play format. This training curriculum should be targeted to a person completely new to roleplaying, and shall cover the commonly used protocol elements (symbols to use in IRC, the format of a message in message-based gameplay, etc).

ACTDR games may develop a test-out system, where experienced roleplayers can skip attendance in this training program, after demonstrating sufficient knowledge of the protocols.

In-Game Environment Training

ACTDR games should develop an in-game basics training curriculum, designed to teach a player the basics of the in-game environment which the game is based on. While roleplayers are generally fans of a given genre already, ACTDR games should make no assumptions about a player's level of knowledge of that genre's specifics (technical details, more than general knowledge of major events, etc). This becomes especially important if a game is established in an original in-game universe.

Topics to be covered in this training curriculum may include:

- Types of in-game location of a play group – Ships, bases, military units, etc
- Positions characters are assigned to in a play group
- General character attribute guidelines (races, capabilities, etc)

It is suggested that new players, at the conclusion of this training program, be tested in a simulated game environment. This is to ensure the player has an acceptable command of

the game protocols, in-game facts, and general roleplaying abilities, before being assigned to a play group.

Player Leadership Training

ACTDR games should establish a form of player leadership training program. This program shall be geared towards experienced players who are interested in moving up into a play group leadership position (e.g. a command-level character).

The exact curriculum and format of such a training program is left to each game. However, it should include training and testing on general leadership, administration, assisting the play group manager in conflict resolution, any extra in-game expectations on the command-level character, etc.

Participation in player leadership training should not influence a game's command-level character selection process.

Periodic Player Development Evaluation

ACTDR games must devise a system for players to have their gameplay development evaluated by their play group manager(s).

The results of the player development evaluations shall not influence the player's characters' in-game advancement (including, but not limited to, promotion decisions, commendations / awards, etc. And conversely, demotion, demerits, reprimands, etc).

Player Participation Expectations

ACTDR games have standards and expectations for players as well. The first occurs through training, where players are implicitly tested for commitment to the game. Likewise, there are expectations of player gameplay levels in the game itself. As in any team situation, as the number of players who do not participate increases, the overall gameplay quality for all players decreases.

After being assigned to a play group, barring any temporary Leaves of Absence, a player must be committed to participating at a gameplay level of at least 50%, regardless of whether or not the absences are consecutive. A player's assignment to a play group should be reconsidered should participation fall below this level.

It should be up to each ACTDR game to determine the maximum length of a Temporary Leave of Absence. It is suggested that temporary leaves of absences should not exceed six (6) weeks. A player's character should be removed if the player is to be absent for a period longer than the established maximum. This prevents a play group's position from being needlessly held by a player who cannot commit to the position.

Player Project Expectations

Players are encouraged to develop projects that aid in furthering the development of their game. However, as in any project, a certain level of planning and assistive oversight is in order. The intent is to ensure success of the project's goals, in a reasonable amount of time.

Staff Project Sponsorship

Every player-run project should have at least one (1) active staff member acting as a staff sponsor. The staff sponsor(s) shall work with the player project leader to define what the goals of the project are, and the timeline for major development events. The staff sponsor(s) shall act as a liaison between the project and the game staff, providing proactive guidance, and suggesting and/or securing staff / game / ACTDR resources for the project. The staff sponsor(s) shall be held accountable for the project's timeliness, and shall hold the power to disband the project should it be excessively slipping in meeting development delivery times.

Project Goals Definition

At the outset of each player-run project, the project leader shall work with the staff sponsor(s) to develop a project goals definition. The depth of detail in this definition is dependent on the sponsor(s) preferences. However, it should at least define the realistic end-goal of the project. Project development work, inside or outside the project team, shall at all times be working towards achieving these goals. This ensures that the project team has a clear focus on what they want to achieve, and are actively working to achieve those goals.

Project Development Timeline

Before project team development work begins, the project leader shall work with the staff sponsor(s) to create a project development timeline. This timeline should, ideally, coincide with the project goals definition. It should, at the very least, provide a general end-goal delivery timeframe of no larger than one (1) month in size. For larger project, to ensure development is progressing, major in-progress milestone timeframes should be created, with a timeframe of no larger than two (2) weeks in size.

The staff sponsor(s) shall ensure that the project team is held to the goals definition and development timeline, with reasonable accommodations for lags due to real life events.

Staff Project Coordinator

The game manager, or a designee thereof, shall maintain a list of all active projects, including the current state of development. As players propose new projects, the project coordinator shall determine whether there are sufficient staff and player resources available at the current time to begin work on the project. This ensures availability of

people to actually work on the project, instead of the proposal being “a great idea” that has interest for a week or two, and then disappears because of resource over-committal.

STAFF SERVICES AND EXPECTATIONS

Staff members, in their various positions, help to develop and maintain ACTDR games, upholding the characteristics of the ACTDR gaming brand. First and foremost, they exist to serve the players' needs, while maintaining the consistency and long-term viability of the overall game. Staff members are, by extension, representatives of the game and ACTDR ownership / management. Professional conduct is expected from all staff members at all times, regardless of duties.

Staff Structure

Each ACTDR game is free to structure its staff as it sees fit. Staff members must realize, however, that added levels of oversight and management may adversely affect the responsiveness of the game to player needs (e.g. bureaucracy, despite no harmful intentions).

Aside from the play group managers who operate a play group, all other staff positions are, in the most basic sense, more administrative in nature. Thus, a realization by those staff members must be made that the position they hold is no longer a game, but rather a full-blown organization. An equal level of qualifications and commitment is required.

The conventions of small-group dynamics suggests that each supervisory staff member should have between five (5) to eight (8) staff members directly reporting to him or her.

All staff positions should be clearly defined in their job functions and qualifications. All superior and subordinate staff positions should be clearly mapped, and directly or indirectly linked to the game manager. In essence, each staff member should know exactly who he / she looks after, and whom he / she reports to, all the way up the organizational tree to the game manager. The game manager is the sole contact point between their game's staff and ACTDR.

Staff Hiring / Firing Policies

ACTDR games should develop and document a staff hiring procedure. The procedure should focus primarily on qualifications for the position; prior experience in staff positions should be secondary. Job openings shall be publicly noted, with no restrictions on who can apply (save for possessing the necessary objective job qualifications). In general, applications should be accepted regardless of the person's time in the game already. A person who is not on staff already, or even a person outside of the game (from another RPG, for instance), who has the necessary qualifications shall be given equal consideration.

Staff should be hired based on qualifications alone, and not out of necessity based on the number of people who apply. If no one is sufficiently qualified for the position, the position should remain open until a sufficiently qualified person becomes available. It is

better to have a position remain open than to award it to a person who does not possess the necessary skills or time to adequately perform the job's functions.

General guidelines for staff firing should also be developed by each game. As firing a staff member is a serious matter, the guidelines for this action should focus on consistent neglect of staff duties, and/or consistent player dissatisfaction.

General Staff Qualifications

All members of an ACTDR game's staff should be versed in many areas of administration and management. It is true that one of the primary job qualifications of a play group manager is their creative abilities. However, they also must be skilled in handling staff administrative duties. As one moves "further up the organizational ladder", more developed administrative and managerial duties should be the primary job qualification.

All staff members must possess an ability to objectively resolve conflicts, without regard to emotional appeal or personal friendships. The ability to process and/or submit proper administrative paperwork must also be included. In general, a staff member must be able to conduct themselves professionally, in handling their job's duties, and in dealing with others.

Periodic Staff Performance Evaluations

ACTDR games must develop a system for periodically evaluating each staff member. The staff member's immediate supervisor will conduct the evaluations. The exact format and content of the evaluation is up to each game manager, and should be defined in the staff position description. It is highly suggested that the content of the evaluation be as objective as possible. For example, an objective supervisor satisfaction survey could be developed. Those who are subordinate to the person under evaluation would then complete the survey, or players in the play group if the person being evaluated is a play group manager. The results of this survey would then be taken into consideration by the supervisor performing the evaluation.

Staff Training

A staff training program should be developed by each ACTDR game. Like the new player training system, this staff training system should be two-tier in nature.

New Staff Basics

This program should be developed for players new to the game's staff. It should include general staff expectations, general training on staff resources, the staff lines of communications, and other information common to all staff members. It should also include tests and constructive criticism on common conflict resolution issues the person

could experience as a staff member. This is to ensure that any gaps in professionalism are addressed before the new staff member begins their position.

Job Specific Training

Each supervisory staff member in an ACTDR game should maintain job-specific training information for each unique staff position they oversee. When a staff member is assigned to the supervisor, whether they are new staff or existing staff taking another position, the supervisor should provide job-specific training instructions. This allows the new staff person to become familiar with the supervisor's expectations, forms of communication, usage and management of the various information systems involved in their jobs' duties, forms and templates used for communication and records processing, etc.

Staff Meetings

ACTDR games should strive to hold at least two (2) all-staff-inclusive meetings annually, to discuss issues in the game. Supervisors should plan on having meetings with their subordinate staff groups also at least twice (2) annually, offset by some time from the all-staff meetings. This gives staff time to distribute issues brought up in the lower-level meetings, and to develop possible responses in time for the all-staff meetings.

The nature (time, location, etc) and format of staff meetings is up to each supervisor. All staff meeting correspondence, at any staff level, should be recorded and archived in a central location for reference.

ACTDR MANAGEMENT AND GAME INTERACTION

Just as the game manager, and his / her staff, provides oversight to all of the game's staff and game play, ACTDR Management provides oversight over general operations, and the general performance of each game overall. This ensures that the ACTDR brand of quality gaming is upheld throughout all games, and that the game manager is properly operating the game franchise.

Game Autonomy

In an overall sense, the game manager is responsible for setting the direction of the game he / she operates. ACTDR Management will not interfere with the internal operations of a game. Nor will ACTDR Management provide any opinion on topics involving a specific game, whether brought up by a staff member, player, or other entity.

Periodic Game Activity Reports

Each ACTDR game's game manager or designee thereof must prepare a periodic game activity report, to be submitted to ACTDR Management. This report must be submitted at least quarterly, but can be submitted more frequently, on mutual agreement between the game manager and ACTDR Management.

The reports must include, at the least, the number of active players (not characters) and the number of new players in training (not including players who are members of the game already, but are going through training again for play format protocol certification, etc), along with the change in these numbers from the last submitted activity report. If the game maintains any funds, the current balance of the accounts, and change since last report, shall be included. At the option of the game manager, notes or comments on major game events, undertakings, announcements, etc can be included in the report.

Game Manager Performance Reviews

At least annually, ACTDR Management will review each game manager. This review will cover the game's performance to date, long-term outlook, and the game manager's success in general. Two objective surveys will be developed and distributed prior to the review – one to the game's staff, and one to the game's players in general. These surveys are meant to gain general, objective, public insight into how the game is performing under the game manager's supervision. Results of these surveys shall be held confidential, but will be discussed in aggregate with the game manager during the review.

The game manager will have the opportunity to review ACTDR Management, and to constructively develop goals and objectives for the upcoming year for their game.

ACTDR Management will maintain results of the performance reviews in a private archive.

ACTDR Management Observation

ACTDR Management reserves the right to observe all operations of a member game. This includes, but is not limited to, observational sit-ins to all play groups, review of mailing list archives, observational sit-ins on staff meetings, etc.

Staff Conflict Resolution

ACTDR Management will not become involved in resolving conflicts between staff members internal to a given game, unless the game manager requests it. Conflicts between ACTDR games will place ACTDR Management in the role of independent arbiter, providing a final binding judgment should all previous efforts to resolve the issue, including involvement of the game managers, fail. ACTDR Management, in this manner, will not become involved unless there is serious disagreement between the game managers of the affected games.

Game Manager Removal / Game Closure

ACTDR Management reserves the right to remove a game manager from their position, and/or close a game. This will occur if the game's performance falls below unacceptable levels, serious operational issues affect the long-term stability of the game, or the game manager's performance (including long-term vision and goals for the game) does not meet ACTDR Management expectations.

The game manager reserves the ability to request moving the game to independent operation, and thus remove all affiliation with ACTDR. The final approval for this decision rests solely in ACTDR Management, after mutual consultation with the game manager in question.

GAME FINANCES

In order to cover expenses incurred in game operations, especially advertising expenses, each ACTDR game must maintain independent finances.

Financial Accounts

Finances for each game should be maintained solely in the name of the game manager. It is recommended, when legally possible, that the game manager place the finances in a separate account from their personal assets, and performs all financial transactions involving entities outside ACTDR in a “doing business as” fashion (e.g. Mr. Foo Bar DBA Tales From Hogwarts).

The storage of game finances should be in whatever form most convenient to the game manager (savings account, checking, Paypal, money market, etc).

Investments

Should sufficient funds be available, the game manager or a designee thereof should invest the money in low-risk funds (bonds, money market, etc) in order to effectively grow the available money through interest payments.

Finance transfer

In the event that the game manager leaves or is replaced, or the game closes, all game finances must be immediately transferred to ACTDR Management. The transfer will be made in a format that is mutually convenient (check, money order, Paypal, etc).

Raising funds

Funds for a game may be raised in any form that does not imply a profit motive. This can include accepting donations (and optionally providing gifts for such donations), selling goods and services, etc. ACTDR Management manages selling banner ad space, with a portion of those proceeds provided to the game.

Usage of funds

Funds may be used for any purpose not specifically provided for by ACTDR. This can include game-specific marketing campaigns, paying for domain and server expenses not covered by ACTDR, and other such purposes.

Accounting

The game manager or a designee thereof must maintain basic expense accounting for the addition and usage of game funds. ACTDR Management reserves the right to inspect accounting records for game fund accounts.

ADVERTISING AND MARKETING

Game marketing is a critical aspect to the long-term development of ACTDR and its games. While quality is always emphasized over quantity, effective marketing is necessary in order to bring in new players – whether to replace old players leaving, or to expand the game. Expanding game numbers through new players, not through adding players from other ACTDR games, or through additional multiple characters, is the ultimate goal.

ACTDR Marketing Department

ACTDR will maintain a Marketing Department. This department shall handle marketing of the overall ACTDR brand, and provide marketing consultation to ACTDR games.

ACTDR Managed Marketing

ACTDR will provide for marketing of all games in general, under the ACTDR brand. These marketing efforts shall not emphasize any one specific game / genre. Rather, they will target roleplaying in general.

Game-Specific Marketing

Each ACTDR game should develop and maintain a game-specific marketing plan. This should include potential fan community sites specific to their game's genre, where marketing messages can be periodically posted.

Game Marketing Department

Each ACTDR game should employ at least one (1) staff position to handling the marketing aspects of that game. While recommended, this position does not have to be filled by a separate person. It may be an additional duty to an existing staff member. This staff member should be versed in marketing techniques, familiar with the various fan community sites, conventions, etc of the game's genre, and be proactive in seeking out economical ways of marketing that game.

This game marketing staff member shall act as a liaison and single contact point for the ACTDR Marketing department, and shall report directly to the game manager. If it becomes necessary, the marketing staff can be expanded into a department, overseen by the game's marketing director.

ACTDR Marketing, in conjunction with the game's marketing director, shall develop and maintain a marketing plan for the game. This marketing plan should be reviewed at least annually for effectiveness, and updated accordingly.

Banner Ads

Each official website of an ACTDR game must include, at the top, the standard ACTDR banner ad rotation display code. ACTDR Marketing will provide appropriate HTML code.

Banner ads will be separated into game-specific zones, so that game-specific marketing can be provided to each game (e.g. sell banner ad display rights to a Star Trek site, and have the ads display only in a Star Trek game). Banner ads common to ACTDR, including revenue generating affiliate ads, will be displayed in all game zones.

ACTDR games may cross-advertise themselves to other member games, using no more than five (5) unique banner ads in the rotation, at no charge.

All banner ads created for an ACTDR game must include the ACTDR logo and “... infinite possibilities ...” marketing tagline in the left side of the ad. Copies of the ACTDR logo, and necessary font file for the marketing tagline, can be received from ACTDR Marketing. The ACTDR Marketing department will oversee the enforcement of, and further details concerning this policy.

Joint Marketing Campaigns

ACTDR games may request the assistance of the ACTDR Marketing department, especially in usage of ACTDR funds, in running high-visibility joint marketing campaigns. Requests for these resources must be made to the ACTDR Marketing department, and include justification for the resource usage.

INFORMATION SYSTEMS

The online form of roleplaying is fundamentally electronic in nature. Having a marketing plan to attract players to play your game, along with having players to play the game, is useless without an electronic “home” where the gaming can occur. To that end, ACTDR maintains basic electronic information systems services for its games.

ACTDR Network Operations

ACTDR will maintain a Network Operations department, who operates and oversees servers and software for all games in general. These shall include the overall email system, web servers, chat servers, mailing list software, etc. Note that this deals with the operation and management of the servers and software itself, not the usage of such software.

Game-Specific Network Operations

Each ACTDR game should employ at least one (1) staff member, responsible for handling the game’s specific information systems needs and usages. While recommended, this position does not have to be filled by a separate person. It may be an additional duty to an existing staff member. This game Network Operations Director shall be the sole liaison contact point to ACTDR Network Operations for any issues in the game’s usage of ACTDR-managed network resources. The Network Operations Director shall report directly to the game manager.

If necessary, additional staff positions may be created by the game’s Network Operations department, supervised by the Network Operations Director.

Game subdomain

ACTDR Network Operations will provide to each game a subdomain, of the form *game.acalltoduty.com*. The “game” part of the address can be the acronym or other short name of the game in question.

Top-level domains

If desired, each ACTDR game will be entitled to one (1) top-level domain, registration fees for which will be paid for by ACTDR. Additional top-level domains may be purchased using game funds.

ACTDR Network Operations, in conjunction with the game’s Network Operations department, shall maintain all domain addresses for the ACTDR-funded domain name. Other top-level domains, of which the game shall pay for, shall be maintained solely by the game’s Network Operations department.

Game website

ACTDR games must maintain at least one public general information website, which shall contain information on the game, what genre / game universe it takes place in, and how to join.

Email aliases

ACTDR games should develop a procedure for the usage of email aliases, of the form *whatever@game.acalltoduty.com*. This procedure should address the naming scheme to use, what staff positions will be assigned addresses, etc. The game's Network Operations department shall be responsible for the maintenance of these email aliases.

Each game should maintain email aliases of the form *gm@game.acalltoduty.com*, *personnel@game.acalltoduty.com*, *marketing@game.acalltoduty.com*, *noc@game.acalltoduty.com*, and *info@game.acalltoduty.com*. These email aliases must be maintained and directed to the appropriate personnel in the game.

ACTDR Network Operations can be consulted for best practices in developing this setup, but shall not be responsible for maintenance of the email aliases.

Mailing lists

Each ACTDR game's Network Operations department shall be responsible for maintaining, or developing systems to maintain, the game's mailing lists. This shall include all necessary list archiving capabilities.

ACTDR Network Operations can be consulted for best practices in developing this setup, but will not be responsible for maintenance of the mailing lists.

External network services

ACTDR games are free to secure other external network resources, either to supplement or replace ACTDR-provided services. The game will be responsible for all charges incurred in the use of these external resources.

ACTDR Network Operations must be informed of the external resources, and how to appropriately access them. This is so that the resources can be smoothly transitioned to other ownership should be the game's game manager or Network Operations manager / department be replaced.

INTELLECTUAL PROPERTY AND COPYRIGHTS

An unfortunate reality in the electronic world is that of intellectual property and copyrights. Each ACTDR game must develop an intellectual policy, copyright, and general content ownership policy, abiding by these general guidelines.

ACTDR Ownership

All transcripts, in-game messages, etc (collectively the “in-game material”) will be owned by ACTDR, and can be sublicensed by ACTDR Management for purposes it deems fit. If these sublicensed efforts are for revenue-generating purposes, a share of the revenue may be provided to the game, subject to ACTDR Management opinion.

Character Ownership

Characters and character profiles will remain in the ownership of the player that creates / plays them. The usage of this character must be irrevocably licensed to ACTDR, the game the character exists in, and the staff of that game for purposes of playing in the game universe.

Game Universe Ownership

The in-game universe, collectively the plot outcomes not directly controlled by the players and/or their characters, are owned by ACTDR, and sublicensed to that game’s staff.

ACTDR Management Indemnity

ACTDR Management will be indemnified against all consequential legal actions stemming from the usage of characters and / or the in-game universe pertaining to a specific character / game.

Copyright Statements

All in-game transcripts, messages, etc must contain the copyright statement “© current-year A Call to Duty Roleplaying, all rights reserved”, replacing current-year as necessary.