Agenda

University Park Policy, Rules & Municipal Structure Committee

Thursday, August 7, 2014

7:00 p.m. – 8:30 p.m.

University Park Town Hall

The Committee will review a referral from the Council to solicit public comments and address a draft scope of work for an Editor of the University Park Newsletter with the goal of developing recommendations for the scope of work to be provided to the Mayor and the Council.

Meeting is open to the public.

Interested residents who are unable to attend are encouraged to contact:

Committee Chair, Councilmember Heidi Sorensen (ward5@upmd.org)

Committee Member, Councilmember Joe Thompson (ward1@upmd.org)

Committee Member, Councilmember Bradlee Hess (ward3@upmd.org)

To obtain additional information or to submit written comments for the Committee's consideration.

SCOPE OF WORK FOR NEWSLETTER EDITOR

The Town of University Park, Maryland, seeks proposals from interested and qualified firms or individuals to act as an editor for the University Park Newsletter ("Newsletter). The scope of services outlined below is to be used as a general guide and is not intended to be a complete list of tasks necessary to complete the newsletter editor role. The editor will be hired as an independent contractor.

The Newsletter has been one of the main forms of communication from the Town government to its residents for many years, and includes official Town notices, calendars, minutes of the Town Council meetings, notices of pending legislation, columns and information from elected officials, and reports from Town Police and Public Works. The Newsletter also publishes items of interest to Town residents, such as announcements of events and obituaries. No paid advertising or advertising for a commercial, for-profit, religious or political purpose is allowed. All content in the Newsletter not received directly from the Town must be attributed. No periodic article or column may be added to the Newsletter without permission from the Town. A copy of a recent Newsletter is attached to this Request for Proposals ("RFP") for reference.

The Newsletter is published eleven times per year at the beginning of each month except for August, when a combined July/August issue is published at the beginning of July. This RFP does not involve a request for redesign. The Newsletter in current format is an 8 and ½ by 11 inch size with approximately 12-20 pages each month, with an average of 16 pages. The number of pages at publication should be a multiple of four (8, 12, 16, 20) except in unusual circumstances. The Newsletter shall be assembled using Adobe InDesign software or equivalent and shall be provided to the Town's designated printer in a print ready PDF.

The editor is responsible for timely solicitation and assembly of content for inclusion in the Newsletter. The position involves copy editing, but not content editing or editing of the substance of copy. The editor will be expected to follow the Associated Press Stylebook, and is encouraged to review edits with those submitting content. The editor shall report directly to the Town's Mayor and will interact directly with the Town's designated printer. A proof copy of the Newsletter must be submitted to the Mayor for review two working days prior to submission to the printer. The print ready PDF must be submitted to the printer and to the Clerk at Town Hall five days prior to publication date. Time is of the essence in assembling the newsletter and providing it to the Town's printer to allow for publication by the first business day of any month. Bids should provide a proposed schedule of work demonstrating by what date content must be submitted to the editor in order to maintain the publication date. Preference will be given to bids that demonstrate a quick turnaround between content submission and submission to the printer.