

SCOPE OF WORK FOR NEWSLETTER EDITOR

The Town of University Park, Maryland, ("the Town") seeks proposals from parties to act as an editor for the University Park Newsletter ("Newsletter"). For purposes of the Request for Proposals, the term "Town" shall have the same meaning as in Section 101 of the Town Charter. The editor is appointed by the Mayor and approved by the Council. 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 engaged as an independent contractor.

Alt. 1 The editor is required to be a Town resident.

Alt. 2 While not a requirement to bid, residence in the Town is preferred.

To qualify as a Town resident for purposes of this preference, the candidate for editor must have lived in Town for at least one year. The Town may determine to replace an editor who ceases to reside in the Town.

The editor cannot be an employee of the Town or a Town elected official.

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 includes items of interest to Town residents, such as announcements of events and obituaries. All content in the Newsletter, including content received from Town employees or elected officials, must conform to the Town's Newsletter Policy and Editorial Guidelines. A copy of the Newsletter Policy and Editorial Guidelines and a recent Newsletter are attached to the 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. The RFP does not involve a request for redesign. The Newsletter in current format is an 8 and 54 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 editor shall assemble the Newsletter and shall provide it to the Town's designated printer as a print-ready PDF.

The editor is responsible for timely solicitation and assembly of content for inclusion in the Newsletter. In conformance with the Newsletter Policy and Editorial Guidelines and in collaboration with content authors/sources, the editor compiles, clarifies, edits for length, and performs copy editing so as to convey the substance intended by content authors/sources. 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. The editor will meet periodically with the Mayor, the Town Council, and the Newsletter Review Board. The editor will also be involved in making recommendations related to the Town's selection of the designated 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. Candidates for editor will be evaluated based upon their experience and qualifications in editing and publishing.