

November 2016

TO: PRSSA Chapters  
FROM: PRSSA National Committee  
RE: *FORUM*



Each year, a PRSSA Chapter is selected to produce *FORUM*, PRSSA’s national newspaper, and a member of that Chapter is designated Publications Editor in Chief. Your Chapter is invited to submit a proposal to produce *FORUM* during the 2017–2018 academic year.

Submit the intent-to-bid form below to PRSSA Headquarters by **Feb. 15, 2017**. The Publications Editor in Chief, and if possible, a few other members of the production team, must present a proposal to the National Committee at next year’s National Assembly, **March 30–April 2**.

The Publications Editor in Chief has several responsibilities in addition to creating *FORUM*, including attending three National Committee meetings during his or her term. PRSSA will pay transportation costs and cover some meals. The Chapter/*FORUM* team is responsible for other costs, including hotel fees.

Producing *FORUM* requires dedication, attention to detail and expertise in production. Read the enclosed material carefully and discuss the possibility with your Advisers and Chapter members. If you have questions, contact National President Emma Finkbeiner ([emfinky@gmail.com](mailto:emfinky@gmail.com)).

We hope you’ll consider this opportunity for you and your Chapter.

**Dates to Remember:**

- Feb.15, 2017 ..... Intent-to-Bid form due to PRSSA Headquarters
- Feb. 15, 2017 ..... Bid due to Executive Director Jeneen Garcia ([jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org))
- March 30, 2017 ..... Presentation to National Committee at National Assembly in Austin, Texas.

**FORUM INTENT-TO-BID FORM**

The \_\_\_\_\_ Chapter of PRSSA will present a proposal to produce *FORUM* for the 2017–2018 school year. Our proposed Publications Editor in Chief will present the proposal to the PRSSA National Committee on **Thursday, March 30, 2017**, at the PRSSA National Assembly in Seattle.

\_\_\_\_\_  
Signature of Publications Editor in Chief Candidate

\_\_\_\_\_  
Signature of Faculty Adviser

*A confirmation will be sent to the Publications Editor in Chief candidate and the Faculty Adviser.*

**Proposed Publications Editor in Chief Contact Information**

Name \_\_\_\_\_ Telephone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Full Address \_\_\_\_\_

**Return this form by Feb. 15, 2017 to**  
PRSSA – *FORUM* Bids, 120 Wall Street, 21st Floor, New York, NY 10005

## **FORUM**

### **Background Information**

*FORUM* is published online three times per school year: fall, winter and spring. Content includes several regular, editorial columns, National Event updates and National initiatives. Most stories pertain to national Society matters and member professional development. As of 2012, PRSSA no longer prints hard copies of *FORUM*; instead, the publication is distributed electronically.

**Editorial Policy:** The editorial policy is to remain the same and be printed in every issue: “*FORUM* is published three times per school year for members, Advisers and Champions for PRSSA. As the Society’s primary publication, *FORUM* seeks to provide readers with information relevant to professional development and PRSSA.”

**Deadlines:** Since the information in *FORUM* is often time-sensitive, *FORUM* must be distributed to Chapters within a specific timeframe. Therefore, adherence to deadlines is mandatory.

**Advertising:** The *FORUM* team is strongly encouraged to seek advertisements for *FORUM*. PRSSA will provide rates and specifications for ads.

**Other Responsibilities:** In addition to finding content for the newspaper, the Publications Editor in Chief is responsible to write and solicit articles for Progressions, PRSSA’s blog ([progressions.prssa.org](http://progressions.prssa.org)). Material should be updated at least weekly. The Publications Editor in Chief also assists with PRSSA’s Annual Report.

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### **Contents of the Proposal**

Submit *FORUM* bids by email to Jeneen Garcia ([jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org)) by **Feb. 15, 2017**. Include:

- **The Intent-to-Bid form** – duplicate of form sent by **Feb. 15, 2017**.
  - **Samples of the Chapter’s work** – include newsletters, brochures or materials created for agency work that demonstrates Chapter’s experience and style.
  - **Chapter’s production resources** – include design or desktop publishing software, computers, printers, scanners or any other resources that will save time and money.
  - **Publications Editor in Chief Biographical Form** – see below
  - **Production schedule** – propose copy, editing, production and distribution deadlines for each issue. Contact PRSSA Headquarters at [jessica.espinal@prsa.org](mailto:jessica.espinal@prsa.org) with scheduling questions.
  - **A letter of support from Chapter’s Faculty Adviser**
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### **Selecting the Winning Bid**

Chapters will present their *FORUM* proposals to the PRSSA National Committee on **Thursday, March 30, 2017**, at the PRSSA National Assembly in Seattle. The Committee will select one Chapter and approve one Publications Editor in Chief to publish *FORUM*.

#### **Criteria for selecting the winning bid:**

- Organization and professionalism of the proposal
- Chapter’s capabilities and resources
- Samples of the Chapter’s work
- Experience of proposed publications editor in chief
- Creativity

## ***FORUM***

### **Editorial Staff Descriptions**

#### **Publications Editor in Chief**

The Publications Editor in Chief position requires a significant time commitment and access to design tools during the summer. Responsibilities include but are not limited to:

- Producing three issues of *FORUM*
- Maintaining AP Style, enforcing production schedules and adhering to the budget
- Supervising the managing editor in coordinating and designing individual pages
- Evaluating copy and art work for appropriateness and newsworthiness
- Conferring with the National President and PRSSA Headquarters regarding policy
- Coordinating advertising with circulation/advertising manager
- Soliciting, editing and posting content on Progressions, PRSSA's blog, on the established schedule
- Assisting with the PRSSA Annual Report
- Taking "minutes" at all National Committee meetings

**The following are suggested positions to help your Chapter produce *FORUM*.**

#### **Managing Editor**

Responsibilities include but are not limited to:

- Assisting the Publications Editor in Chief with determining editorial content, story assignments and layout
- Approving headlines, photo captions and copy submitted by staff
- Approving completed pages submitted by staff

#### **Layout Editor**

Responsibilities include but are not limited to:

- Preparing all photos, graphics and art work for publication
- Assisting the Publications Editor in Chief with page layout
- Having a good understanding of design software and the production process

#### **Copy Editor**

Responsibilities include but are not limited to:

- Editing all copy for accuracy, grammar and AP style
- Submitting all copy for final approval
- Assisting Publications Editor in Chief with recruiting writers from various PRSSA Chapters

#### **Photo Editor**

Responsibilities include but are not limited to:

- Generating and managing photo assignments
- Collecting and ensuring proper attribution of photos
- Assisting staff photographers

#### **Circulation/Advertising Manager**

Responsibilities include but are not limited to:

- Working with National Committee and PRSSA Headquarters to secure advertising

**FORUM**  
**PUBLICATIONS EDITOR IN CHIEF BIOGRAPHICAL FORM**

Name \_\_\_\_\_

Full Address \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Email \_\_\_\_\_

School \_\_\_\_\_ Class as of Spring 2017 \_\_\_\_\_

Expected Graduation Date \_\_\_\_\_ Cumulative GPA \_\_\_\_\_

List all PRSSA experience and activities. Include dates.

List all related experience outside of PRSSA. Include dates.

How are you qualified for this office? Why are you applying for this position?

\_\_\_\_\_  
Faculty Adviser's Signature

\_\_\_\_\_  
Chapter President's Signature

\_\_\_\_\_  
Publications Editor in Chief Candidate's Signature