

December 2011

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 editor in chief. Your Chapter is invited to submit a proposal to produce *FORUM* during the 2012–2013 academic year. Submit the intent-to-bid form below to PRSSA Headquarters by Feb. 17, 2012. The editor in chief, and if possible a few other members of the production team, must present a proposal to the National Committee at the National Assembly, March 15–18, 2012.

The *FORUM* editor in chief is also responsible to attend 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 current Editor in Chief Amy Bishop ([amylbish@umail.iu.edu](mailto:amylbish@umail.iu.edu)) or PRSA Vice President of Education Jeneen Garcia ([jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org)).

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

**Dates to Remember:**

- Feb. 17, 2012..... Intent-to-Bid form due to PRSSA Headquarters
- Feb. 27, 2012..... Two copies of proposal due to PRSSA Headquarters
- March 15, 2012 ..... Presentation to National Committee at National Assembly in Charlotte

**FORUM INTENT-TO-BID FORM**

The \_\_\_\_\_ Chapter of PRSSA will present a proposal to produce *FORUM* for the 2012–2013 school year. Our proposed editor in chief will present the proposal to the PRSSA National Committee on Thursday, March 15, 2012, at the PRSA National Assembly in Charlotte.

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

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

*A confirmation will be sent to the Faculty Adviser and the editor in chief candidate.*

**Proposed Editor in Chief Contact Information**

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

Email \_\_\_\_\_

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

**Return this form by Feb. 17, 2012 to**  
PRSSA – *FORUM* Bids, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038-5150

## *FORUM*

### Background Information

*FORUM* is published 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. PRSSA Headquarters funds the publishing (approximately 10,000 copies) and mailing of *FORUM*, and keeps the mailing lists. Copies are sent to Headquarters, the National Committee and Chapters.

**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 mailed to Chapters within a specific timeframe. Therefore, adherence to deadlines is mandatory.

**Advertising:** You are strongly encouraged to seek advertisements for *FORUM*. The income generated from advertising may be used for additional pages in *FORUM*, a better grade of paper or additional color pages. PRSSA will provide rates and specifications for ads.

**Blog:** In addition to finding content for the newspaper, the editor in chief is responsible to write and solicit articles for the PRSSA blog. Material should be updated at least weekly.

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### Contents of the Proposal

Submit *FORUM* bids by email to [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org) by Feb. 27, 2012. Include:

- **The Intent-to-Bid form** – duplicate of form sent by Feb. 17, 2012.
- **Samples of the Chapter’s work** – include newsletters, brochures, fliers 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.
- **Editor in Chief biographical form**
- **Production schedule** – propose copy, editing, production and distribution deadlines for each issue. Contact PRSSA Headquarters at [amy.ovsiew@prsa.org](mailto:amy.ovsiew@prsa.org) with scheduling questions.
- **A letter of support from your Faculty Adviser**

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### Selecting the Winning Bid

Chapters will present their *FORUM* proposals to the PRSSA National Committee on Thursday, March 15, 2012, at the PRSSA National Assembly at the Charlotte Marriott City Center. The Committee will select one Chapter and approve one 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 Editor in Chief
- Creativity

## ***FORUM***

### **Editorial Staff Descriptions**

#### **Editor in Chief**

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

- 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 the PRSSA blog on the established schedule
- 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 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**

The Layout Editor should have a good understanding of design software and the production process. Responsibilities include but are not limited to:

- Preparing all photos, graphics and art work for publication
- Assisting the Editor in Chief with page lay out

#### **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 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
- Obtaining Chapter address lists from PRSSA Headquarters

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

Name \_\_\_\_\_ Email \_\_\_\_\_

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

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

School \_\_\_\_\_ Year in School \_\_\_\_\_

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

Experience in PRSSA on Chapter and National levels:

Related experience outside of PRSSA:

Reason for applying:

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

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

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