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## REQUEST FOR QUALIFICATIONS FOR EDITORIAL SERVICES

The Western Chapter ISA is seeking qualified candidates to enter an agreement for editorial services specific to the *Western Arborist Magazine*.

Interested parties are invited to send a letter of interest outlining their experience, qualifications and compensation requirements **no later than August 15, 2019**. This position may include design and layout aspects of the publication however it is not required to fulfill both areas. This is a contract position.

### Duties and expectations for the Western Arborist Editor

Duties include, but are not limited to:

- responsibility for the content and quality of the *Western Arborist*, the educational magazine for the Western Chapter ISA.
- ensuring that articles are relevant, accurate, engaging, informative, and the subject matter is appropriate to the audience. The editor is also responsible for ensuring that content meets the needs of its diverse membership.
- ensuring that articles conform to accepted standards, are based on sound reasoning, scientific research, current standards, and generally accepted facts or information. The author, of course should be allowed to review the edited draft and make changes as needed or offer alternatives to phrasing until he/she is comfortable with the corrected draft.
- revising or eliminating inappropriate content, unsubstantiated claims, hyperbole, jargon, biased opinions, etc.,
- soliciting articles covering a wide range of subject matter to further WCISA's mission statement of supporting the educational needs of a diverse membership.
- contributing articles, editorials, layout ideas, cover images, CEU questions, etc.
- accepting or rejecting papers for publishing, based on content, relevance to the membership, length, bias, or conflict of interest.
- keeping readers abreast of new standards of tree care, advances in tree care and technology, important changes in the industry that can affect members, and new

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resources such as books, websites, publications, or links to valuable information or resources.

- working with the graphic artist/layout specialist to determine design elements for the magazine e.g., layout configuration, images, and graphics, placement of ads, etc.
- working with the Executive Director on issues regarding chapter activities, regional meeting schedules, announcements, updates, etc.

**Expectations include but are not limited to:**

- writing clearly and concisely
- editing: correcting spelling and grammar, improving clarity, style, flow, organization, and brevity as needed.
- being certified as an arborist, and well-versed on a wide range of arboricultural subject matter.
- having access to a reasonably good library, including a wide range of publications and texts covering a wide range of subjects associated with arboriculture, such as soils, insects and disease pathogens, pest management, botany, basic biology, risk management, standards of tree care, urban forestry, irrigation, protecting trees during development, etc.,
- fact-checking information to ensure that the magazine's content is as factual as practical.
- striving to develop content relevant to arborists within the four states of the Western Chapter: Arizona, California, Hawaii and Nevada.
- writing a quarterly editorial
- having some proficiency at taking images suitable for use in the *Western Arborist* to illustrate important points in articles, particularly those that lack images or have images that are of low quality. To collect images and maintain an image file for use in the magazine or for the magazine cover.
- obtaining images (with consent) as needed from various sources such as the internet, extension specialists, or arborists who maintain image files on different subjects for use in the magazine.
- working with the Executive Director and her staff, the Board, and chapter officers to create an editorial vision and product that best suits the membership (note: The WCISA

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Executive Committee is considering alternative organizational structures for an editorial committee in conjunction with this new contract.)

- working with the various committee chairs to obtain articles including multilingual content.
- interacting with authors to improve their contributions being as flexible as possible regarding edits.
- attending as many local WCISA workshops as possible as well as the annual conference to network, keep abreast new of information and changes in the industry, talk with members to get feedback and ideas and solicit articles from the speakers.
- being highly organized, flexible and committed to working within the set deadline.
- upholding the high standards of the magazine and the mission of the organization.
- promoting arboriculture as a career choice to both men and women.
- promoting the value of membership in the Chapter.
- being familiar with the mission(s) of WCISA and ISA.

### **Time Commitment and Current Budget**

The current Editor devotes 40 to 60 hours to each issue. The annual budget is \$12,000.00 for editorial services. There is an additional budget of 16,000.00 for design services. Design can take up to 120 hours per issue (optional as part of this RFQ).

### **About the Western Arborist magazine**

The *Western Arborist* is the official quarterly magazine of the Western Chapter of the International Society of Arboriculture, Inc., copyright 2000. Every member of the Western Chapter receives a subscription as a benefit of membership.

Its purpose is to disseminate timely and relevant articles, news and information regarding trees, tree care technology, pest management, and chapter and industry-wide activities and educational opportunities. Our audience includes commercial, municipal, consulting and utility arborists, urban foresters, tree care specialists, nursery owners, horticulturists and other allied professionals primarily located in Arizona, California, Hawaii and Nevada. We are dedicated to improving tree care throughout the industry by promoting tree care standards, continuing education and research. This publication includes technical and applied articles, guest

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editorials, research reports, news and a calendar of events; e.g., annual conferences, regional conferences, and credentialing opportunities. In addition, it contains advertisements for arboricultural services, and equipment, as well as classified ads regarding positions wanted or available.

### **Deadlines**

General submissions, classified and display advertising are due February 1 (Spring), May 1 (Summer), August 1 (Fall) and November 1 (Winter).

### **Production information**

The *Western Arborist* is currently formatted on Windows 7, using Microsoft Word© and Adobe InDesign CS2©. Graphics are created or edited with Adobe Photoshop CS2©. Magazine is 64 pages. Printer produces 16 pages at a time, so the best price is 16, 32, 48, 64 pages. Cover is on sturdier stock and is a 4 page spread. A wrap document for the annual conference is added to the Winter issue.

### **Disclaimer**

The information provided in the magazine is believed and intended to be useful and correct. The Western Chapter cannot assume responsibility for the consequence of errors contained in articles or misapplications of the information provided. Unless stated otherwise, the opinions expressed in any article or column are those of the individual author(s) and do not represent an official position of or endorsement by the Western Chapter. The Western Chapter is a nonprofit corporation in the State of California and is not affiliated in any way with any vendor.

### **How to Submit**

Submissions should include a cover letter, statement of qualifications, compensation requirements, references, samples of past work and any other details deemed important in our evaluation. Submissions should be sent electronically to [repperson@wcisa.net](mailto:repperson@wcisa.net) no later than August 15<sup>th</sup>, 2019.

Please direct questions or inquiries to Rose Epperson, Executive Director, Western Chapter ISA, 31910 Country Club Drive, Porterville, CA 93257, [repperson@wcisa.net](mailto:repperson@wcisa.net), 559-784-8733.

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