



About United States Masters Swimming

United States Masters Swimming (USMS) is a national non-profit organization that provides organized swimming workouts, competitions, clinics, and workshops for adults aged 18 and over. The purpose of USMS's official publication, which should be in a magazine format, is to provide useful and entertaining information about swimming, fitness, health, and USMS's news to the organization's more than 42,000 members.

Founded in 1970, USMS is organized with 500 clubs in 53 Local Masters Swimming Committees (LMSCs) throughout the United States. Members range in age from 18 to over 100. Programs are open to all adult swimmers (fitness, triathlete, competitive, non-competitive) who are dedicated to improving their fitness through swimming. Within the clubs, structured workouts, often with a coach, offer well-thought-out training assistance. Pool and open-water races provide opportunities to compete and measure individual progress at the local, state, national, and international levels.

All USMS programs are designed to help swimmers improve fitness and/or train for specific goals, and offer active support for a healthy lifestyle through friendship and camaraderie.

Mission and Goals of USMS

In 2002, USMS confirmed its existing **Mission Statement**:

To promote fitness and health in adults by offering and supporting Masters swimming programs.

The **Goals and Objectives** in support of the Mission Statement are:

- *To encourage and promote improved physical fitness and health in adults.*
- *To offer adults the opportunity to participate in a lifelong fitness and/or competitive swimming program.*
- *To encourage organizations and communities to establish and sponsor Masters swimming programs.*
- *To enhance fellowship and camaraderie among Masters swimmers.*
- *To stimulate research in the sociology, psychology, and physiology of Masters swimming.*

In 2003, USMS established the following **Core Objectives**:

- *To Service the Membership*
- *To Educate the Membership*
- *To Build the Membership*

We believe our National Publication can serve as the linchpin for fulfilling our Mission Statement and implementing our Core Objectives, not only for our current member base, but for the millions of adult swimmers in this country. We invite you to look forward, beyond what we are today, and propose ways in which our publication can fulfill this role for us.

CRITERIA FOR THE USMS OFFICIAL PUBLICATION

In preparing your proposal please consider, but do not limit yourself to, the following criteria:

Mission and Goals of USMS

- One of USMS's core objectives is to Service the Membership. Explain your plan for using the publication as a service to the member base.
- One of USMS's core objectives is to Educate the Membership. Explain your plan for using the publication as an educational tool.
- One of USMS's core objectives is to Build the Membership. Explain your plan for using the publication to expand the growth of USMS.
- What are your editorial policies and how do you see them as being compatible with USMS's philosophy and mission?

Production

- Describe your approach to the balance and relationship between articles on fitness, workouts and stroke tips, nutrition, cross-training, support activities (weight training, flexibility, yoga, mental fitness and training, etc.).
- What is your plan for the style of the publication?
- How will you handle recruitment of authors for articles and other contributions?
- USMS desires to have a presence in the publication in the form of proprietary pages. What percentage of available pages would this include?
- Describe how you will manage the presentation, creative development, and production of the proprietary pages of USMS content.
- Describe how your publication might integrate with the USMS website content (<http://www.usms.org>).
- How do you view the role of USMS in cover selection and treatment?
- How do you view the role of USMS in the editorial content of the magazine?
- How will you handle the coverage of USMS National Championships, organizational themes, and special events?

Costs and Distribution

- As a benefit of USMS membership, we offer a subscription to the national publication. Explain the pricing structure and the delivery process that will provide every USMS member a copy of the publication.
- What is your program for newsstand sales in addition to subscription sales?
- What would your preferred policy be for use of the USMS membership database in the delivery process?
- Will you consider print overruns for distribution at target events or to particular organizations and institutions? Specify the logistics and pricing for this service.
- Will you consider the distribution of the USMS annual planner, goody bag, sponsor packet, or other supplemental material along with the publication? Specify the logistics and pricing for this service.
- Will you consider possibilities for printing and inserting optional LMSC newsletters? Specify the logistics and pricing for this service, which will be the responsibility of the LMSC.

Advertisement and Sponsors

- What are your advertising policies?
- Discuss any potential conflicts between present or future USMS sponsors and your publication's advertising base. A list of current sponsors is available at <http://www.usms.org/merch/sponsors.php>.
- How can your organization and publication help attract sponsors for USMS?

Additional Considerations

- What length contract will you seek?
- What additional economic incentives are you prepared to provide, such as a percentage of advertising income?
- Will your publication have a presence at the United States Aquatic Sports convention, at which USMS holds its Annual Meeting?
- Will your publication have visibility at selected USMS events (national and regional)?