

QUESTIONS FOR NATIONAL PUBLICATION BIDDERS

NOTE: These questions were not distributed to the bidders, but were used by the interview team as a guide to keep the discussion organized and to make sure we covered all the points. Prior to the interviews, the bidders received a list of the basic topics to cover.

Initial Question

1. We want to find out more about you [or where you're going] and you want to find more about us [or where we're going]. Where do you want to start?

Ownership

1. One of the items we said we'd address is ownership. What does ownership mean to you? Where does USMS fit within your concept of ownership? To USMS, ownership means ownership of:
 - Editorial content
 - Name of magazine
 - Photographs
 - Archives
 - Control
 - Integration with usms.org

Finance

1. Describe the financial arrangement you would have with USMS including:
 - Pricing
 - Ad revenue (immediate and expected ad revenue)
 - Length of contract
 - Circulation costs
2. What relationship, if any, do you see between USMS sponsorship and advertising sales?

Strategic Marketing

1. How will the magazine enhance the value of membership and be a membership marketing tool?

Design

1. We're interested in a publication that will be attractive and appealing to our members. What ideas do you have with regard to design that will help us accomplish that? Make sure we cover:
 - Name change
 - Fitting USMS information seamlessly into magazine content
 - Cover design

Growth

1. What does this term mean to you with regard to USMS and how does it fit with your magazine plan?

Content

1. How will you provide accurate and interesting information to our members? Make sure we cover:
 - Serve the whole membership
2. What editorial/advertising ratio do you envision?
3. What will your relationship to the USMS editor be and how will content decisions be made? Make sure we cover:
 - Final authority on determining what's in the magazine
 - Cost to us for payment of USMS editor

Transition

1. How will you get the first issue of the magazine underway? Make sure we cover:
 - Advertising
 - Writers
 - For SWIM: proposed re-design review after signing contract