



American Society of Mammalogists

Request for Proposal: Design and production of an ASM Digital Newsletter

The **American Society of Mammalogists** (ASM) was established in 1919 for the purpose of promoting interest in the study of mammals (<https://www.mammalsociety.org>). The ASM includes approximately 2,500 members, many of whom are professional scientists and students. ASM members are involved in conservation, education, and research that informs policy regarding the management of mammals and their habitats. We also strive to support public interest in and appreciation of mammals.

Project Overview & Objective

Project Name: *ASM Digital Newsletter*

Purpose: To build community among ASM members and promote broad engagement in the Society.

Objective: We are seeking a highly motivated person interested in mammalogy and science communication to design an inaugural ASM newsletter and to produce a quarterly digital newsletter.

Target Audience: All ASM membership, which includes broad international representation, as well as academic, agency, and industry organizations with an interest in or connection to mammals and mammalogy.

Scope of Work (SOW)

The selected individual will be responsible for:

Content Creation: Writing and editing original, short news articles based on information gathered from multiple sources (e.g., interviews, news media, professional publications, and ASM officers, committees, and members). Content would vary among newsletters, but could include:

- Interesting science and conservation by ASM members (especially student members)
- Student funding opportunities and award winners
- Reports from award recipients
- Highlights or links to information typically published in the Journal of Mammalogy backmatter material
- Committee activities and updates
- Announcements for upcoming scientific meetings and conferences
- *In Memoriam* section
- President's corner commentary

Design & Layout: Formatting written information together with engaging photographs, artwork, etc.

Coordination with ASM Leadership: Reaching out to ASM officers and/or committee chairs to request information for newsletters.

Review Cycles: Managing a review, revision, and proofing process.

Project Timeline

- **RFP Issued:** 26 June 2026
- **Proposal Submission Deadline:** 24 July 2026
- **Selection Date:** 14 Aug 2026
- **First Draft for ASM officer/Committee review:** 11 Sep 2026
- **First Publish Target Date:** 30 Sep 2026

Budget

We expect that the time/expense needed to develop and format the first newsletter would be higher than subsequent newsletters. Cost estimates:

- 60 hr @ \$30/hr = \$1,800 initial newsletter content creation, design & formatting
- 30 hr @ \$30/hr = \$900 for subsequent newsletters

Proposal Submission Requirements

Please include the following in your proposal:

1. **Mock up/Example:** Two-page example of a newsletter design/format.
2. **Relevant Experience:** Examples of 1-3 other science communication media that you have produced (if available; include as links or PDFs).
3. **Professional Information:** Brief (1-page) cover letter that provides an introduction to your interest in mammalogy and science communication. Please also include a CV or resume.
4. **References:** Contact information for 2-3 people who can comment about your qualifications and ability to creatively engage others in the science of mammals.

Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of portfolio/writing samples.
- Demonstrated understanding of mammalogy and the ASM.
- Examples of previous science communication.
- References

Contact Information

Please submit your proposals and direct any questions to:

- **Contact Name:** ASM Development Committee (c/o Janet Rachlow, Chair)
- **Email:** jrachlow@uidaho.edu
- **Phone Number:** 208-885-9328
- **Submission Format:** PDF sent via email