

# CITRUS RESEARCH BOARD

## REQUEST FOR QUALIFICATIONS (RFQ)

### Notice to Prospective Bidders

August 3, 2020

To Whom It May Concern,

You are invited to review and respond to this Request for Qualifications (RFQ), entitled:

**RFQ – *Citrograph Magazine* Managing Editor**

**Deadline for Submission of Proposals is Close of Business, August 31, 2020**

In submitting your proposal, please comply with these instructions.

Note that all agreements entered into with the State of California will include by reference General Terms and Conditions and Contractor Certification Clauses that may be viewed and downloaded by [clicking here](#).

In the opinion of the Citrus Research Board and the California Department of Food and Agriculture, this RFQ is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contacts for this RFQ are as follows:

**Marcy L. Martin**

**President**

**PO Box 230**

**Visalia, CA 93279**

**E-Mail: [marcy@citrusresearch.org](mailto:marcy@citrusresearch.org)**

**Phone: (559)738-0246**

**Carolina Evangelo**

**Director of Communications**

**PO Box 230**

**Visalia, CA 93279**

**E-Mail: [carolina@citrusresearch.org](mailto:carolina@citrusresearch.org)**

**Phone: (559)738-0246**

Please copy both contacts on all communications. Also, note that no information given will be binding upon the State unless such information is issued in writing as an official addendum.

Marcy L. Martin

President



P.O. Box 230 • Visalia • CA • 93279-0230  
(559) 738-0246 Office • (559) 738-0607 Fax

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*Citrograph Magazine* Managing Editor

### Basis for Request for Qualifications

The California Citrus Research Board, hereinafter referred to as “CRB”, is organized under the authorities of the California Marketing Act, referred to here as the “Act” (Chapter 1 of Part 2, Division 21 of the California Food and Agricultural Code). The CRB has been in existence since 1968, and the specific authorities governing its activities are contained in the grower-approved California Citrus Research Program (the “Order”). During the existence of the CRB, it has utilized assessments provided by California citrus growers to fund production research, variety development, quality assurance, clonal protection, public education and interaction. The CRB also receives federal grant monies to fund research projects.

As a service to the Growers and the industry, the CRB produces a quarterly publication known as *Citrograph Magazine*, which serves as an industry-wide demonstration of the research that the grower assessments fund. In order to produce a quality product, the CRB needs a qualified Managing Editor to assist with the editorial process.

### Scope of Work to be Performed

The *Citrograph Magazine* Managing Editor will perform the following services:

1. Participate in quarterly issue planning teleconferences;
2. Provide content suggestions;
3. Write articles, as warranted – to include research, ongoing contact with authors, interviews, writing, submission for approval, editing;
4. Maintain written and verbal communication with other authors, as warranted and/or requested;
5. Copy CRB on all correspondence, drafts and other emails so that they may maintain an electronic record of all actions and status;
6. Establish and maintain current Microsoft One Drive folders as a repository for all drafts and approved articles to be shared by CRB and production vendors;
7. Edit all written material that will appear in each issue. This includes subsequent revised drafts of all material;
8. Submit an editorial list to CRB staff and/or production vendors;
9. Providing recommendations on layout and design to CRB staff and/or production vendors, as appropriate;

10. Maintain contact as needed with CRB staff and/or production vendors;
11. Submit all final editorial content to CRB staff and/or production vendors on deadline, unless a delay is generated by an author or the CRB. CRB will make every good-faith effort to provide all editorial content to the Managing Editor no later than 48 hours before the editorial deadline; and
12. Proof PDFs submitted by CRB staff and/or production vendors. This includes submitting corrections and comments and then passing on to CRB for their additional corrections and comments. As many PDF versions of the magazine proof will be edited as required.

### **Minimum Qualifications**

The *Citrograph Magazine* Managing Editor shall have the following qualifications:

#### **Education**

- Graduation from an accredited 4-year institution with a degree in English, Journalism, Communications, or a related field;
- Completion of or coursework completed towards graduate degrees in English, Communications, or related field is highly desirable;

#### **Experience**

- At least 10 years of professional writing, proofing, and editing, especially for industry-related publications;
- Experience working in the agriculture industry, preferably citrus;
- Desirable experience includes working directly with growers, Boards, Commissions and other government agencies;
- Preferable experience includes working with scientific researchers;
- At least one year of contract-based experience, including task management and tracking billable hours;

**Other Qualifications**

- Should be an outgoing, self-starter;
- Detail oriented, and highly organized;
- Proficient in Adobe and Microsoft Office Suite;
- Ability to facilitate communications between scientific researchers and CRB staff;
- Understanding of appropriate scientific terms and writing conventions;
- Ability to manage multiple priorities with tight deadlines;

### **Proposed Fees for Service**

Candidates submitting responses to this Request for Qualifications should provide a breakdown of his or her fees for providing the services described above.

The breakdown must be itemized by:

- 1.) Fee for Service
- 2.) Reimbursable Expenses
- 3.) Other costs / fees

Also include a list of at least **three references** from past editorial clients that the CRB may contact as part of our evaluation process, as well as a Resume and Cover Letter.

All responses are due by close of business on **Monday, August 31, 2020**. The successful candidate will be selected at the CRB's September Annual Board Meeting. Successful award of this RFQ is contingent on the execution of an acceptable agreement, in the form of a contract or engagement letter, as mutually agreed upon by both parties. Said agreement shall be for single year's engagement, with the option of additional yearly engagements, awarded at the discretion of the Board of Directors on an annual basis. The total number of yearly engagements shall not exceed a period of five years.

All communications for this RFQ should be submitted to both **Marcy L. Martin, President**, and **Carolina Evangelo, Director of Communications**, at the contacts listed below:

Marcy L. Martin  
President  
PO Box 230  
Visalia, CA 93279  
E-Mail: [marcy@citrusresearch.org](mailto:marcy@citrusresearch.org)  
Phone: (559)738-0246

Carolina Evangelo  
Director of Communications  
PO Box 230  
Visalia, CA 93279  
E-Mail: [carolina@citrusresearch.org](mailto:carolina@citrusresearch.org)  
Phone: (559)738-0246

Date:

Name of Candidate:

<b>Scoring Criteria:</b>	<b>Score</b>	<b>Weight (%)</b>	<b>Weighted Score:</b>
<b>Cost of Services</b> <i>Firms will be rated by total proposed fees.</i>		25%	
<b>Technical Experience of the Candidate</b> <i>Candidates will be rated based on the number of years' experience performing the duties described above.</i>		25%	
<b>Qualifications of the Candidate</b> <i>Candidates will be rated on their qualifications, including education, continuing education courses taken during the past two years, years of experience in similar positions, and types of experience will be considered.</i>		25%	
<b>References</b> <i>Candidates will be rated based on the reviews of references provided with the RFP.</i>		25%	
<b>Total Score</b>		100%	