



## Request for Proposal

# Smoke Signals Editor

An invitation for proposals is now open for the Editor role of the Smoke Signals Newsletter, a nine-month magazine distributed to members of the Pontiac Oakland Club International.

**06.14.2025**



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# **SPECIFICATION OF PARTIES**

## **Contract with**



**Pontiac Oakland Club International**

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POCI Club Office  
P.O. Box 421  
Long Lake, MN 55356 US

## **Purpose of Request for Proposals**

The purpose of this Request for Proposals (RFP) is to invite individuals with experience in the various aspects of magazine/newsletter publications to submit proposals to the Pontiac Oakland Club International (POCI) Board of Directors for consideration.

# — TIMEFRAME AND CONTACTS

## Bid Acceptance Timeframe

Proposals are being accepted beginning June 14th, 2025 thru August 30th, 2025.

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All bids must be submitted to the POCI President and Contracts Chairperson. It is recommended that you supply examples of prior work, along with references and employment history.

## Pontiac Oakland Club Contacts



Art Barrett - President  
(417) 737-1469  
[artbarrett@centurytel.net](mailto:artbarrett@centurytel.net)

Peggy Mullinax-Cox - Contracts Chairperson  
(205) 602-6463  
[peggymullinax@yahoo.com](mailto:peggymullinax@yahoo.com)

# INTRODUCTION

A quick look at what and who the Pontiac Oakland Club is:

## ABOUT US

The Pontiac Oakland Club International (POCI) was established in 1972 by Don Bougher alongside a passionate group of enthusiasts eager to gather extensive information on Pontiac and Oakland vehicles. The inaugural convention took place the following year in Camp Hill, Pennsylvania. Since then, POCI chapters have emerged nationwide, with our annual POCI Conventions being hosted at various locations each year.

The mission of POCI is to preserve and promote the rich history of the Pontiac, Oakland, and GMC brands.

Currently, POCI boast a membership of 6700, and our award-winning publication, Smoke Signals, reaches audiences worldwide.

We believe that for membership-based associations, like ours, member acquisition and retention is everything. Keeping members engaged and committed is a key driver of long-term sustainability. We believe that high-quality print materials continue to play a significant role in member engagement and satisfaction. A beautifully designed magazine is a powerful way to connect with our members on a deeper, more emotional level. When done well, it becomes more than a communication tool – it becomes a valuable benefit of membership. We witnessed this firsthand, when recent adjustments had to be made to our publication and the membership responded with their feedback. The passion and desire our members have for the Smoke Signals magazine is unmatched; members look forward to receiving every issue, many have said they read it cover-to-cover within the first day of receiving it in the mail. Winning multiple Golden Quill awards throughout the years, Smoke Signals has become the kind of publication that our membership expects. Therefore, it is extremely important to the Board and Executive Committee that we continue a high-level, engaging publication.

To make the most of Smoke Signals we need to:

Tell stories that matter. Highlight member achievements, industry news, trends and success stories from within the Pontiac-Oakland-GMC community.

Use thoughtful design and photography. Again, a visually stunning magazine is more likely to be read, shared and kept.

Include personalized touches. Consider using historically important articles from past Smoke Signals, include more technical/how-to articles, and consider the diverse member groups POCI has within its ranks to help discover ways to personalize the magazine to suit those preferences.

When someone joins POCI, they should immediately feel like they've made a valuable decision. POCI invests in high-quality print because we know when we do, it creates stronger relationships with our members. We have learned that our members are craving something real – something they can hold, feel and connect with. As Editor it is paramount that you continue to enhance our member engagement, and build emotional connections that lead to lasting loyalty by producing a high quality, visually pleasing, informative publication.



# — SCOPE OF WORK

Our comprehensive scope of work includes:

## EDITOR RESPONSIBILITIES

**The Service Provider shall manage the day-to-day operations of the Pontiac Oakland Club International (POCI) Smoke Signals Magazine Editor to include:**

1. The Service Provider shall solicit and obtain stories, articles, chapter news and events, copy, photographs, images, promotional materials and press releases, for the monthly publication of Smoke Signals Magazine.
2. The Service Provider shall lay out the magazine from cover to cover in electronic format and manage the printing and mailing processes to ensure that POCI members receive their magazine on or before the 1st of the stated date for specific Volumes which are listed in the *Print Schedule* below.
3. The Service Provider shall travel to the POCI Annual Convention to cover the convention, and provide feature story and photo coverage for the Smoke Signals magazine.
4. The Service Provider shall receive and publish all membership advertisements according to the guidelines and applicable rates determined by the POCI Board. Payments shall be handled as follows:
  - a. Credit card payments shall be processed through the club office
  - b. Cash, checks, and money orders shall be forwarded to the treasurer weekly.
5. The Service Provider shall layout the magazine in an eye pleasing, readable format that conforms to acceptable industry standards while making efficient use of available space.
6. The Service Provider shall provide an electronic and hard copy archive to be maintained by the Club Office.
7. The Service Provider shall make an electronic version of Smoke Signals available to the POCI Executive Team and the Publication Committee members and/or designee(s) 10 days prior to submitting the file to the printer. After completing one full 3-year contract as a Service Provider for POCI as the Smoke Signals Editor, the Service Provider has the opportunity to request the reduced timeframe option in this contract clause upon written request to POCI by the Service Provider and approval from POCI. Once approved by POCI, the reduced time frame option changes the 5-10-day requirement down to 1-2 days.
8. The Service Provider shall retain camera ready or electronic files of all advertising.
9. The Service Provider shall be a member of the Publications Committee.
10. The Service Provider shall use the email address (editor@poci.org) for POCI Smoke Signals Magazine Editorship activities.
11. The Service Provider shall provide an annual report to the POCI Board of Directors for presentation at the POCI Board of Director's Meeting (usually held in June or July) on the year's performance of the POCI Smoke Signals Magazine Editorship. The POCI President will advise the Service Provider of the due date.

# **POCI DELIVERABLES**

Our deliverables for the Smoke Signals Magazine Editorship:

## **POCI RESPONSIBILITIES**

**The Pontiac Oakland Club International (POCI) will provide the following to the Smoke Signals Magazine Editor:**

1. Each month the POCI Club Office shall provide the current electronic membership database.
2. Costs associated with the printing and mailing of Smoke Signals Magazine and other publications shall be paid directly to the vendor(s) by POCI, and are not the responsibility of the Editor.
3. The Board of Directors shall provide an annual budget of not less than \$500 per magazine issue to pay contributing editors for articles published in Smoke Signals Magazine.
4. POCI shall provide the Smoke Signal Magazine Editor the Director, Officer, and Chapter contact, names, addresses, email addresses, and other key information for publication in the Smoke Signals Magazine.
5. The POCI Publications Committee shall, with the input of the Editor, establish guidelines for the appearance, format, layout, content, printing, and mailing of the magazine.
6. The Editor shall be made a member of the POCI Publications Committee.
7. Notify the Service Provider of the date and location for the POCI annual convention.

### **Non-reimbursable Costs of the POCI Smoke Signal Editor:**

1. The Service Provider shall be responsible for all general office supplies used to satisfy the requirements of the contract (i.e. paper, copiers, toner, ink, pens/pencil, folders, binders, computers and printing) other than POCI provided equipment.
2. The Service Provider shall be responsible for all costs (i.e. Hotel/lodging expenses to attend the Annual Convention for Smoke Signals Magazine activities, hotel cost for travel to and from the convention, airfare, gasoline expenses, food expenses) associated with travel to the yearly Annual Convention.
3. POCI will not reimburse any expenses outside of the reimbursable items identified in this contract without a majority vote of approval from the POCI Executive Committee and POCI Board Members. Hand written receipts will not be accepted. Receipts for items purchased prior to POCI approval will not be honored and shall not be submitted.

# WORK SCHEDULE

This timeline provides a comprehensive overview of the printing deadlines and activities involved in fulfilling the duties of Smoke Signals Editor:

## SMOKE SIGNALS PRODUCTION

### Print Schedule

- The print schedule for the 9-month publication will be: November 20th, December 20th, January 20th, March 3rd, April 14th, May 26th, July 7th, August 18th, September 29th, November 10th and December 22nd. Starting from the issue dated January 20th, 2025, edition of Smoke Signals will be designated as Volume 1, 2, etc. or some similar denotation signifying a transition from monthly publications.

### Contract Period

- Upon approval, the contract will be effective for thirty six months (36) beginning on January 1st, 2026 and ending on December 31st, 2028.

### Page Count

- The Service Provider shall publish a magazine containing a 80-page full color format with cover (84 pages total), with adjustments in page count determined by the demands of advertising space, as approved by the Publications Committee.

### Member Communications

- The Editor may be required to create and publish such miscellaneous documents such as, but not limited to, membership applications, brochures, member renewal notices, convention program, and board of director information and reports as directed by POCl. The Editor shall furnish a separate written cost quotation for the printing of these jobs as needed.



# COMPENSATION

## EXPERIENCE

Candidates must possess experience in magazine design and publishing, complemented by writing, grammar, and editing skills. Knowledge of automotive photography is a plus, while prior writing experience in the automotive industry and established professional connections are preferred.

Moreover, candidates should demonstrate excellent time-management abilities, be self-driven, and capable of meeting deadlines while working independently.

The ideal applicant will show meticulous attention to detail, outstanding organizational capabilities, and proficient communication and interpersonal skills.

The forthcoming POCI Editor should be ready to interact with our members and Board Members when questions arise.

## BONUS

### **Deadline Bonus:**

A bonus will be given at the end of the calendar year for meeting or exceeding the printer deadlines.

### **Advertising Bonus:**

A bonus for increasing advertisement revenue will be considered at the end of the fiscal year. This bonus will be based on the number of new advertisers the Editor is able to bring on, and the amount of the ad income generated.

### **Editor Ads:**

For the term of the contract the Editor is allowed up to 1/2 page of advertising space per issue for his own use, as space allows. Other advertisements for the Editor will be billed to the Editor at the regular advertising rate.

## PAYMENT

### **Monthly Payment:**

The monthly amount shall be paid on or about the last day of each month, so long as all contracted duties have been performed satisfactorily and are current.

By mutual agreement, payment may be made by direct deposit.

## REQUIREMENT

It is recommended that candidates supply examples of prior work, along with references and past employment history.

## **Annual Salary Range : \$50,000 to \$55,000**

The final salary offered for the position will be appropriate for, and determined by, the candidate's relevant skills and experience.

# **TRANSITION AGREEMENT**

## POCI Transition Information:

### **Transition Agreement:**

1. Should this agreement be terminated either by default or non-renewal, the current Service Provider shall negotiate with POCI and/or a new Service Provider, the disposition of any remaining POCI items within fifteen (15) calendar days of the date of termination. Items transferred to POCI and/or the new Service Provider shall include, but not limited to the following:
  - a. Template(s) with the layout and format of the current Smoke Signals Magazine.
  - b. All electronic archives for the Smoke Signals Magazine.
  - c. Upon request, documents and spreadsheets related to the POCI Editor position.
  - d. All POCI owned material, including the remaining stock of Smoke Signals Magazine.
  - e. All copy, photos, and images of all POCI owned unpublished articles.
  - f. Use by POCI of Editor owned materials may be negotiated as deemed necessary.
  - g. Provisions for forwarding Editor emails to the new Editor or the club office manager for a period of forty-five (45) days.
  - h. As necessary and applicable, the Editor will work closely and cooperatively with the Club Office Manager, Web Site Administrator, and the new Editor to coordinate transferring responsibilities among the respective areas.

### **Annual Report for POCI Board of Directors Meeting:**

1. The Service Provider is required to submit an annual report to the POCI Board of Directors for discussion at their annual meeting (usually held in June or July), detailing the performance of the POCI Smoke Signals Magazine Editorship over the past year. The POCI President will inform the Service Provider of the submission deadline.

### **Professional Representation of POCI:**

1. The Service Provider shall promote POCI in all his/her activities \*
2. The Service Provider shall represent and perform their duties in a professional and courteous manner.
3. Assisting the POCI membership with any questions or concerns they might express. Any concerns that arise beyond the scope of the POCI Smoke Signals Magazine Editorship, the Service Provider shall contact the POCI-designated officer or committee chairman with the issue. The POCI President shall be promptly informed of any substantiated membership complaints received by the Editor.

\*Editor will, at the very least have POCI Membership Tri-folds and extra copies of Smoke Signals at all events attended.

# TERMS AND CONDITIONS

## 1. Scope of Work:

It is understood that this contract is an agreement to provide services as a 'service provider', for services hereinafter referred to as "Editor," agrees to perform the services described in the attached scope of work ("Scope of Work").

Any changes to the Scope of Work must be agreed upon in writing by both parties.

## 2. Schedule:

The Editor agrees to commence work on or before December 31, 2025 and to fulfill the thirty six (36) month contract by serving until December 31, 2028.

## 3. Payment Terms:

POCI agrees to pay the Editor for the total contract price of [To be filled out by POCI [Total Contract Price] in accordance with the monthly payment schedule outlined in the contract.

Payments shall be made as follows: [To be filled out by POCI [Payment Schedule Details].

## 5. Subcontractors and Suppliers:

The Editor acknowledges that none of the duties or work described in this contract can be subcontracted by the Smoke Signals Editor without obtaining prior written permission from POCI.

While the Smoke Signals Editor may employ staff to assist with the duties described herein, no such employee shall establish a contractual relationship to POCI.

As approved by the Executive

Committee and the Publication Committee, the Smoke Signals Editor may allocate a specific number of pages in any issue to paid contributing editors.

## 6. Warranties and Guarantees:

The Editor warrants that all work performed under this contract shall be of good quality and workmanship and shall conform to applicable industry standards.

## 7. Indemnification and Liability:

Each party agrees to indemnify, defend, and hold harmless the other party from and against any claims, damages, liabilities, losses, or expenses arising out of or in connection with the performance of this contract, except to the extent caused by the other party's negligence or willful misconduct.

## 8. Intellectual Property Rights:

Usage of the POCI membership database is restricted to mailing of Smoke Signals Magazine only.

All information (stories, photographs, ads, etc.) submitted to the Editor from POCI members is the property of POCI and shall remain confidential until published in Smoke Signals Magazine.

Photos and editorial material generated by the Editor related to production of Smoke Signals Magazine shall remain the property of the editor. However, POCI shall retain rights to free use of said copy and photos regardless of any contract periods, including future use in electronic or printed copies of Smoke Signals magazine. The rights of sale and licensing to any

third party, not associated with or licensed by POCI, remain with the Editor.

POCI shall have first rights to all photos taken by the Editor at events where POCI has paid for the Editor's travel expenses to said event, unless other arrangements are negotiated and approved in writing by the POCI Executive Committee.

## 8. Termination:

The POCI Executive Committee, with approval of the majority of POCI Directors voting may terminate this agreement with a thirty (30) day notice. Notice shall be given by electronic mail followed by a written notice. The thirty (30) day notice shall begin as of the date on the electronic mail.

Termination causes may include, but are not limited to: unprofessional customer service, deficiencies in performance and lack of adherence to the terms and conditions of this agreement.

The Service Provider shall have a ten (10) day period, to run concurrently with the thirty (30) day notice, to cure any and all deficiencies and breaches of the agreement.

The Editor may terminate this Service Agreement with a ninety (90) day notice. Notice shall be given by electronic mail followed by a written notice. The Editor shall adhere to terms of the Service Transition Agreement. Thirty-day notice shall begin as of date on the electronic mail.



# PROPOSAL ACCEPTANCE



## Request for Proposal Info:

This RFP, while comprehensive, is not all inclusive. It does not serve as a contract. It is designed to give interested candidates an in-depth, detailed understanding of the requirements and skills needed to serve as the Editor of our Smoke Signals publication. Once a candidate is accepted and approved by the Board of Directors they will be provided a contract that will serve as a binding commitment between the two parties.

### Service Provider:

Signature

Print Name

Date

### POCI President:

Signature

Print Name

Date