



Request for Proposals

PWAC Industry Task Force Project Phase Two: Round Table Task Force Meetings and Best Practices Document

Professional Writers Association of Canada (PWAC) would like to present the entire Canadian magazine writing and publishing industry with a strategic set of best practices to ensure the strength and continuity of our important cultural industry. Round table discussions will take a specific focus on digital issues, payment, rights and responsibilities of all players. A comprehensive Best Practices document will be written, vetted and printed for the entire industry, branded with the names of all partner associations and the Canada Magazine Fund.

The Professional Writers Association of Canada requests proposals from any interested consultant regarding PWAC's Magazine Industry Task Force Project, Phase Two: Round Table Task Force Meetings and Best Practices Document. This is a joint project between Canadian magazine industry partners PWAC, Magazines Canada and the Canadian Society of Magazine Editors. It will be administered by PWAC, with the intention of creating a Canadian magazine industry best practices document outlining the various roles and responsibilities of all partners, and how we can all work together for the benefit of Canadian culture and our own industry. This project follows naturally from PWAC's 2006 Canadian Professional Writers Survey Report and 2008 Magazine Industry Task Force Survey Report.

The Industry Consultation and Report involves the following tasks:

1. Meet with Task Force partners to discuss Phase One report in depth and to strategize best practices.
2. Facilitate the initial series of round table meetings in major publishing centers: most likely Toronto, Montreal, and Vancouver.
3. Consultant to write up best practices from results of three meetings.
4. Meet with Industry representatives to vet best practices document.
5. Create final document for industry partners.

Desirable qualities: communications expertise; negotiation and/or mediation experience; maturity, subtlety, diplomacy.

Timeline for completion of all tasks and the delivery of report (including editing):

June 15, 2009 to March 31, 2010

Compensation:

Please calculate an estimated total cost for this project and include it in your proposal.

PWAC will not necessarily select the lowest bid on this project. All applicants will be considered, but preference will be given to professional consultants with demonstrated knowledge of the Canadian magazine industry and labour relations. Compensation will be commensurate with experience and based on the proposal.

Please send all proposals by May 18, 2009 to:

David Johnston, Executive Director
Professional Writers Association of Canada
215 Spadina Avenue, Suite 123
Toronto ON M5T 2C7

Electronic proposals may be sent to: djohnston@pwac.ca