

## QUESTIONS PREPARED FOR MARY BOLSTER

1. USMS does not "own" the intellectual property rights to *SWIM* magazine. If we were to change publishers we would own the product. Please consider:
  - a. What are the pros and cons of owning the rights?
  - b. What additional responsibilities would this involve, including any changes in editorial/staffing requirements?
2. What would be the source of articles for the publication under each of these proposals?
3. Comparing the financial bottom line for these proposals is difficult, since each bidder calculated costs differently. Please address the following:
  - a. Relatively speaking, which bids would be cost-effective for USMS?
  - b. What are the financial implications of each of these bids for our staffing needs (in-house and outsource)?
4. Some of the bidders have proposed a linkage between our National Sponsor program and the sale of advertising in the magazine. Is this a desirable goal and consider the extent to which we can tie our sponsorship program to advertising and the sale of advertising?
5. All bidders have made proposals as to their philosophical approach to editorial content (some more specific than others). Evaluate those plans so we are sure we understand how the approaches will translate into the reality of magazine content.
6. We have found that the interview process is critical to our evaluation of prospective professional staff. How do you suggest that we set up the interviews to get an accurate assessment of the various bidders?
7. What should we be looking for in terms of layout and design to increase the appeal of the national publication and how do the examples given to us work to further this cause?
8. Please comment on any other issues you feel are critical to this evaluation.