



**REQUEST FOR PROPOSAL**  
**Science Communications Assistance for the**  
**Experimental Biology 2014 Meeting**

**Request**

Experimental Biology, an annual scientific conference representing six\* FASEB member societies, seeks a freelance science writer or freelance science-writing team to assist in developing press releases in connection with the 2014 conference being held April 26-30. The scope and timeline for the project are set forth below:

<b>Task</b>	<b>Deadline</b>	<b>Comments</b>
Write 12 press releases (2 for each participating society), conveying in engaging lay language information about the scientific presentations being delivered at the EB 2014 meeting. (Additional releases may be contracted for separately by each society at the same billing rate.)	To begin mid-December for completion by April 1.	Abstracts of presentations will be selected by contractor from recommendations made by six participating societies. Information can come from either scientific abstract or symposia.  Contractor to schedule interviews with scientific presenters, develop releases, and obtain final approval from presenters and sponsoring societies. For reference, see press releases from EB 2013 at: <a href="http://bit.ly/18wtfk5">http://bit.ly/18wtfk5</a>
Serve as liaison for all press inquiries and pre-register qualified members of the press for the press room through April 20.	January 1- April 20	---
Handle all email and phone inquiries relating to media for the meeting.	January 1- April 20	---
Interface with FASEB staff regarding blast emails, uploading information to the EB site, etc.	January 1- April 20	---

Report on progress monthly to a team of society communicators.	January 1- May 30	Team is comprised of staff members of the American Physiological Society (APS), American Society for Nutrition (ASN) and American Society for Biochemistry and Molecular Biology (ASBMB) and a representative of FASEB.
Write and distribute “Mark Your Calendar” meeting announcement.	January 30	To be posted to Newswise/Eurekalert and sent to individuals on mailing lists provided by team of society communicators.
Write and distribute “Mark Your Calendar” meeting announcement.	February 28	Content to highlight symposia recommended by contractor.  To be posted to Newswise and sent to individuals on mailing lists provided by team of society communicators.
Write and distribute “Mark Your Calendar” announcement with additional symposia highlights.	March 28	Content to be recommended by contractor.  To be posted to Newswise and sent to individuals on mailing lists provided by team of society communicators.
Post press releases to Newswise.	By April 1	---
Write two tweets and one Facebook post for each release.	By April 1	See samples at <a href="https://twitter.com/expbio">https://twitter.com/expbio</a>
Write summary (cafeteria) release referencing all releases.	April 1	---
Back up all releases onto 25 flash drives provided by client.	April 15	---
Possible onsite management of the newsroom in San Diego	April 24-30	Please break out these costs separately (travel, per diem, etc.)
Submit report of outcomes of the event, including highlights relating to coverage.	May 30	---

## **Qualifications and Consideration**

- Expert knowledge of Associated Press style
- Demonstrated success in earned media
- Experience with working with subject-matter experts to communicate technical matters to lay audiences.

To be considered please submit the following to Donna Krupa at [Media@FASEB.org](mailto:Media@FASEB.org)

- a brief proposal
- summary of prior experience
- links to online science writing samples
- references
- a budget

## **Deadline**

All proposals must be received no later than August 1. Individuals/organizations being considered will be contacted for in-person or Skype interviews. Contract will be awarded no later than September 15, 2013.

## **Questions**

Please contact Donna Krupa at [Media@FASEB.org](mailto:Media@FASEB.org) for additional information.

\*American Association of Anatomists (AAA), American Physiological Society (APS), American Society for Biochemistry and Molecular Biology (ASBMB), American Society for Investigative Pathology (ASIP), American Society for Nutrition(ASN), and American Society for Pharmacology and Experimental Therapeutics (ASPET).