

## **ASN Kidney News Editor-in-Chief Call for Applications**

The American Society of Nephrology (ASN) seeks candidates for the position of Editor-in-Chief of *ASN Kidney News*. The monthly newsmagazine examines research findings and policy changes, pinpointing emerging trends in industry, medicine, and training that affect practitioners in kidney health and disease. *ASN Kidney News* provides a venue to highlight scientific and clinical advances with more commentary and speculation than is possible in scientific journals. Candidates should be ASN members who possess wide knowledge of and broad experience in nephrology, a thorough understanding of technology and modern communications venues, as well as an understanding of the requirements of writing and editing skills, time commitment, and general effort required to produce a monthly newsmagazine. Candidates should possess strong leadership qualities, intellectual vision, organizational abilities and experience relevant to editing this leading news magazine. The term will start January 1, 2015, and continue for a three-year renewable term.

The editor's primary responsibility is to continue to enhance the newsmagazine's reach, reputation and voice in the community. The editor should be prepared to build on current achievements, strengthen *ASN Kidney News*' competitive position, advance technological achievements, develop editorial initiatives that represent the full spectrum of issues important to kidney professionals and others in the kidney community, and take full advantage of the electronic publishing environment. The editor should also work with ASN staff to assure that *ASN Kidney News* activities are carried out in a fiscally responsible manner.

The editor must maintain *ASN Kidney News* editorial policies and procedures and establish new policies and procedures as appropriate to reflect relevant changes in medical publishing.

The editor recommends an editorial team to help promote excellence in content and advance editorial initiatives and reports to ASN through the ASN Communications Committee.

Detailed information on duties and the process for applying for the Editor-in-Chief position is available at [http://www.asn-online.org/news/2013/1113\\_KN\\_Call\\_for\\_Applications.pdf](http://www.asn-online.org/news/2013/1113_KN_Call_for_Applications.pdf)

Letters of interest must be received by 01/15/14. Candidates selected for in-person interviews will be interviewed in early May of 2014.

## **ASN Kidney News Editor-in-Chief**

### **Specific duties include:**

1. Defining and updating the aims and scope of *ASN Kidney News*
2. Setting goals to assure the content meets the highest standards of excellence and regularly evaluating *ASN Kidney News* performance in this regard.
3. Maintaining, and updating as necessary, overall editorial policies.
4. Recruiting, selecting and appointing *ASN Kidney News* board members subject to approval of ASN Communications Committee and Council and addressing any performance issues.
5. Adhering to the page budget and financial structures set by the ASN via its annual budget process. The ASN is responsible for managing production, layout, printing, subscriptions, pricing and funding initiatives for society publications.
6. Serving as an ex officio member of the ASN Communications Committee.
7. Reporting to the ASN Communications Committee. The committee requires a formal report once a year in advance of its spring meeting, and informal updates via regularly scheduled committee conference calls.

### **Application process:**

- Interested individuals should submit an application package that includes
  - a curriculum vitae;
  - the names of three references;
  - a succinct letter of interest and qualifications, including addressing how the candidate will accommodate the time demands of editing *ASN Kidney News*;
  - a vision statement
    - an analysis of the current content of *Kidney News*
    - ideas for how the candidate thinks *Kidney News* should address the broad spectrum of disciplines and interests represented by its global readership;
    - the primary direction(s) for the future;
    - innovations in presentation of content and use of technology;
  - a disclosure form (available at <https://www.asn-online.org/myasn/disclosure-form.aspx>).All information should be submitted by e-mail to Ms. Adrienne Lea, ASN Director of Communications, [alea@asn-online.org](mailto:alea@asn-online.org).
- For questions related to this process, please contact Ms. Adrienne Lea, ASN Director of Communications ([alea@asn-online.org](mailto:alea@asn-online.org) or 202-503-6560).
- The search committee members will review all applications and select several individuals for in-person interviews. Those not selected will be notified, and those selected will be invited to interview in person in early May of 2014. Every effort will be made to keep the names of the first-round applicants confidential. The names of those selected for final interviews will be shared with members of the ASN Council.
- After the final interviews the search committee will convene to determine their final recommendation, and provide that recommendation to the ASN council for review.
- All candidates will be notified of the final decision.

## **Staff and vendor support of *ASN Kidney News***

Pamela Gordon, ASN Senior Membership Coordinator

- Manage all mailing lists for members and non-members; staffs ASN exhibits at other meetings including exhibiting publications

Danette Broughton, ASN Director of Operations

- ASN office management handling day to day operations of the office as well as logistics for all meetings of Council, committees, and boards.

Bob Henkel, ASN Associate Director for Publishing

- Publications program monitoring and oversight.
- Preparation of publishing Requests for Proposals (RFPs) and assessment of proposals; oversight of transitions to new vendors
- Serve as resource for editors in preparing financial and resource support assessments for planned program development.
- Review and approval of invoices and payments.
- Development of budget reports for individual communications team staff within their areas of responsibility, and expand system of budget projection
- Oversight of subscription fulfillment and sales. Identification and analysis of subscription trends.
- Marketing ASN publications, including campaigns in response to identified trends and/or strategic society/publications goals.
- Management of advertising revenue and reprint vendor performance/activity and work with vendors to identify new opportunities, insure that ad agency personnel maximize opportunities especially with new publications and monitor and analyze slippage areas. Oversight of media kit development.
- Liaison with academic library community.

Tod Ibrahim, ASN Executive Director (as needed):

- Oversight of all ASN operations, include strategic program development

Adrienne Lea, ASN Director of Communications

- Develop, implement, and maintain a cohesive communications program that supports ASN's mission and strategic goals.
- Oversight of ASN media program as well as all media outreach and promotion via traditional means and new venues such as social media
- Serve as resource for staff and volunteer leaders on new programs, revenue sources, opportunities for cost containment
- Develop opportunities to communicate ASN strategic messages to wider audience and across all departments (publications, education, policy, grants), media programs.

Sara Leeds, ASN Communications Assistant

- Assist with development and support of ASN Kidney News website

Dawn McCoy, Executive Editor, *ASN Kidney News*

- Oversee editorial calendar, all logistics for creating monthly issues of *ASN Kidney News*
- Insure balanced approach to all coverage
- Serve as primary resource for all submitting authors; address and resolve author concerns

- Oversee all writers and editors
- Develop *ASN Kidney News* website changes
- Prepare statistical and performance data and reports for all editorial board meetings
- Help prepare annual reports to ASN Communications Committee
- Plan annual editorial board meeting and business meeting
- Represent *ASN Kidney News* at annual meeting staffing ASN exhibit
- Work with Sheridan staff to address and resolve any concerns

Hal Nesbitt, ASN Senior Manager, Information Services

- Responsible for ASN website development, presentation of all publication information on ASN website, all coordination of website activity with outside vendors, overseeing member and non-member database

Kurtis Pivert, ASN Production and Content Editor

- Research, write and edit articles for *ASN Kidney News*.
- Help develop *ASN Kidney News* website

Hector Ruiz, ASN Director of Financial Operations and Membership (as needed)

- Oversight of all ASN finances, budget, budget projections, audit

Sheridan/Dartmouth

- Bernie Stukenborg, account representative responsible for oversight of ASN accounts, insuring print quality, schedule and workflow implementation and quality of copyediting, presentation standards, composition, layout and preparation of digital and print files.

Walchli Tauber

- Sells ads for all ASN publications