

REQUEST FOR PROPOSAL

Reined Cow Horse News Editor Role



Proposal Deadline	September 10, 2026
Desired Start Date	October 1, 2026
First Issue	November/December 2026

ABOUT THE NATIONAL REINED COW HORSE ASSOCIATION

The National Reined Cow Horse Association (NRCHA) is dedicated to preserving and promoting the tradition, history and competition of reined cow horse. Through its membership, events, programs and communications, NRCHA serves competitors, owners, breeders, professionals, fans and partners throughout the Western performance horse industry.

Reined Cow Horse News is the official publication of the NRCHA and serves as an important connection between the Association and its membership while documenting the horses, people, competition and traditions that define the sport.

NRCHA is proud of the foundation *Reined Cow Horse News* has established and is seeking an experienced editor who can build upon that foundation while maintaining the quality, credibility and relevance of the publication. The selected editor should bring strong editorial experience, sound editorial judgment, excellent organizational skills and an understanding of the Western industry. The role requires someone who can effectively manage contributors, deadlines and the editorial production process while bringing fresh ideas and perspectives to the publication.

SCOPE OF THE PUBLICATION

Reined Cow Horse News produces six (6) issues annually:

- Five (5) traditional magazine issues delivered to readers throughout the year
- One (1) special event publication, the NRCHA Snaffle Bit Futurity® Program

The editor will work closely with the NRCHA Director of Marketing, NRCHA staff, freelance contributors and NRCHA's publishing partner, Equine Network, to plan and execute each issue.

NRCHA will establish key required content for each publication, including multiple Association-provided columns and other organizational content. The editor will collaborate with the Director of Marketing to develop the remaining editorial plan for each issue, identifying stories and subject matter that serve NRCHA members and advance the publication's overall direction.

SCOPE OF SERVICES

The selected editor will be responsible for providing comprehensive editorial management for *Reined Cow Horse News*. The editor will serve as the primary point of coordination for the publication's editorial content from initial planning and assignment through final proof and publication. Responsibilities are expected to include:

Editorial Planning & Strategy

- Collaborate with the NRCHA Director of Marketing to develop the editorial direction and content plan for each issue.

- Build upon NRCHA-required content to create a well-rounded editorial lineup that serves the Association's membership and readership.
- Identify compelling stories, personalities, horses, historical topics, educational opportunities and industry trends relevant to reined cow horse.
- Bring fresh story ideas and editorial perspectives that strengthen the publication and engage NRCHA members and readers.
- Develop and manage detailed run sheets for each issue.
- Maintain a comprehensive network of freelance writers and contributors.

Contributor Management

- Develop story concepts and assign editorial content and event coverage to freelance contributors.
- Clearly communicate assignments, expectations and deadlines.
- Manage freelance contributors throughout the editorial process to ensure assignments remain on schedule and meet publication standards.
- Manage freelance assignments within the editorial budget established by NRCHA and obtain approval before committing to expenses outside the approved budget.
- Collect contributor invoices and submit them to NRCHA for processing.

The editor's primary role is to assign, manage and edit freelance content rather than personally produce the majority of editorial copy. Opportunities for additional writing assignments may be available; however, those projects will fall outside the base editorial services agreement and must be approved by NRCHA in advance, including the applicable fee.

Editing & Production

- Manage the editorial production schedule for each issue, proactively tracking deadlines and coordinating contributors, NRCHA staff and Equine Network to ensure editorial materials are delivered on schedule.
- Copy edit editorial content for accuracy, clarity, consistency, grammar and adherence to publication standards and AP Style.
- Work with NRCHA staff to compile Association-provided materials, statistical information and other required content.
- Select appropriate photography and other visual assets to accompany editorial content, working with NRCHA's official photographer and other approved sources as necessary.
- Work directly with NRCHA staff and Equine Network throughout the production process to meet established print deadlines.
- Participate in the review and proofing process in coordination with the NRCHA staff and Equine Network.
- Collaborate with NRCHA staff on final editorial review and approval prior to publication.

Digital Content Strategy

While execution of NRCHA's digital platforms is not a primary responsibility of this role, the editor should consider the broader life of editorial content beyond the printed publication.

The editor will be encouraged to identify opportunities to extend or adapt *Reined Cow Horse News* content for NRCHA's digital platforms and to collaborate with the Director of Marketing to maximize the reach and value of editorial storytelling.

EVENT ATTENDANCE

Attendance at NRCHA Premier Events is not required as part of the base editorial services agreement.

However, attendance at select events is encouraged when beneficial to developing relationships, identifying stories and gaining a deeper understanding of the Association and sport.

Any event attendance requested by NRCHA and associated travel arrangements or expenses will be discussed and approved in advance.

DESIRED QUALIFICATIONS

NRCHA is seeking an individual or editorial professional with demonstrated experience managing high-quality publications and developing compelling long-form editorial content.

- Demonstrated professional experience editing and/or managing a print or digital publication
- Experience developing and managing editorial calendars and production schedules
- Demonstrated experience managing freelance writers and contributors
- Strong copy editing and proofreading skills
- Proficiency in AP Style
- Demonstrated long-form storytelling experience
- Strong organizational skills and the ability to manage multiple assignments and deadlines simultaneously
- Knowledge of the equine and/or Western industries
- Ability to collaborate effectively with staff, contributors, photographers, designers and publishing partners
- Strong editorial judgment and an ability to identify stories that resonate with a defined audience
- Experience managing a publication through the complete editorial production cycle is strongly preferred
- Knowledge and understanding of reined cow horse is preferred but not required

PROPOSAL REQUIREMENTS

1. Statement of Interest

A cover letter or statement describing your interest in serving as editor of *Reined Cow Horse News* and why your experience is suited to the publication.

1. Professional Background & Relevant Editorial Experience

A résumé outlining relevant professional experience, including magazine publishing, editorial planning, publication management, long-form storytelling, freelance contributor management and production coordination.

2. Work Samples

Three to five relevant editorial or writing samples. Samples demonstrating magazine editing, feature storytelling or work within the equine, Western or association publishing industries are encouraged.

2. Editorial Approach & Ideas

A brief description of how you would approach the editorial role for *Reined Cow Horse News*, including one or two ideas you believe could strengthen the publication or engage its readers.

3. References

Professional references familiar with your editorial, publishing and/or project management experience.

4. Proposed Fee Structure

A proposed annual or per-issue fee for providing the services outlined in this RFP. Proposals should clearly identify what services and deliverables are included within the proposed fee and note any services that would be billed separately.

3. Availability & Capacity

Confirmation of your availability to begin work on or around October 1, 2026, and your capacity to manage the publication's six annual issues and associated production schedules.

SELECTION CRITERIA

Proposals will be reviewed by the NRCHA Director of Marketing and Executive Director. NRCHA may request interviews or additional information from selected respondents as part of the evaluation process.

Proposals will be evaluated based on relevant editorial and publication management experience, demonstrated quality of work, ability to manage contributors and production schedules, knowledge of the Western and/or equine industries, proposed fee structure and overall fit with the needs of NRCHA and *Reined Cow Horse News*.

CONTRACT STRUCTURE

The selected respondent will provide editorial services to NRCHA as an independent contractor.

NRCHA anticipates establishing an initial contract term with opportunities for annual renewal based upon performance and the continued needs of the Association. The final scope of services, compensation, deliverables, production expectations, and other terms will be established through a written agreement between NRCHA and the selected respondent.

SUBMISSION

Proposals must be received by September 10, 2026.

Please submit all requested materials electronically to Callie Boevers, Director of Marketing. Questions regarding this RFP should be directed to the NRCHA Director of Marketing.

Submission Contact:

Callie Boevers - Director of Marketing

callie@nrcha.com

NRCHA reserves the right to request additional information from respondents, conduct interviews with selected respondents, negotiate the final scope and fee structure, or reject any or all proposals received.