

## Short Term Consulting

The Pacific States Marine Fisheries Commission (PSMFC) is seeking an independent contractor with public affairs experience to provide new branding themes for the Pikeminnow Sport Reward Fishery. This annual fishery pays anglers to catch Northern Pikeminnow and is designed to reduce predation on juvenile salmonids in the Columbia and Snake Rivers. More information on this program is available at: [www.pikeminnow.org](http://www.pikeminnow.org)

The program runs annually from May 1<sup>st</sup> through the end of September. Promotion materials include an annual brochure with program rules and a map of registration stations for the program and their hours of operation. In addition, newspaper ads are utilized to inform the public of the start and duration of the fishery each year.

PSMFC is looking for some new ideas on the theme of the program for the brochures and the newspaper ads. Current information can be seen on the website: [www.pikeminnow.org](http://www.pikeminnow.org). The current theme "Catch some Cash" has been used for a few years and we would like to refresh it with a new theme. Ideally, we would like at least three theme ideas as a product.

Interested applicants should submit a resume and cover letter summarizing their past experience with this type of work and the cost per hour for providing ideas for the new branding theme, along with the approximate hours expected to provide some new theme ideas. Past experience with government programs is desired.

Resumes and cover letters must be submitted by email to PSMFC at [abankston@psmfc.org](mailto:abankston@psmfc.org) and [marredondo@psmfc.org](mailto:marredondo@psmfc.org). All documents must be received by Feb 24, 2012. PSMFC will be contacting a select number of applicants for interviews.

Questions regarding this request for quotes may be directed to [marredondo@psmfc.org](mailto:marredondo@psmfc.org).