SMITH ALUMNAE QUARTERLY

Class Secretary Guidelines
Revised November 2016

IMPORTANT CONTACTS

Christina Barber-Just
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cbarberjust@smith.edu or classnotes@smith.edu
413-585-2167
Christina oversees class notes and class notes photos, obituaries and "In Memoriam," display ads and "Smith Women Create."

Joy Williamson
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Joy can fill requests for class lists and mailing labels. She can also reimburse you from your class treasuries for any out-of-pocket expenses for mailings, such as postcards to solicit news.

CLASS NOTES DEADLINES

1. February 15 (summer issue)
2. May 15 (fall issue)
3. August 15 (winter issue)
4. November 15 (spring issue)

These deadlines remain the same each year. They are also listed in every issue of the magazine on the first page of "Alumnae Lives: Update."

SUBMITTING YOUR COLUMN

1) Columns must be no longer than 750 words, double-spaced, 12-point Times New Roman font. This works out to be about 2½ pages in total.

2) Email your column as an attached Word document to cbarberjust@smith.edu. If you have trouble attaching a document, please submit the text in the body of your email. If you aren't online, please mail a hard copy of your column to Christina at the *Quarterly* office.

3) Names within columns include first, maiden and last names, and are bolded. Please do not put names in all caps or italics. Also, do not enclose maiden names within parentheses. Note: We do not include titles, such as "Dr." We also do not include middle names. Spouses' full names are generally included only when the last name is different from the alumna's. Children and babies are referred to by first name only. We also don't include birth weights and other physical details in baby announcements.

4) To avoid having narrow columns filled with odd page breaks, we try not to include long website addresses. If a note includes such an address, our standard style is to drop the "http://www."

5) Please do not make multiple revisions per issue. This can be confusing and lead to errors. Send in your column when it is finalized. Your column is finalized when you have verified your classmates' names and any names included in each class note, checked facts and details (especially if they are questionable or confusing) and ensured that you have complied with our limit of 750 words.

6) Please do not embed photos within the text of your column. Send photos as separate JPEGs. See "Photo Guidelines."

WRITING THE COLUMN

1) Remember that we have a lead time of four months. The column you submit in August, for example, will be read in December. Avoid references that unnecessarily date your column (such as weather-related notes) or events as if they are present or forthcoming when they actually will be past by the issue date.

2) For accuracy, avoid references to future events that may change. It's best to report on events after they have occurred.

3) Do not include information that comes from classmates' personal correspondence, unless the person specifically confirms that it's OK to use in print. Also, don't assume it's OK to take items from Facebook

pages—please get permission from the specific individuals whose news you are interested in.

4) Do not include classmates' contact information unless it has to do with class business (mini-reunions are not considered class business). Refer people to the Alumnae Community Portal for contact information.

5) Please do not underline alumnae names, books, movie titles or anything else. Also, do not use all capital letters or italics for names, emphasis or titles. Please avoid overuse of exclamation points.

6) Avoid ambiguous references. Strive for clarity in mentions of names, schools, places, people or anything else. Spell out acronyms on first reference to ensure clarity. Do not include product information, fundraising or anything that suggests overt promotion or endorsement.

7) We will strike any information that can be construed as libelous.

PHOTO GUIDELINES

1) We receive a high volume of photos and have limited space, so we are unable to guarantee publication. We look for diverse photos. Not every photo has to include a large group of alumnae, but we try to showcase as many alumnae in photographs as possible. Our goal is to show variety in class years and demonstrate interesting life situations and experiences.

2) Preference is given to photos with only alumnae pictured (for example, we do not run baby photos of an alumna's children, or wedding photos that include an alumna only with family members).

3) Ideally, photos have a minimum image size of 1 MB, with a resolution of 300 dpi or higher. We often receive photos that are too small or too low in resolution to reproduce well in print. Please send photos as attached JPEG files rather than embedding them in an email. You may also mail us physical photos.

4) All people in the photo must be accurately identified with first, maiden and last names and class years. We typically list people from left to right.

5) Please include a brief photo caption to describe the details of the photo (where the photo was taken, for what occasion, etc.).

6) Anyone can mail or email photos directly to Christina. They do not have to come through the class secretary. Hard copies of photos submitted for publication

cannot be returned. Please do not send photos printed on copy paper; we cannot use these.

Reasons why photos may not be published:
- Poor quality (the No. 1 reason!).
- Same alumna or class year appears in another photo in the same or recent issue. We strive to represent as many different classes as possible from issue to issue.
- No identification of alumnae in photo.
- More than one non-alumna appears in the photo.
- Limited space.

OBITUARIES

Obituaries are a maximum of 100 words and are submitted by classmates or family members. We cannot reprint newspaper obituaries, and we do not run photos. As class secretary, you are not responsible for submitting obituaries, but you are welcome to do so or to assist friends or family members with the submission of an obituary. Our obits are intended to alert the Smith community and share a memory; we understand that most people can now find full obituaries online, and our magazine space is too limited to include extensive obits.

Submit obituaries to Christina at cbarberjust@smith.edu. If you are not online, please mail the obituary to Christina. If you would like to have the obituary attributed to you, please identify that in your message. We will forward death notices to our Alumnae Records office.

Obituaries are accepted on an ongoing basis and will run in the earliest possible issue. Given space constraints, we do not include full proper names or locations of survivors.

HELPFUL THINGS TO REMEMBER

- Please meet our deadlines! If you have an extenuating circumstance, please let Christina know as soon as possible, and arrangements will be made. If you don't receive a confirmation from Christina after you have submitted your column, please contact her to ensure that she has received it.
- Ada Comstock Scholars may submit news to their class secretary. The same news item will not appear in both the Ada column and the class year column.
- Every column gets edited! We make revisions to correct grammar, punctuation, to condense wordy text and run-on sentences and to comply with our style. If columns run more than 750 words, we reserve the right to condense them. Class secretaries may use class websites to run more extensive class notes. We request that website class notes don't, however, preempt the print magazine. Please post notes on your websites at about the same time that the magazine comes out. If extensive edits to a column are necessary, Christina will review them with the class secretary.

THE ONLINE COMMUNITY

The Office of Alumnae Relations (alumnae.smith.edu) offers a number of online services for alumnae. Becoming familiar with these services will make your job as class secretary easier.

1) The complete issue of the *Quarterly* is posted online (alumnae.smith.edu/saq/archive/). Many classes also have their own class websites, where secretaries are welcome to post columns after or in conjunction with the publication date of the magazine.

2) The Alumnae Community Portal is your tool for verifying classmates' names. We default to this directory for the spelling of every name. Please encourage classmates to maintain updated listings with our records department. For example, if someone marries, moves or changes an email address, encourage her to update her database listing. She can do this herself on the alumnae website.

FREQUENTLY ASKED QUESTIONS

Do I really need to check the names in my column?
Yes! Although we copy edit and fact-check the class notes, it makes our job much more efficient if you send in accurate information. In some cases, the database may not be up-to-date with a married name. It's your responsibility to ensure that we have accurate names and to encourage classmates to update their records. We always default to the Alumnae Community Portal for names.

What do I do if I have too much news?
If you have an excess of news, make each item shorter to the best of your ability, rather than cutting out whole entries. Try not to hold over news until the next issue, but opt to condense items for print, and then post items in their entirety on your class website.

Do I need to fact-check information in each class notes entry?
Please fact-check your column for such details as company names, book titles and volunteer organizations, for example. It's helpful to verify names of spouses and children that we would otherwise not be able to research and confirm. Please ensure that you include correct spelling, hyphenation and capitalization in any names that you submit.

What if one alumna is reporting on other friends?
Beware of secondhand information. Attribute all secondhand information to the alumna who reported the news. If the news is sensitive in any way, check with the

alumna for permission before adding it to your column. When in doubt, leave it out.

Is there any extra time in case I anticipate being late with a column?
Please contact Christina. There are currently almost 100 class secretaries, and the "Alumnae Lives" section involves editing and designing 40 pages of the magazine. This takes time. It's imperative that secretaries meet their deadlines without requiring us to chase down their columns.

What if graduate students submit news?
There are now more than seven graduate programs at Smith (MSWs, MEds and others). Although we don't actively solicit graduate news, on occasion graduate alumnae send in updates, and they may be included in your column. Please include the degree initials after their names.

CLASS SECRETARY PRIVACY POLICY

1) Secretaries should never use information about an alumna that is not expressly intended for publication in the *Smith Alumnae Quarterly*. This includes news taken from a blog, website, Facebook page or personal correspondence. Limit inclusion of third-party information.

2) Class columns may be posted on class websites around the same time as the print publication. The *Quarterly* is posted online at alumnae.smith.edu/saq/archive/.

3) Secretaries should retain all original correspondence pertaining to information included in the class notes for a period of one year from the date of receipt. This may include keeping both electronic and hard copy files and correspondence.