



Guidelines for Class Correspondents

Everything you need to know to create
your own class notes column for
The Exeter Bulletin

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WHAT

Appointment

Correspondents are class officers appointed by the class president. They write quarterly columns for *The Exeter Bulletin* to aid the Academy in fulfilling its mission “to advance the aims and ideals of Phillips Exeter Academy by strengthening the ties between the Academy and its alumni and parents.” Their work, on behalf of PEA and their class, helps maintain the strong sense of connection that exists among Exeter alumni. As class officers they are vital members of the class leadership team and, in many cases, the most visible class member.

The class notes program is coordinated by Janice Reiter in the PEA Communications Office, in partnership with Karen Ingraham, the editor of the *Bulletin*. Janice can be reached at 1-800-828-4325, ext. 3348, or 603-777-3657; or by email to classnotes@exeter.edu or to jmreiter@exeter.edu.

Job Description

Class correspondents are asked to:

- serve a five-year term;
- gather news from classmates and report it accurately;
- write four columns per year, including the reunion column at the end of the fifth year;
- file columns of between 1,000 and 1,250 words in a timely fashion;
- attempt to make annual contact with classmates and publish at least one news item about each one over the course of each five-year term.

Class notes are a forum in which classmates share news of their personal and professional lives, and their reflections on their Academy experiences and on life in general. They can run the gamut from public honors to private milestones, from the birth of a child to the death of a parent, from a trip back to campus to a trip around the world.

We try not to print rumors. Whenever possible, correspondents are asked to follow up on questionable secondhand reports.

Lively, opinionated columns are a pleasure to read, but extended orations for or against a particular position probably belong in the “Letters to the Editor” column.

Humor is most welcome (!), but check submissions to be sure that nothing in print could cause classmates or other readers undue discomfort or distress. Correspondents know better than anyone which “in jokes” could hurt or insult others. As in other publications, offensive content and tone may be edited.

WHEN

Production Schedule, 2014-2015

Issue	Due Date for Notes	Pub Date of <i>Bulletin</i>
Summer 2014	April 1, 2014	July 2014
	<i>Staggered deadlines for correspondents writing reunion reports.</i>	
Fall 2014	June 1, 2014	October 2014
	<i>July 1, 2014, for correspondents in reunion classes.</i>	
Winter 2015	October 1, 2014	January 2015
Spring 2015	January 1, 2015	April 2015
Summer 2015	April 1, 2015	July 2015
	<i>Staggered deadlines for correspondents writing reunion reports.</i>	
Fall 2015	June 1, 2015	October 2015
	<i>July 1, 2015, for correspondents in reunion classes.</i>	

Correspondents receive reminder notices in advance of each deadline. As there is very little wiggle room built into these deadlines, please let Janice know about circumstances that delay your submitting a column.

HOW, part 1

Getting in Touch With Classmates

There's no single right way to solicit news from classmates; in fact, most correspondents rely on a variety of methods—postcards, email, phone calls, the occasional threat or bribe. That said, because they are so easy to use, email and social media websites have become popular with correspondents. The phone is the perfect follow-up tool.

The approach that works best is a steady, persistent effort. One good, newsy column often begets the next. And whatever the means of solicitation, remember to request photos to illustrate the column.

Broadcast Email Messages

The Academy has the ability to send an email message to every name on a select list (i.e., everyone in a particular class). To arrange for one of these broadcast or “blast” email, first compose the message and then email it to Janice at jmreiter@exeter.edu. Ordinarily, we need two business days to send a broadcast email.

Some characteristics of broadcast emails make them a popular way to reach classmates.

- They are fast, efficient and have a proven success rate.
- They can be personalized, i.e., Dear “Jack.”
- The correspondent's email address appears in both the “sender” line and in the “reply to” line.

Exeter's Presence on the Web



To foster connection with alums the Academy puts links to our networking sites on the alumni landing page. Click those ubiquitous icons to read the latest chat.

Writing a Class Notes Column

- Please observe the suggested word limit (between 1,000 and 1,250 words). Space is at a premium, and columns that run long will need to be trimmed. Time permitting, we consult with the correspondent on this.
- Observe our “[PEA Style](#)” guidelines (adapted from *The Associated Press Stylebook* copyright 2009).
- Remember the time lag. Class notes will appear in print approximately four months *after* being filed, so write accordingly. For example, notes submitted in January will run in the spring issue, so don't wish classmates a happy new year. Likewise, notes submitted in April for the summer issue should speak of spring events (including graduations and reunions) in the past tense, rather than the future or present.
- To make the best use of space allotment (and to avoid big blocks of boldface type), please don't submit long lists of names without any personal news.

Submitting Material: Columns and Photos

- The most efficient way for us to receive a column is as an *attachment* to an email to jmreiter@exeter.edu. Mailed columns should go to Janice Reiter, Communications Office, Phillips Exeter Academy, 20 Main St., Exeter, NH 03833.
- Photos are best sent as jpg files attached to an email. To reproduce well in print, jpgs should be high-resolution images (at least 300 dpi). Like columns, black and white or color photos can be submitted by mail.
- Please provide complete caption information, including names, location, date and other pertinent details.

HOW, part 2

Advancement Operations

The Records Office within the Office of Advancement Operations maintains the latest data on alums: addresses (home and business), as well as some biographical info, such as the names of family members and an alum's education/degrees/profession. Invaluable to correspondents' work, this information is available online on the [alumni website](#) and as html files sent to correspondents regularly and available on request.

The school's confidentiality statement appears on the address file: “The Academy protects the security and confidentiality of records contained in its information systems. The information is intended exclusively for purposes related to furthering the mission of Phillips Exeter Academy. It is not to be used for private, commercial, political or any other purpose not directly related to the Academy. This information is not to be shared with any other classmate, individual or organization.”

The [alumni website](#) links to class webpages, events, alumni news and resources for volunteers—and the powerful online directory. The online directory requires login credentials—instructions are on the page. This is an effective and fun tool. Particularly, check out the amazing ‘advanced search’ feature.

A mobile app for your iPhone or iPad can be downloaded from the Apple’s App Store and Google Play. It will allow you to search the directory and connect via LinkedIn to other Exeter alums worldwide. Start the app and enter your name and your preferred (Exeter) email address. You’ll then receive an email with a verification link. Open your email from your mobile device and tap the link.

[Online class notes](#) are also found on the website. This tool provides an immediacy that class notes in the *Bulletin* cannot provide—reports written by alums themselves in real time, a spin-off of our *Bulletin* notes prescript: written by alums for alums and available to all members of the community.

Behind password protection, the Academy’s alumni site is secure. If you need assistance getting into the site, call Marc Bessler, data support specialist, in the Advancement Operations office at 800-828-4325, ext. 3367, or 603- 777-3367; or email mbessler@exeter.edu.

Sending Updated Information to Exeter

Email, undeniably, makes contacting classmates easier. And while the Academy is fortunate to have an email address for 80 percent of the alumni body, not all of these addresses work. The emails bounce and personal and professional data gets old. You can help us keep our files current by forwarding recent information you receive from a classmate to Susan Clews in the Advancement Operations Office at 800-828-4325, ext. 3469, or 603-777-3469; or emailing items to records@exeter.edu. This especially helps classmates who assume that by informing a correspondent of a change they have told the Academy.

NOTE: Some correspondents have pointed out that the Deaths, Marriages and Births (DMB) columns that appear at the back of the *Bulletin* occasionally “scoop” the class notes themselves with news of significant alumni milestones. Here’s why: The DMB columns are compiled by the Record Department, which collects its data from a variety of print and online sources. Because the DMB columns have a later deadline than do class notes (because of their vastly shorter length), they will inevitably contain some news that hasn’t yet appeared in the columns. Rather than a bad thing, we see these “leads” as an opportunity for correspondents to contact their classmates and get the full story.

WHAT NEXT?

The receipt of your column will be acknowledged. Next, the text will be formatted, copy edited and proofread before being laid out in page format by the *Bulletin*’s designer. Most edits are for accuracy, clarity and brevity, and occasionally, for tone and content. Time permitting, we will consult with you on this.

PEA’s Instructions to Proofreaders

For class notes, the way we define *proofread* is to “read carefully to catch typos, spelling errors, misspelled names, missing words, words used incorrectly, words not styled correctly (italic, boldface), punctuation errors, sentences whose meaning is unclear and copy that is questionable in tone.”

Proofreading materials

The package given to the proofreader includes:

- Printout of entire set of notes. This is the document to be proofread.
- Style manual: *The Associated Press Style Guide*.
- Directory/data printout of all alumni of the Academy; the alum’s class year.

Instructions on Typography

- Names: The name of an alumnus/a in the correspondent’s class is boldfaced on first reference only.
- When an alum is named in a column written by a correspondent from a class other than his or her own, the class year appears with the name and the name is not in boldface.

Remember: Have Fun!