

# Magazine Correspondent Handbook



WELLESLEY  
ALUMNAE  


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Dear magazine correspondent,

We would like to start by thanking you for everything you do for your class and for the College. *Wellesley* magazine is the leading way that alums learn about the College and about each other. And what section does everyone turn to first? You guessed it, class notes!

Your columns keep alums connected to each other and to Wellesley, and they help classmates celebrate and support each other. Class notes announce awards received and promotions earned, families expanded and weddings celebrated, and they are also an invaluable lifeline for alums who are going through difficult or challenging times. Your columns can help an alum who's making a daunting career change get advice, marshall support for a classmate who's lost a spouse, and offer remembrances of a beloved alum who has died. Thank you for sensitively recording the fullness of the lives of our alums, in all their beauty and complexity. We are here to support you as you do this vital work.

This handbook is a way to find resources specific to your role as magazine correspondent. Included are tips and tricks on getting news from classmates, as well as guidelines on photo and memorial submissions. Please send us your most successful and most creative ideas on how to solicit news from your classmates. We'd love to share them with other magazine correspondents.

Thank you, again, for everything you do—we love helping you connect your classmates with each other and with the College through the magazine.

Best regards,



Lisa Scanlon Mogolov '99  
Editor



Catherine O'Neill Grace  
Senior Associate Editor



Grace Ramsdell '22  
Class Notes Editor



Emily Carey '19  
Volunteer Coordinator

# Wellesley College Alumnae Association Mission

*The mission of the Wellesley College Alumnae Association is to support the institutional priorities of Wellesley College by connecting alumnae to the College and to each other. The Association will serve as a lifelong resource to alumnae and will encourage alumnae to contribute to the continued excellence of the College.*

## Volunteer Tenets

All alum volunteers are guided by the Wellesley College Alumnae Association (WCAA) mission. We are always looking for alums interested in sharing their time, energy, and spirit as volunteers for Wellesley. The following tenets are designed to guide you in your volunteer role(s).

As a Wellesley volunteer, you agree to:

- Treat all alums and staff with respect and civility in person, in email, in print, and on social media.
- Commit to a role that suits your skills and capacity.
- Commit to being inclusive and to addressing issues of diversity along numerous demographic lines (e.g., race, class, gender identity, sexual orientation, ethnicity, age, ability, religion, geography, etc.) in all facets of your volunteer work.
- Communicate regularly with alum volunteers and WCAA staff.
- Actively seek opportunities to engage new alums.
- Resolve any conflicts in a transparent and open manner.
- Acknowledge any potential conflicts of interest and recuse yourself when appropriate.
- Keep your contact information current at [alum.wellesley.edu](http://alum.wellesley.edu), including address, email, and phone number. As a volunteer, you must agree to be contacted by the WCAA or other alums via any of these channels.
- Recognize that your actions will reflect on and speak for not only you, but for other alums and the College.



# Role Responsibilities

As magazine correspondent, your job is to write four columns a year of **no more than 500 words each**.

## Schedule

**Fall** (published late November): columns due Sept. 1

**Winter** (published late February): columns due Dec. 1

**Spring** (published late May): columns due March 1

**Summer** (published late July): columns due May 1

**NB:** The spring and summer deadlines are only two months apart; others are three or four months apart. If the due date for the column falls during a weekend or on a holiday, please submit before 8:30 a.m. the next business day.

# Gathering News

About a month before each deadline, Emily Carey '19 will send you a reminder email. We'll also send along any updates we learn about your classmates as we get them. But mostly, you should be actively trying to get news from classmates yourself. Some tried-and-tested ways to gather submissions include:

## Use Published News About Your Classmates

We'll pass along news articles and press releases that we receive about your classmates, and since it's public news, it's generally fine to use in your column. However, it is usually a good idea to reach out to that alum about the news for additional personal comment...and to make sure the news is accurate.

## Using Social Media

Many classes have a Facebook group (for example, "Wellesley College Class of 1999"), and class secretaries find that if they post a request for news in that group, in a matter of minutes they'll have a few items for their columns. However, if you'd like to write about news from a classmate that you learned on social media (not in direct response to a call for news), ***get permission to publish the news from that classmate before you write your column.***

## Send Email Requests for News

Sending a broadcast email to your class requesting submissions for class notes is a quick and easy way to get news. You may use this [form](#) to request an email blast to your class.

Please visit [alum.wellesley.edu/volunteer](http://alum.wellesley.edu/volunteer) for more information on the WCAA's policies on sending emails and getting class lists.

## Contact Alums Individually

WCAA strongly encourages use of the online alumnae directory. The online alumnae directory is behind a Wellesley firewall that requires signing in. If alums have difficulty logging in, they can call the help desk at 781-283-7777 or email them at [helpdesk@wellesley.edu](mailto:helpdesk@wellesley.edu). They can also use the [password reset feature](#).

## Join Class Mailings

Include requests for news in the emails and mailings that other class officers send out, such as a letter from your class president.

## Make Phone Calls

Many alums, depending on what generation they belong to, appreciate getting calls from their magazine correspondent asking for updates.

## Ask Other Class Officers

Your class officers are some of the most connected alums out there...ask them what they've been up to and what Wellesley friends they've connected with recently.

## Appoint Regional News Reps

Appoint news representatives in different parts of the country (and world). Speak with them on a regular basis to find out what news they have gleaned.

## Ask a Question

Within your column, ask your classmates for their thoughts, goals, or opinions. Some magazine correspondents pose a question in one column and then print classmates' responses in the next issue. Try a questionnaire on a particular subject. Some alums have had success emailing out surveys through free apps like Google Forms.

# Writing Class Notes

## Column Length: 500 Words

We allot 500 words for each column. *We will cut your copy if it exceeds the limit.*

When we edit, we do our best to preserve your voice. However, we will have to make decisions on what should be trimmed and what should be kept. We are far more comfortable if *you* make those decisions. Please make every effort to write to length; you know better than we do what is important to your classmates.

*If you miss an issue or use fewer than 500 words in a column, you do not receive extra space in the next issue.*

## Tricks for Keeping Word Count Down

- Don't use a long introduction to set the scene. For example, avoid intros like, "I write to you from the café of the Seattle Art Museum, where I'm waiting for my husband. We're just back from a long vacation in Maine, and I arrived to find my mailbox stuffed with notes from classmates."
- Don't explain how you received information. "Jane emailed me to tell me that she bought a new house," could become "Jane has a new Victorian home in Darien, Conn.," which tells more in fewer words.
- Ask what the priority is. If you have a lot of information about a particular alum, ask them to let you know the most important thing to share with the class.

## Names

Be careful to spell names correctly. Check and double check. If an alum has a college last name and a current last name, include both names in the notes (e.g., "Mary Jones Smith," not just "Mary Smith").

Only alums themselves can change their names with the College. If an alum writes to you with a new first or last name, but they haven't told the College that they have a new name, we will run the alum's name as what the College has in its database. Alums can update their names (and contact info) by calling the update line at 781-283-2225 or emailing [recordupdates@wellesley.edu](mailto:recordupdates@wellesley.edu).

## Nicknames

Don't refer to alums by their nicknames alone, without last names: "Dottie and I got together." If an alum goes by their nickname as well as their first name, you can list them as follows: "Mary 'Dottie' Jones Smith and I got together." If they go by the nickname alone, you can list them as follows: "Dottie Jones Smith and I got together."

## Class Years

If the name of an alum who is not a classmate comes up in your column, include their class year: "We saw Dottie Jones Smith '94 and Mary Adams CE/DS '92, as well."

If you are the CE/DS magazine correspondent, your rules are slightly different. After the name of each CE/DS alum mentioned in your column, you need to include their class year, in parentheses: "Mary Adams ('92) is living in Lowell, Mass." If an alum from a non-CE/DS class is mentioned in your column, include their class year after their name as well, but without the parentheses: "Dottie Jones Smith '94 was there, too."

## What's Fit to Print?

### **Getting Permission**

Again, before you begin your class notes, ***make sure you have permission to use the news you've gathered.*** If you receive news in a personal card or letter, or if you hear news through a mass email from an alum, be sure the writer is willing to have their information printed before you put it in class notes. If you hear news about a classmate through another alum, check with the classmate the news is about before including it.

Any news that has been printed in a public forum (newspaper, magazine, press release, website) is considered public information. You don't need to request permission to reprint it. However, it is always a good idea to contact the alum in question to make sure that the information in the printed material is correct.

### **Fact-Checking**

You should not feel obligated to double-check all the printed or second-hand information you receive. However, if you have the time and inclination, feel free to do so. If you do fact-check, list your sources at the end of your column, so we know what information you confirmed and how.



### **Pregnancies**

Yes, they are the stuff of great news. However, magazine policy requires that we wait for births to take place before mentioning them in the class notes. We are happy to share baby news after the fact. This is designed to protect the individuals' privacy, should circumstances change.

### **Share the Wealth**

Try to include as many different people as possible in the class notes. Avoid mentioning the same people several columns in a row. There is no official expiration date for news, because we receive so many different types of news. However, if you have information from a lot of different people, then you might want to omit the older news from an alum who has sent in a great deal of information. Use your judgment.

## **Sending Class Notes**

### Email Preferred

If at all possible, send an electronic version of your notes by email to Emily Carey '19 at [ecarey5@wellesley.edu](mailto:ecarey5@wellesley.edu). We can translate most word-processing and spreadsheet software to Microsoft Word, which we use in the magazine office, or you can simply include your column in the body of an email. We cannot read desktop publishing software other than InDesign.

### If You Do Not Have a Computer

If you do not have a computer and/or internet access, you may send a typewritten or neatly handwritten manuscript. Put your name and class year on each sheet of your manuscript. We no longer have a fax machine; if you don't have access to a computer, please mail your column to to Emily Carey '19, WCAA, 106 Central St., Wellesley, MA 02481-8203..

### Keep a Copy

Keep a copy of your column, so you can refer to your manuscript if we have questions.

### Meet All Deadlines

*If you are not able to send us your column in time*, please contact Emily Carey '19 ([ecarey5@wellesley.edu](mailto:ecarey5@wellesley.edu) or 781-283-2398). We have only a small window for editing notes; if you miss it, we will ask you to hold your notes until the next issue.

## Confirm That Your Notes Have Arrived

### **If You Sent Your Notes by Email**

If you do not receive a message within 24 hours (one business day) acknowledging receipt of your notes, please send another email or call to confirm that we received your column.

### **If You Sent Your Notes by Postal Mail**

If you would like to know if your notes arrived safely, please give us a phone call.

## **Class Notes Photos**

We are receiving more photos than ever, thanks to the ubiquity of high-quality camera phones. Unfortunately, due to space and budget constraints beyond our control, are not currently publishing photos in the print magazine. However, all photos that we receive go into the online version of class notes at [magazine.wellesley.edu](http://magazine.wellesley.edu).

When you submit your own photos or pass along classmates' photos, be sure to include the names and class years of everyone depicted. Please also include a description of the event pictured. The more information you include, the better the photo caption will be.

If you are sending a digital photo, email it to [magazinephotos@wellesley.edu](mailto:magazinephotos@wellesley.edu). (See below for digital guidelines.) If you are sending a print photo, mail it to:

Grace Ramsdell  
*Wellesley* magazine  
Wellesley College  
106 Central St.  
Wellesley, MA 02481-8203

All prints will be returned to the sender after the relevant issue is published.

## Content

Because we have unlimited space online, we welcome all photos from alums, including photos of pets, children, artwork, and selfies. We can even run old photos from your time at Wellesley!

## Format

We accept both prints and digital photos. All photos in electronic format must have a resolution of at least 300 dpi at a 4x6 print size; we prefer JPEG or TIF files. *Wellesley* does not accept images that have been altered digitally. If a photo does not meet these guidelines, we will not be able to print it. Photos may be in black and white or color.

## Deaths and Memorials

Once each month, the College will email you the names and dates of death of deceased classmates. All magazine correspondents handle reporting classmates' deaths differently. It is completely up to you whether you mention a classmate's death only in your column or whether you seek out or write a 100-word tribute for the "Memorials" section. You should not feel obligated to include a memorial for every classmate who dies.

However, at minimum, deaths should be mentioned in the notes, even if you have no additional information. Many magazine correspondents like an initial mention in the column and then a footnote to the "Memorials" column, for example: "We are sad to learn that Sally Wilson School died at her home in California on May 1. Warm condolences to her husband, Fred, and two children. Please see the 'In Memoriam' section for a tribute."

You may also wish to acknowledge a death with a note to the family. Please note that Wellesley usually only has the most recent address of the deceased alum, and not necessarily their family.

### Memorials Within Class Notes

If you include a tribute in your notes, it should be fairly short, as you will need to include news about other classmates. You may wish to speak to friends of the deceased classmate to gather some personalized information about them, although many newspaper obituaries carry enough information for a tribute included in the notes.

### Reporting Deaths and the "In Memoriam" List

The "In Memoriam" list at the end of the "Class Notes" section includes all deaths reported to the Alumnae Office since the last issue. Please send in your own list of previously unreported deaths with your class notes. ***You must include verification with any death notices you send to***

*us* such as links to online obituaries (or clippings from print obituaries), emails or letters from relatives of the deceased, or a program from a memorial service. ***We cannot print news of a death until one of these forms of notification has been received by the College.***

***Mention of a classmate's death within class notes does not constitute official notice to the College.*** As you can understand, the College needs to be careful in recording the death of an alum.

## The “Memorials” Section

### **Half-Page Memorials**

Due to space and budget constraints beyond our control, the magazine only publishes longer memorials for faculty emeriti, former alum trustees, and public figures (for example, Nora Ephron '62). These longer memorials are assigned by the editors of the magazine.

### **100-Word Memorials**

These may be written by classmates, other alums, or non-alums; or by family members (many volunteer or are happy to write when the option is mentioned by a magazine correspondent, though each case is different and should be handled with care).

It is fine if there is not a memorial for every deceased classmate. Memorials are a way for friends or family members to pay tribute to a departed alum, if they feel moved to do so. Sometimes friends and family members prefer not to write a memorial; we never want anyone to feel obligated to write a memorial if they are uncomfortable with it for any reason.

Memorials should focus on personal notes about the alum's life; for example, brief college reminiscences or memories of friendships. Notes on life accomplishments are welcome, but need not be exhaustive, as we do not consider these pieces obituaries of record. We do not print eulogies or adapt printed obituaries as memorials.

***Memorials should not exceed 100 words.*** Longer tributes may be included in class newsletters or on your class website. The 100 words includes the alum's name and date of death, but not the name(s) of the author(s). There is a little wiggle room, because we are not heartless, but we do try to edit these down to as close to 100 words as possible. Please direct all correspondence regarding memorials to Catherine O'Neill Grace at [cgrace@wellesley.edu](mailto:cgrace@wellesley.edu) or 781-283-2344.

## Class Lists

Class lists are available via email or in hard copy. Electronic versions of lists are provided in Excel. If you'd like to order a list, please let Emily Carey '19 know. Lists can be sorted by college last name, current last name, state, zip code, or date of birth. Please allow two weeks' lead time.

## Keep Us Up to Date

### Personal Information

Update telephone line: **781-283-2225**

Update email address: [recordupdates@wellesley.edu](mailto:recordupdates@wellesley.edu)

This phone line and this email address are to be used exclusively for updates to alum personal information: mailing addresses, employment or educational information, name changes, etc. Please note this service to your classmates in your class notes or when you are in touch with them.

### Clippings

If you see newspaper or magazine stories about alums, please send them to the magazine office. We will pass them on to appropriate class magazine correspondents and/or College departments.



# Contact Information

## **Wellesley College Alumnae Association**

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Wellesley, MA 02481-8203

781-283-2331

[www.wellesley.edu/magazine](http://www.wellesley.edu/magazine)

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