



Guidelines for Class Correspondents

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

Phillips Exeter Academy
Alumni/ae Affairs
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WHAT

Appointment

Correspondents are class officers appointed by the class president.

Job Description

The work you do as class correspondent is of real significance to the Academy. Exeter alumni/ae consider *The Exeter Bulletin* their key source of information about the Academy, and the class notes columns their best source of news about one another. You are a crucial link in maintaining the strong sense of connection that exists among Exeter alumni/ae and in establishing bonds with classmates who have fallen out of contact with the Academy.

The class notes program is coordinated by Janice Reiter in the office of alumni/ae affairs and development, in partnership with Karen Ingraham, the editor of the *Bulletin*.

As class correspondent, you are asked to:

- serve a five-year term, which may be renewed at your next reunion;
- gather news from your classmates and report it accurately;
- write four 1,100-word columns per year, including the reunion column at the end of your term;
- file these columns in a timely fashion;
- and, over the course of each five-year term, attempt to make personal contact with and publish at least one news item about every member of your class.

Class notes are a forum in which classmates can 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, please follow up on secondhand reports and speak directly with your classmates.

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 your submissions to be sure that nothing could cause your classmates or other readers undue discomfort or distress. You know better than we do which “in jokes” could hurt or insult others. Like other publications, we edit for offensive content and tone.

WHEN

Production Schedule, 2008-2009

Issue	Due Date for Notes	Pub Date of Bulletin
Spring '09	January 1, 2009	April 2009
Summer '09	April 1, 2009	July 2009
	<i>Staggered deadlines for correspondents writing reunion reports.</i>	
Fall '09	June 1, 2009	October 2009
	<i>July 1, 2009, for correspondents in reunion classes.</i>	
Winter '10	October 1, 2009	January 2010

You will receive reminder notices in advance of each of these deadlines. Please believe us when we say there is very little wiggle room built into these deadlines. Should you have a problem meeting a deadline, please call us to let us know how soon you can submit your notes to keep from holding up production on the rest of the *Bulletin*.

HOW, part 1

Getting in Touch With Your Classmates

There's no single right way to solicit news from your classmates; in fact, most correspondents rely on a variety of methods—postcards, email, phone calls, the occasional threat or bribe. That said, because it's so easy to use and increasingly available, email often brings the greatest number of responses in the shortest amount of time (sometimes *too* many if you email the whole class at once).

What does work best is a steady, persistent effort. One good, newsy column often begets the next. And however you seek out your news, remember to ask your classmates for photos.

Class Lists

The information services department within the alumni/ae affairs and development office maintains a database of alumni/ae addresses, phone and fax numbers, current employers, family members and email addresses. This data can be sorted and produced for you in a variety of ways. Class lists can be sorted alphabetically, by region, or almost any other permutation that might prove helpful to you.

Lists come in two formats: hard copy (paper) and html or PDF files. The Academy's security and confidentiality statement, which directs the use of such lists, is printed on the first page of the list. It reads: "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."

Lists carry the date when the download was run. Since data on your classmates will change almost daily, we suggest you also use the online directory (click "Online Directory" at <http://phillips.exeter.edu>) to get the most current addresses. (See "Finding Email Addresses Using the Exie-Net" on page 3 for directions.)

To order class lists (including a list of current email addresses), call class notes program coordinator Janice Reiter at 1 (800) 828-4325, ext. 3348, or (603) 777-3657; or email classnotes@exeter.edu or jmreiter@exeter.edu. To double-check a classmate's address electronically, you can use Exie-Net's online directory.

Postcards and Mailing Labels

Double postcards are the "old reliable" of class notes newsgathering. The first postcard contains your message to your classmates; attached to it is a stamped reply card they can return to you with their news. Correspondents often stagger the mailing of the cards so they have a steady supply of current news. Response rates vary from pretty good to pretty dismal; following up by phone or email helps.

Some correspondents have had success sending single postcards with a message reminding the recipient to send news to the correspondent. These postcards are an easy way to reach classmates whose email addresses are not in our database.

We would be happy to have cards printed for you with a message of your choosing. Cards never go stale (until postage goes up) but addresses do, and quickly. You may order a set of cards for your entire class at one time, but if you mail those cards in batches over time, you should order a fresh set of labels for each batch. "Using up" old labels can be a false economy. Cards mailed to old addresses come back to the Academy—an unnecessary expenditure of time and postage if the new address is already in the system. It is much easier for you, your classmates and the records office if the most current addresses are used.

To order postcards and mailing labels, call class notes program coordinator Janice Reiter at 1 (800) 828-4325, ext. 3348, or (603) 777-3657, or send a request by email to classnotes@exeter.edu or jmreiter@exeter.edu.

Email

Email, undeniably, makes contacting your classmates easier, and by all accounts it improves response rates significantly. The largest increase in email use is among our older alums. Please send any email address changes to records@exeter.edu, just as you would any mailing address changes you receive.

Finding Email Addresses Using the Exie-Net Online Directory

The Academy currently has email addresses for almost 74 percent of the alumni/ae body. You can access individual addresses through Exie-Net, the Academy's package of online services for alumni/ae.

To access Exie-Net, you must first register as a user. Choose "Exie-Net" on the alumni/ae web page (<http://phillips.exeter.edu>) and follow the four easy registration steps.

Once you have registered, go to the Exie-Net online directory—a database containing home and work addresses, phone numbers, email addresses and other information. Each Exonian may customize his or her listing and update it at any time.

For assistance with Exie-Net, call Marc Bessler, data support specialist, in the alumni/ae affairs and development office at 1 (800) 828-4325, ext. 3367, or (603) 777-3367; or email mbessler@exeter.edu.

Broadcast Email Messages

The Academy can send an email message from you to all your classmates for whom we have an email address. To arrange for this kind of message, which we call a broadcast or "blast" email, first compose the message and then email it to class notes program coordinator Janice Reiter at jmreiter@exeter.edu. Broadcast emails should be requested no later than two weeks before the upcoming deadline. Ordinarily, we need two business days to send a broadcast email.

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

- Emails can be personalized, i.e., Dear "Jack."
- Your email address will be in the sender line, so it will "look like" it came from you and you will get all replies.
- You will know your emails have gone out because you will get a copy.

Sending Updated Information to Exeter

We need your help to keep Exeter's alumni/ae records as current as possible. As class correspondent, you will receive many updates on addresses, employers, marriages, births and more. Often your classmates will assume that by informing you of a change, they have also informed the Academy.

To keep the process as streamlined as possible, please send all updates to Susan Clews in the information services department at 1 (800) 828-4325, ext. 3469, or (603) 777-3469; or email records@exeter.edu. If you'd like, you can mail Susan your classmates' reply postcards that include address updates, etc. Send them to Susan Clews, Information Services Department, Phillips Exeter Academy, 20 Main St., Exeter, NH 03833.

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/ae milestones. Here's why: The DMB columns are compiled by the information services department, which collects its data from a variety of sources—newspapers obituaries, wedding and birth announcements, as well as from your class notes columns. 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 your columns. Rather than a bad thing, we see this as an opportunity for you to use these "leads" to contact your classmates and get the full story.

HOW, part 2

Writing Your Column

- Please observe the 1,100-word limit. Space is at a premium, and columns that run long will need to be trimmed. Time permitting; we will consult with you on this.
- Type your columns, preferably on a computer, preferably using Microsoft Word.
- Observe our "PEA Style" guidelines (adapted from *The Associated Press Stylebook*). These guidelines can be found on the Academy website at <http://306.exeter.edu/communications/style.html>.
- Check the spelling of your classmates' names.

- Remember the time lag. Your notes will appear in print approximately four months *after* you file them, so write accordingly. For example, notes submitted in January will run in our spring issue, so don't wish your 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 your limited space (and to avoid big blocks of boldface type), please don't submit long lists of names without any personal news. If you are listing reunion attendees, remember that this material can already be found on the class websites, located at <http://phillips.exeter.edu/classof/your four-digit class year>.

Submitting Your Column

- We are pleased to receive your column in the way that works best for you. But the most efficient way for us is to receive it as an *attachment* to an email. Please send your column to jmreiter@exeter.edu.
- Or you can mail your column to Janice Reiter, Office of Alumni/ae Affairs, Phillips Exeter Academy, 20 Main St., Exeter, NH 03833.

Submitting Your Photos

- Color and black-and-white photos (as well as slides) are welcome. Family shots, including babies, should include the alumna/us. Send them to Janice at the above address.
- Photos may also be submitted electronically as jpeg attachments. Please note that to reproduce well jpegs should be high-resolution images (at least 300 dpi).
- Please provide complete caption information, including names, location, date and other pertinent details.
- If photos need to be returned, please indicate to whom and where on the back of the photo.

What Next?

The receipt of your column will be acknowledged. Next, your text will be formatted, copy edited and proofread before being laid out in page format by our graphic designer. Most of our 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 (ital, 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 edited notes. This is the document to be proofread.
- Folder for each class: contains copy of correspondent's original document and any subsequent notes, including post-submission additions, queries to correspondents and their replies, any proper names that have been checked for accuracy using an Internet search engine.
- Style manual: we follow *The Associated Press Style Guide*, now in a revised edition. For easy reference, elements of style that occur frequently in class notes are contained in a six-panel "Style Guidelines for Class Correspondents."
- Directory/data printout of all alumni/ae 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.

WHO & WHERE

Here's who we are and what we do. You can reach all of us at PEA's toll-free number, 1 (800) 828-4325.

Alumni/ae Affairs Office

Harold Brown Jr. '74, director of alumni/ae affairs, (603) 777-3353, hbrown@exeter.edu
Oversees the office of alumni/ae affairs.

Christine Fell, assistant to the director of alumni/ae affairs, (603) 777-3264, cfell@exeter.edu

Amy Faulkner, associate director of alumni/ae affairs, (603) 777-3481, afaulkner@exeter.edu

Julie Pearson, program assistant, (603) 777-3457, jepearson@exeter.edu

Works with leadership in classes '84 to '88, oversees New England and New York regional associations.

Michelle Curtin, assistant director of alumni/ae affairs, (603) 777-3028, mcurtin@exeter.edu

Natalia Bueno, program assistant, (603) 777-3454, nbueno@exeter.edu

Manages the student and young alumni/ae programs, classes '99 to '08.

Benita O'Connell, assistant director of alumni/ae affairs, (603) 777-3026, bloconnell@exeter.edu

Dawn Perkins, program assistant, (603) 777-3022, dperkins@exeter.edu

Works with leadership in classes '89 to '98; directs West Coast, Chicago, Washington, D.C., regional associations.

Jan Woodford, assistant director of alumni/ae affairs, (603) 777-3414, jwoodford@exeter.edu

Liz Clements, program assistant, (603) 777-3474, eclements@exeter.edu

Works with leadership in classes '30 to '83; directs Seacoast and Northern New England regional associations.

Janice Reiter, program coordinator, (603) 777-3348, jmreiter@exeter.edu, classnotes@exeter.edu

Assists you in every aspect of your job, from notifying you about upcoming deadlines to preparing the 80,000-word master document for design to writing captions for your photos.

Communications Office

Karen Ingraham, associate director for publications, (603) 777-3349, kingraham@exeter.edu

Edits the Bulletin.

Information Services

Susan Clews, manager of information services, (603) 777-3469, records@exeter.edu

Manages the Academy's alumni/ae records office. Send her new information about your classmates.

Marc Bessler, data support specialist, (603) 777-3367, mbessler@exeter.edu

Provides you with technical support on Exie-Net.