Quick Guide

1. Deadlines: September 1, December 1, March 1 and June 1.

2. Word Count: 250 words plus 70 words per mention, up to 2,500 words (SEE PAGE 4-5.)

3. A mention is news about a classmate—not just a name on a list. (SEE PAGE 3-4.)

4. Class notes are for news of classmates, not for editorializing. (SEE PAGE 3.)

5. All classmates’ full names should be bolded (SEE PAGE 8.)

6. You are expected to submit a column every quarter, but if you only have news from a few classmates, that’s fine.

7. Your personal style is appreciated—but the purpose of the Notes is to report classmates’ news. (SEE PAGE 2.)

8. We’ll send out ONE request for news to your class before the deadline—just send us the text. (SEE PAGE 6.)

9. You are responsible for writing In Memory pieces or finding a classmate to do so: In Memory pieces are restricted to 300 words (longer pieces can be posted online). (SEE PAGE 7.)

10. Deadlines: At or before 4 p.m. Tuesday, September 1, 2015; Tuesday, December 1, 2015; Tuesday, March 1, 2016; Wednesday, June 1, 2016.
The Purpose and Importance of Class Notes

You have volunteered for the important task of keeping the College and your fellow alumni up to date on the lives of your classmates. We look to the notes to accomplish the following: to help classmates connect with one another, to make every member of the class feel included and to promote goodwill toward Amherst. Doing this in the limited space available and with an eye toward a broad reading audience necessitates certain guidelines.

Your contribution is indispensable, and we are extremely grateful for your willingness to assist in this way. The role of class secretary is highly visible and important to the class and the College, and you should not hesitate to call if you encounter a situation that requires clarification. Thank you for your efforts and, most importantly, your time spent writing the notes.

Your Responsibilities

1. Regularly collect news and prepare columns four times per year
   The job of class secretary requires that you take a proactive approach to collecting news. Personal news of every classmate should appear at least once between reunions (every five years). Your column should appear in every issue of the magazine.

2. Write In Memory Remembrances
   You are responsible for writing timely In Memory remembrances for deceased classmates or for finding the appropriate person to do so. (See page 7 for details.) Print In Memory remembrances are limited to 300 words. Longer versions can be posted online at amherst.edu/aboutamherst/magazine/in_memory.
Guidelines

Subject Matter
Notes should be limited to news of classmates or other alumni associated with your class. Secretaries should not include their own (or other’s) editorials, essays or poems. We do not include address changes (including email addresses) or telephone numbers for classmates. (Your column can reference that new contact info is available from the alumni office or via amherst.edu/alumni.)

News should be of reasonable length and of an informative nature and should appeal to your entire class. Please avoid innuendos, slurs, inside jokes or personal messages. Remember that your column will be read by a broad audience—classmates, parents, grandparents, siblings, Williams alumni, perhaps even patients in an Amherst doctor’s waiting room. Please do not cut and paste entire letters, articles or news releases; instead, digest or summarize them (this will also help you stay within your word limit). Use your class webpage for longer documents and for posting photos.

Your classmates will appreciate a secretary who knows the personality of the class. But do not be ashamed of class notes that sound like class notes. Providing news is your primary goal. Your classmates want to hear about each other.

Confirmation of News
Occasionally, we will hear from a classmate who is upset about news he or she did not want published or information that was reported inaccurately. The one sure way to avoid this is to confirm news that does not come to you directly from the classmate. This will make the news more engaging; you can find out, for example, why he/she moved to Boston. Think about your sources and the classmate being mentioned. Please also confirm with classmates before reprinting information from social media. When in doubt, reconfirm.

The Definition of a “Mention”
A “mention” in your notes is the news of any classmate, whether a detailed paragraph or a brief update. A name in a list (attendees at a wedding or dinner, for example) without substantive news attached will not count as a mention. Classmates mentioned as reunion attendees with no news attached will not count as mentions. All classmates’ full names should be in bold typeface (See page 8).

We hope your column will include detailed news that is of broad interest, such as news about job changes, places of residence, marriages, births, new educational plans and other specifics about your classmates’ lives.
You should be aware not only of classmates who remain unmentioned but also of those who send news frequently, such as: “Finished first semester law school,” “Finished second semester law school,” etc. We encourage secretaries to use prudence in deciding when and how often a classmate’s news should be printed.

Word Counts
Each secretary has a base of 250 words per column for an introduction, a conclusion and/or between-mention commentary. In addition, you have an average of 70 words per classmate you mention, up to 2,500 words.

Your goal is to include news of every member of your class at least once every five years, and to do so concisely, with an appreciation of the space constraints inherent in a print magazine. The average length of a set of class notes is 1,000 words. The vast majority of submissions fall well below 2,500 words. When we receive submissions that are significantly longer than average, we have less space available for news and feature content in the rest of the magazine. To minimize this issue, and to allow for advance planning of the magazine’s layout, we ask you to keep your class notes to a maximum of 2,500 words per issue. (Of course the 70-words-per-mention rule still applies.) Submissions longer than 2,500 words will be sent back to the class secretary for editing. If the class secretary has difficulty meeting the 2,500 word limit our office will do the editing for space before they are published in the magazine, but remember that class notes of any length can be posted to the class webpage. When editing, we will never completely remove a classmate’s mention. Instead, we will shorten mentions to reach the acceptable word count.

A mention must include both a name and at least one substantive piece of news. A list of 12 wedding attendees, for example, will not count as 12 individual mentions, unless there is substantive news about each person.

Remember that the 70-word rule is an average: You are free to include longer reports about some classmates as long as they are balanced out with shorter mentions. (On a computer, word counts are easily available through the “Tools“ or “Review” menu in MS Word). Since you should bold each classmate’s full name, they are easy to count. One easy way to cut down on space is to digest news rather than quoting it directly.

Proofing
The notes are proofread by a professional editor. We try to avoid substantial changes to your text. We follow AP style and will edit for consistency, accuracy, clarity and length.
Photographs
The magazine does not include photographs, which may be sent to you by classmates, in the class notes. Instead, we encourage alumni to post photographs on the Class News section of your class webpage (amherst.edu/alumni/classpages).

Guest Secretaries
Your class must be represented in every issue. In the rare instance that you are not able to prepare notes for an upcoming issue, you should designate a classmate to cover for you. Please notify your alumni office liaison in advance.

Posting Class Notes Online
Given the lag time between when you submit your notes and when the magazine is mailed, we encourage you to post class notes on your class webpage and to notify the class whenever a new batch of notes is posted. If you’d like to learn how to post your notes, please contact your alumni office liaison. If you do not post the notes, the alumni office will, but it will be at a later time.

AMHERST COLLEGE

Class Secretary Word Count Guidelines

<table>
<thead>
<tr>
<th>No. of Classmates Mentioned</th>
<th>Total Words Per Column</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Includes 250 words to use as see fit)</td>
</tr>
<tr>
<td>5</td>
<td>600</td>
</tr>
<tr>
<td>10</td>
<td>950</td>
</tr>
<tr>
<td>15</td>
<td>1,300</td>
</tr>
<tr>
<td>20</td>
<td>1,650</td>
</tr>
<tr>
<td>25</td>
<td>2,000</td>
</tr>
<tr>
<td>30</td>
<td>2,350</td>
</tr>
<tr>
<td>32</td>
<td>2,490</td>
</tr>
</tbody>
</table>

Each secretary has a base of 250 words and an average of 70 words per classmate mentioned, up to 2,500 words. Please see page 3 for details on what constitutes a “mention.”
How to Gather News

Email/Web
At your request, we can send one email each quarter requesting news to all members of your class whose email addresses we have in our database. Please notify us at least two weeks ahead of the quarterly deadline if you would like us to send out an email. We can also occasionally send postcards to those classmates without email. You will need to supply the text.

If your class has an active class website or Facebook page, you should check it regularly for news. Remember to always confirm news that you find on social media!

Telephone
Probably the best way to get news, especially from classmates who don’t regularly write, is to make a few phone calls. Your alumni office liaison can give you an updated contact list for your classmates. This contact information, whether sent electronically or in print, is confidential information and is NOT to be shared with others or used for any purpose other than for gathering class news. You can also check contact information at amherst.edu/alumni, or call our office anytime.

News Releases
The alumni office receives news release information from many companies and alumni. We’ll forward relevant articles and notes to you each quarter.

Class Letters, Postcards and Surveys
Sometimes secretaries send an annual letter to the class with a reply postcard asking for news. Not everyone will respond, so you should not rely on this method alone. Mailings are coordinated through your alumni office liaison and paid for by the alumni office.

Address/Information Updates
You will learn of new email addresses and phone numbers as you contact your classmates, and it is enormously helpful if you report these changes to our office. Please email (alumni@amherst.edu) or call us (413-542-2313) with these updates.
In Memory Remembrances

When we learn of the death of a classmate, we will send information to you and to other class officers. If the classmate is survived by a spouse, the College will also send a condolence note inviting him or her to remain on the College’s mailing list.

We encourage you to delegate the preparation of obituaries to classmates who were close to the deceased or to family members of the deceased. Please tell these writers to send remembrances directly to your alumni office liaison by the stated deadline, which is the same as for class notes (June 1, September 1, December 1 and March 1). Be sure that they are aware of the 300-word limit before they begin writing.

An In Memory piece for Amherst should include the full name of the deceased, the date of death and a brief statement (if appropriate) of the cause of death and survivors. If any Amherst alumni are among the survivors, please include class years after names. Briefly list educational, business and professional accomplishments, as well as some details of the deceased’s Amherst years.

Donations for an Amherst scholarship or other Amherst college fund may be noted at the end of the remembrance. However, the College’s nonprofit status prohibits it from including solicitations for other charitable organizations. Only one remembrance will be printed for the deceased. Therefore, the class secretary should ensure that only one remembrance is submitted.

There will be cases in which the deceased person was not well known. In such cases, the Amherst College Biographical Record (published in 1973, 1983 and 1993) or the alumni directory will be the best—perhaps the only—source of information. Your Olio might also be helpful. Try to avoid a “nothing much is known about this person” tone in obituaries.

Secretaries should strive to submit an In Memory piece for the issue closest to the date of the classmate’s death.

The In Memory piece may not exceed 300 words. We encourage you to post longer remembrances online at www.amherst.edu/aboutamherst/magazine/in_memory. Classmates can add comments and recollections to those posts.
Style Guide

Seasonal References
Because of the time it takes to produce the magazine, we urge you not to date your copy with seasonal references (“I hope everybody is enjoying this lovely spring”) and to always watch the use of the future tense. If John Jones is moving to Seattle in June and your column will appear in the summer issue in August, you should say, “John Jones moved to Seattle in June.”

Classmate vs. Non-Classmate Names

<table>
<thead>
<tr>
<th>Classmate, full name</th>
<th>bold first and last names</th>
<th>John Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classmate, first name only</td>
<td>no bold</td>
<td>John</td>
</tr>
<tr>
<td>Alumni in other classes</td>
<td>no bold; identify class</td>
<td>Paul Jones ’99</td>
</tr>
<tr>
<td>Spouse</td>
<td>no bold</td>
<td>Jane Smith</td>
</tr>
<tr>
<td>Widows</td>
<td>bold first and last names</td>
<td>Mary Anderson</td>
</tr>
<tr>
<td>Friends</td>
<td>no bold</td>
<td>Cindy Martin</td>
</tr>
<tr>
<td>Students</td>
<td>no bold; identify class</td>
<td>Julie Adams ’16</td>
</tr>
<tr>
<td>Parents of Students</td>
<td>no bold; identify class with P’</td>
<td>James and Linda Adams P’16</td>
</tr>
</tbody>
</table>

- Every instance of the mention of the full name of a classmate or widow is bolded.

Married Names

<table>
<thead>
<tr>
<th>Name while at Amherst</th>
<th>Elizabeth Moore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classmate retains birth name</td>
<td>Elizabeth Moore</td>
</tr>
<tr>
<td>Classmate uses married name</td>
<td>Elizabeth (Moore) Taylor</td>
</tr>
<tr>
<td>Classmate uses both names</td>
<td>Elizabeth Moore Taylor</td>
</tr>
</tbody>
</table>

- For classes from 1976 to the present, secretaries should indicate whether or not married couples are alums: John and Mary Smith assumes Mary is an alumna.

Other Formatting Rules

- Use only one space between sentences.

- Don’t use a serial comma. (Correct: Mary, Bob and Pete met for dinner. Incorrect: Mary, Bob, and Pete met for dinner.)

- Lowercase the words “reunion” and “commencement.”

- The word “email” is lowercased, with no hyphen.

- In general, spell out whole numbers below 10, and use figures for 10 and above. For ordinal numbers, spell out first through ninth and use figures for everything else.
• Ages: Always use figures (i.e., a 5-year-old boy).

• Baby stats: “The baby weighed 6 pounds, 10 ounces, and he was 20 inches long.”

• Lowercase “class of 1970,” and when a class is mentioned without a year attached. (“Members of the class met in San Francisco” or “class notes.”)

• Lowercase degrees: master’s degree, doctorate.

• Lowercase job titles when they appear after a name or separately from a name: professor, director, president. Uppercase when the title precedes the name, such as Professor Baird.

• Apostrophes for shortened class years should face the correct way: ’71. (To do this, hold down the Ctrl key and type the apostrophe twice.)


• In most cases, the name of a city or town should be followed by the state name (Worcester, Mass., Portland, Ore.) Here is a full list of domestic city names that do not require a state: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York City, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington. Also: Amherst, Northampton, Hadley (unless you’re referring to an Amherst that is not in Massachusetts).

• Use New York City instead of New York, N.Y.

• When a state is mentioned without a city attached, please spell out the state name.

• Treat an ellipsis as a three-letter word, constructed with three periods and two spaces. Use an ellipsis to indicate the deletion of words in condensing quotes. (“We weren’t looking forward to the snowstorm ... but we ended up having a great time sledding with the kids.” If the words that precede an ellipsis constitute a complete sentence, use this style: “We went to the store. ... Later, we came home.”

• Nothing should be underlined. Words placed in emphasis should be in italics.

• *Italicize* titles of newspapers, magazines, books, plays, boat names, newsletters, TV programs and movies.

• Change two hyphens (--) to an em dash (—). No blank space before or after the dash.

• Do not include addresses, phone numbers or email addresses.
Secretary’s Name and Email Address
We include the name of each secretary at the end of each column. Please print or type your name as you would like it to appear in the magazine at the bottom of each submission of your class notes, followed by the email address you use for collecting class news.

Deadlines and Publication

Deadlines

Class notes are published four times a year in *Amherst*. It is vital that you adhere to the quarterly deadlines below for submitting your notes.

<table>
<thead>
<tr>
<th>Date</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 1</td>
<td>Winter Issue (Mailed in February)</td>
</tr>
<tr>
<td>March 1</td>
<td>Spring Issue (Mailed in May)</td>
</tr>
<tr>
<td>June 1</td>
<td>Summer Issue (Mailed in August)</td>
</tr>
<tr>
<td>September 1</td>
<td>Fall Issue (Mailed in November)</td>
</tr>
</tbody>
</table>

After you have submitted your quarterly notes, we encourage you to post them on the Class Notes section of your class webpage. For assistance, please contact your alumni office liaison. For classes who prefer it, we will post them for you after they have been edited.

Getting Notes to Amherst

EMAIL
- Email your notes to your alumni office liaison or to alumni@amherst.edu, preferably as an attached Word document.

TYPOED OR HANDWRITTEN
- If you type your notes, please use white paper and double spacing.
- If write your notes by hand, please print legibly on lined paper.

Your Contribution is Indispensable
Again, thank you for your efforts.