

# ***Queen's Alumni Review*: Editorial guidelines**

Version: September 2014

## ***Operating principles***

The *Queen's Alumni Review* (QAR) reflects the values, vision and strategic direction of Queen's University. The QAR strives to engage its readers in the intellectual and educational life of Queen's University, and to strengthen the relationship of its readers with Queen's University, through stories of exceptional quality and credibility, complemented by innovative design.

## ***Organization and responsibilities***

The *Queen's Alumni Review* is published by University Communications, Queen's University. The QAR is managed by an editor who reports to the Vice-Principal, University Relations and the Executive Director, Marketing. Additional support is provided by an art director, an advertising coordinator and marketing and communications staff.

## ***Content***

The *Queen's Alumni Review* is published four times a year, in print and online. It is available free of charge to Queen's alumni and campus community, and is available by subscription to others.

While its primary audience comprises Queen's alumni, the QAR also engages Queen's faculty, staff, potential and current students, their parents, and friends of Queen's University. The QAR informs and engages its readership by telling the stories of Queen's University, of bold ideas, innovative teaching and learning opportunities, cutting-edge research, student initiative and alumni achievement. The QAR also illuminates current political, scientific, or social issues with a Queen's perspective.

With a "shelf life" of three months and beyond, each issue of the QAR should have a balance of current stories to inform readers of news in a timely fashion with content that stands the test of time. The issues over each year should complement each other with a variety of themes and stories that reflect the diversity of the Queen's community and its readership. When choosing content for themes and stories, the QAR editor relies on strategic direction documents of the university in order to further the university's strengths, goals and ideals. The drivers of the *Queen's Strategic Framework* (2014-2019) are:

- [the student learning experience](#)
- [research prominence](#)
- [financial sustainability](#)
- [internationalization](#)

Each of these drivers underpins the success of the university's vision, that is: Queen's University is the Canadian research-intensive university with a transformative student learning experience.

The measures of a great *QAR* story are:

- It is written with the reader in mind,
- It provides the reader with information that s/he did not have before (about Queen's, an idea or an issue),
- It leaves the reader with a positive and lasting impression in the life and work of Queen's University.

The *QAR* welcomes feedback and story ideas from readers. The editor also consults with campus partners to ensure a balance of timely content that reflects the diversity of the university and its readership. The editor is solely responsible for assigning, editing and approving stories for the magazine.

Regular content of the *QAR* includes:

- Cover/feature stories
- From the principal
- Editor's notebook
- Letters to the editor
- Campus news
- Keeping In Touch notes from alumni
- Alumni/faculty books
- Your global alumni network (formerly At the Branches)
- Faculty/student/alumni spotlights
- Guest columns reflecting the issue's theme
- Paid advertising

While long-form stories may be included in the print or online versions of the *QAR*, the magazine also informs its readers with brief written content and graphics that illustrate the magazine's ideas or themes. Online *QAR* content both mirrors and complements the content in the print edition. The online version allows for extended content, providing longer stories, backgrounders, photo albums, video and new content to enhance the readers' experience while adhering to the standards of the print magazine.

### ***Keeping In Touch note submissions***

The *QAR* welcomes personal and professional news from alumni for the Keeping In Touch section. Content may be edited to conform to magazine style and length restrictions. We do not publish submissions soliciting for charitable causes outside of Queen's University, or those that may be best suited for advertising.

### ***Design***

A 2014 redesign of the *QAR*, based on readership feedback, placed new emphasis on the readability of the magazine. Cleaner fonts, fewer words per page (550 words for a one-page article), increased white

space and larger photos all add up to a print magazine that is inviting and accessible to a wide range of our broad readership, which spans students to senior alumni. Given the space restrictions inherent in maintaining these design standards, care is taken to choose both story and graphic content that add maximum value to the overall magazine. For instance, we avoid “grip and grin” photos and other content which will not enhance a story or intrigue our readers.

### ***Advertising content***

The QAR adheres to the Canadian Code of Advertising Standards. ([www.adstandards.com](http://www.adstandards.com))

The QAR welcomes advertising from both campus and external clients who wish to connect with a well-educated, informed and engaged readership through a trusted, educational Queen’s periodical.

The QAR does not accept advertorials, i.e., advertising that seeks to influence buying behaviour in the form of a story.

For campus clients, the QAR provides additional opportunities for both paid enclosures and multi-page ads in the magazine.

Paid enclosures are separate inserts (either single page or poly-bagged multiple page non-publication documents) that are included with the mailed QAR, usually to a sub-set of the readership (e.g., members of a specific geographic, age, or faculty demographic within the regular mailing list.) Paid enclosures from external clients may also be considered, at the discretion of the advertising coordinator.

Multi-page ads are special sections included in the content of the magazine, but distinguished from the editorial content. An example is a special report from a Queen’s faculty that focuses on programs, events, donation opportunities, and messaging from that faculty. Multi-page ads may include original content or editorial content/photos previously published in other Queen’s media. However, it is the responsibility of the client to ensure that they have permission to use all content (both editorial and photos).

Please see advertising policy or contact the [QAR advertising coordinator](#) for further assistance with advertising.

### ***Style***

The QAR adheres to the guidelines set out in the [Canadian Press Stylebook and Caps and Spelling](#) (CP), as well as the [Canadian Oxford Dictionary](#) (Oxford) for spelling, and to the [Queen’s University Style Guide for](#) style and writing conventions particular to Queen’s University that are not covered in CP or Oxford.

### ***Principles of practice***

The staff of the QAR adhere to the principles of practice for university and college periodicals editors set by the Council for the Advancement and Support of Education (CASE), as follows:

The university or college periodical publication, most often a magazine, is vital to the prosperity of its institution. By documenting the institution's vigorous culture on campus and off, the periodical engages its readers—alumni, parents, members of the local community, faculty, and staff—both intellectually and emotionally, nurturing a relationship that leads to participation in the life of the institution and continued financial support. The periodical fulfills its mission best by exemplifying the values of its institution. It earns the trust of its sophisticated, well-educated audience through respect for truth, fairness, free inquiry, and the presentation of competing ideas.

The following principles are intended to assist university and college periodicals editors to fulfill their roles in a manner that will benefit their institutions, their profession, and the academic community as a whole.

### ***Ethical Principles***

College and university periodicals editors have a fundamental obligation to:

- Advance the mission and well-being of their institutions in an ethical and socially responsible manner.
- Reflect the basic values of educational institutions, including an abiding respect for diverse viewpoints and a firm commitment to the open exchange of ideas.
- Maintain scrupulous standards of accuracy, fairness, editorial integrity, taste, and sensitivity.
- Place the welfare of the institution above personal gain, avoid conflict of interest, take responsibility for their decisions, and treat colleagues and the public with courtesy and respect.

### ***Operational Principles***

College and university periodicals editors are most successful at advancing their institutions when they:

- Understand and support the institution's mission and strategic goals.
- Work collaboratively within agreed-upon frameworks of authority and responsibility.
- Lead the determination and development of the content of the publications for which they are responsible.
- Strive to achieve the highest editorial and literary quality in their publications.
- Build two-way relationships of trust and respect with other institutional communicators and members of the advancement team.
- Recognize their responsibility as stewards of a key communication instrument, and advocate for strategies that maximize readership and ensure the periodical's effectiveness.
- Conduct research that informs their understanding of the audience for their publications and measures progress toward established communication goals.
- Address inaccuracies or misunderstandings in a professional and expeditious manner.
- Welcome ideas and criticism from readers and campus colleagues through open and professional communications.