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## **Queen's Alumni Review** editorial guidelines

### **Operating principles**

The *Queen's Alumni Review (QAR)* 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 from a Queen's perspective.

The *QAR* reflects the strategic direction and values of Queen's University, including its commitment to equity, diversity, and inclusivity. Each issue is guided by the Queen's Strategic Framework, which prioritizes research prominence, the student learning experience, internationalization, and financial sustainability.

### **Organization and responsibilities**

The *QAR* is published by Alumni Relations and Annual Giving, Queen's University. The *QAR* is managed by an editor who reports to the Vice-Principal (Advancement). Additional staff support is provided by a graphic designer and an advertising coordinator.

### **Circulation**

The *QAR* is published four times a year in print, online, and through an app. With a circulation of approximately 120,000, it is available free of charge for Queen's alumni and the Queen's campus community, and is available by subscription for others.

### **Audience**

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.

### **Content**

The *QAR* has adopted themed issues, each one providing insight on a current topic or university priority, explored through the experiences of Queen's students, researchers, teachers, and alumni. Stories in each issue, and from one issue to the next, show a diverse cross-section of the Queen's community.

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

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From the principal  
From the editor  
Letters to the editor  
Campus and community news  
Keeping In Touch notes from alumni  
Alumni/faculty books  
Your global alumni network  
Faculty/student/alumni spotlights  
Guest columns reflecting the issue's theme  
Paid advertising

#### *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 poly-bagged inserts (either single or multiple page) that are included with the mailed *QAR* 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

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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.

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- Build 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.