

The Arrow

GUIDE



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The following guidelines apply to both Alumnae News submissions and required Collegiate News submissions.

SUBMISSION DEADLINES

Deadline dates appear in each issue of *The Arrow* and apply to both collegiate and alumnae submissions. The deadline date is the POSTMARK deadline — there is no need to overnight material. However, it is not necessary to wait until the deadline to mail material — stories and pictures are welcome at any time.

COPY DEADLINES

Winter — November 1
Spring — February 1
Summer — May 1
Fall — August 1

FORMAT FOR SUBMISSIONS

Guidelines for *Arrow* submissions:

- All submission must be typed and double spaced.
- Place the following information in the upper right-hand corner of each page:
Chapter/Club Name, include university, if collegian
Specify Collegiate, Alumnae or Reunion News
Correspondent's Name
Correspondent's E-mail Address
Issue of Magazine
Current Date
- Be sure to spell all names correctly.
- When writing about a married member include her first, maiden and last names.
- Retain a copy of your submission. Collegians should copy their collegiate regional programming specialist.

SUBMISSIONS VIA E-MAIL

1. Send your submission to thearrow@pibetaphi.org.
2. Attach a Microsoft Word document for your written submission and a separate TIFF or JPEG file for your digital image. Name your attachments with your chapter or club name.
3. Include your chapter/club name in the subject line, along with "*Arrow* submission"
4. Please make sure photos have a resolution of at least 300 dpi or be at least 3 mg. Photos placed in Word documents are unacceptable, as are online albums (Flicker, Kodak EasyShare Gallery, etc.). Additionally, photos from cell phones cannot be printed in the magazine.

SUBMISSIONS VIA MAIL

1. Mail your submissions to the address listed to the left.
2. Mailed photographs should be placed in damage-proof envelopes. We cannot use any damaged photos (scratched by a paper clip, written on the back so hard that it shows through to the front, bent, etc.). Please do not tape photos to paper.
3. Photos may range in size from 2 1/2" x 3 1/2" to 8"x10" and can be black and white or color.
4. If you would like your photos returned, include a self-addressed, stamped envelope with your submission.

PHOTO TIPS

As you prepare to submit photos to *The Arrow*, please keep these things in mind:

- Photos should correspond with written submissions, or at least be accompanied by a small separate description.
- Include the chapter name and names of all individuals in the photo (be sure to indicate the position of each person in the photo), as well as a description of the actual shot.
- Professional photos, not proofs, are accepted with permission and attribution to the photographer.
- We do not print photos showing members, collegiate or alumnae, with alcoholic beverages or cups/glasses of any kind.
- Take close-ups when possible.
- Keep your background and foreground uncluttered. Watch for things like dirty dishes on tables and trees that look like they are growing out of heads.
- Catch your sisters in action! Informal or candid photos are best.
- Large groups don't always make the best photos — we want to be able to see your smiling faces!
- Be sure your picture shows your chapter in a positive way. We love great photos of members wearing Pi Beta Phi letters!
- Watch those necklines! Rather than leaning in, stand up straight.
- If you are sending many large photos, consider using a free service like www.yousendit.com.

REMINDERS

As a general rule, *The Arrow* does not print stories about social parties or mixers, weddings, engagements or pinnings.

We cannot guarantee the publication of any submission — we receive so many! We would love to print everything we receive, but unfortunately, space is limited. If your submission is not published, check to make sure you followed all of the guidelines and do not be discouraged — try again!

COLLEGIANS ONLY: ARROW CORRESPONDENT SUBMISSIONS

Evaluation

To be considered for Pi Level achievement on the Chapter Evaluation, chapters are required to submit articles to *The Arrow* for each quarterly issues of the magazine. Your submissions should be sent to thearrow@pibetaphi.org.

In addition to submitting your chapter news to *The Arrow*, chapters are encouraged to publish their collegiate submission on their chapter's Web site.

Collegiate News Topics

The Arrow editor designates a collegiate topic for each issue. However, if your chapter has other news to share, especially about a member, please feel free to submit that as well.

Winter 2010 — Community Service

How does your chapter help the community in your area? What are your major philanthropic projects?

Spring 2010 — Leadership Development

Tell us how your members lead in the chapter, in your school's Panhellenic, on campus and in the community. Do you have activities that build leadership skills? Have you had any exciting speakers motivate your chapter?

Summer 2010 — Academic/Cultural Enrichment

What type of activities does your chapter participate in to boost grades, to teach members about other cultures and to share information about diverse backgrounds?

Fall 2010 — Chapter & Alumnae Activities

How is your chapter involved with local Pi Beta Phi alumnae and alumnae organizations? Has your chapter developed any interesting or creative activities to get chapter members and alumnae better acquainted?