

The Arrow Guide

The Arrow Guide includes story guidelines and tips for collegiate and alumnae submissions to the magazine.



THE ARROW® GUIDE

The Arrow of Pi Beta Phi is the official publication of the Fraternity. All Pi Phis are encouraged to submit news and stories to *The Arrow*. Stories can include volunteer service, professional awards, academic recognition, Pi Phi entrepreneurs and more. The following guidelines also apply to Alumnae News and Collegiate News submissions.

SUBMIT YOUR STORIES

- Please submit stories via the form on our website at pibetaphi.org/submit-a-story. You will receive a confirmation email after a completed submission.
- Write stories in the third person point of view. For example, “The Arizona Alpha Chapter hosted a literacy event” or “The Minneapolis, Minnesota, Alumnae Club celebrated Founders’ Day” rather than “our chapter/club held an event for our members.” See previous Collegiate and Alumnae News sections of *The Arrow* for reference.
- Make sure your story addresses the who, what, where, when and why within the story to make for the most compelling, comprehensive content. The more details, the better.
- Remember to include your chapter/alumnae club name and the name of the person who wrote the article, if it differs from the person submitting.
- Include your submission in the provided text box. Attach separate JPG or TIFF file(s) for your digital images. Include photo captions in the space provided, listing all member names for groups less than 10.
- Be sure to spell all names correctly. Include each member’s chapter of initiation. When writing about a married member, include their first name, initiated last name and current last name.
- See the photography guidelines to ensure images meet publication requirements.

SUBMISSION DEADLINES

Winter Issue — October 1 Spring Issue — February 1
Summer Issue — June 1

The deadline dates apply to all submissions. The deadlines also appear in each issue of *The Arrow*. However, it is not necessary to wait until the deadline to email or to send hard copy submissions — stories and pictures are welcome at any time.



SUBMISSION REMINDERS

- When submitting a story for publication, be sure to include the following at the beginning of your submission:
 - Name
 - Chapter
 - Officer Title (if any)
 - Date
 - Author (if different than submitter name)
- Please be advised the editorial team may make edits to submitted content before publishing. Some submissions may be edited for clarity, to fit space constraints or other editorial considerations. If direct quotes require editing, a member of the editorial staff will contact you and the quoted member for approval.
- As a general rule, *The Arrow* does not print stories about social parties or mixers, weddings, engagements or pinnings.
- Unfortunately, space is limited, and we cannot guarantee the publication of any submission.
- All photos and written submissions become the property of Pi Beta Phi, are subject to editing and may be used for other educational or marketing purposes by the Fraternity.
- Please remember to follow the Photo and Video Release and Waiver Practice when hosting events where minors are present and being photographed and/or recorded. For more information, please refer to the Photo/Video Release and Waiver Practice document available on the [Resource Library](#).

PHOTOGRAPHY GUIDELINES

Photos submitted to *The Arrow* must be high-resolution JPGs or TIFFs (300 dpi or at least 2 MB in size). An original photo off your camera or computer is best. Smartphone photos or photos taken off social media are often not high-resolution and cannot be printed.

HOW TO ENSURE YOUR PHOTOS ARE HIGH-RESOLUTION

- The minimum recommended size is 5x7 inches, at a resolution of 300 dpi.
- Most cameras will allow you to choose what size you'd like your photo. Always choose the setting for BEST quality. Other cameras will ask for size; choose the largest size possible. Refer to your camera's user manual for more information about "Recording Pixels" or "Image Quality."



HOW TO GET YOUR PHOTOS PUBLISHED

- Photos should correspond with written submissions, and the caption should support the content of the submission.
- If there are less than 10 people in the photo, identify all people in a photo from left to right. Include preferred chapter, first name, initiated last name and current last name (if applicable) as well as a description of the actual image.
- We do not print photos showing members—collegians or alumnae—with alcoholic beverages or cups/glasses/bottles 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 a person's head.
- Catch your sisters in action. Informal or candid photos are best.

REMINDERS FOR COLLEGIANS ONLY

- We love to hear about the amazing things your chapter is doing. This includes share any accomplishments, events, public relations or marketing efforts you have recently done for the chapter.

LETTERS TO PI PHI

We look forward to hearing from you. Email your Letters to Pi Phi to the editorial team at thearrow@pibetaphi.org. Please include your full name and chapter of initiation. *The Arrow* reserves the right to publish any letter received. Letters may be edited for space and clarity.

CONTACT THE ARROW

Contact *The Arrow* on our website at pibetaphi.org/arrow, email us at thearrow@pibetaphi.org or contact Headquarters at (636)256-0680.

