

CSU Magazine Guidelines

ABOUT

CSU Magazine is published three times a year (March, July and November) by the Office of Marketing and Communication for alumni and friends of Charleston Southern University. The magazine is distributed free of charge to all graduates and board members. In addition, the magazine is placed in guest rooms at the Wingate by Wyndham at Charleston Southern, and enrollment services distributes issues to prospective students. The mailing list for *CSU Magazine* is generated by the Office of Development using the university database.

CONTENT

CSU Magazine includes information about the entire university with a heavy emphasis on maintaining CSU's connection with alumni. Through writing, photography and design, *CSU Magazine* seeks to illustrate Charleston Southern's mission and vision. The contents of the magazine showcase CSU's academic programs, student success in and out of the classroom, alumni success, and all aspects of life on campus through stories that portray integrating faith in learning, leading and serving.

The magazine is currently divided into departments: Learning, Leading, Serving and School Ties. Stories and photos in each issue are selected to reflect campus life and show the diversity of CSU's students and alumni. In an effort to compete with readers' busy lives and constant bombardment from media, the marketing and communication team selects stories which will appeal to the widest audience and have been proven to capture readers' interest. Text should be lively and written as tightly as possible.

The magazine's purpose does not include directly asking for money. Working with the Development team, MarComm will promote giving opportunities in appropriate sections of the magazine, such as the Buy a Brick ad and promotion of the annual Giving Day, etc.

EDITING AND REVIEW

Magazine copy is edited and proofed utilizing the *Associated Press Stylebook*. *The Chicago Manual of Style* serves as a secondary resource. Each project is evaluated to make sure the content and design adhere to CSU branding and marketing standards.

MarComm may periodically provide a source with a copy of what has been written prior to releasing the magazine in order to check facts. Final decisions on editing remain with the Office of Marketing and Communication.

CLASS NOTES

It is *CSU Magazine* policy to run class notes about graduates of CSU/BCC. Class notes are obtained from the graduates themselves and from legitimate news sources. Third-party notes are not accepted. Class notes are ordered by graduation year. If a graduate has more than one degree from CSU, the graduate will be listed under the earliest graduation year.

CSU Magazine reserves the right to edit or decline to print materials at its discretion.

High-resolution photos are accepted in the Class Notes section.

CSU Magazine does not run announcements about topics such as running for public office, engagements or pregnancies. The magazine does run announcements for job changes, election to public office, weddings and births, etc., after they have happened.

IN MEMORY

It is *CSU Magazine* policy to include short obituary information for CSU/BCC graduates, former university employees and former members of university boards such as Board of Trustees, Board of Visitors, etc.

BABY BUCS

The Alumni Office in Development runs the Baby Bucs program and forwards the information and photos to *CSU Magazine* for use in print.

FREELANCE

Periodically, *CSU Magazine* will hire freelance writers and photographers. Payment is negotiated with freelancers based on the going rate of similar periodicals in the Charleston region.

ADVERTISING

CSU Magazine does not currently accept advertising.

All questions about *CSU Magazine* may be sent to magazine@csuniv.edu.