

# Arches Statement of Standards

## Circulation

Currently 43,500. About three-fourths of *Arches'* distribution is to alumni. *Arches* also is distributed to parents, students, faculty, staff, non-affiliated donors, members of the Tacoma community, and administrators at other national liberal arts colleges.

## Content

*Arches* stimulates thought and advances ideas. It keeps readers informed about the accomplishments of students, faculty, and graduates. And it is a conduit for dialog, allowing alumni to participate in discussions about issues concerning the university.

*Arches* tries to facilitate the continued intellectual engagement of its readers not by promoting Puget Sound but by exemplifying it. It publishes stories that provoke thoughtful people, engage the heart and mind, inform and stimulate the free exchange of ideas, and document activities and progress at the university.

## Goals and Objectives

I. *Arches* strengthens the bond between the university and its supporters through articles that inform and entertain on a variety of subjects. Areas of interest include Puget Sound institutional news, student life, alumni news, faculty and alumni profiles, and trends in research and teaching.

II. *Arches* assists the alumni relations efforts of the university by reporting association news, recognizing alumni volunteer efforts, profiling newsworthy alumni, listing Class Notes, and publicizing association events.

III. *Arches* supports the development efforts of the university by reporting philanthropy news, including major gifts and grants.

## Editorial Policies

1. *Arches* strives to enhance the image of the university in the eyes of its alumni, donors, and friends, while at the same time following ethical standards of journalism such as those of The Society of Professional Journalists. This includes presenting balanced coverage of controversial issues.

2. Major articles on general subjects of institutional scope should be reviewed in advance by the primary sources for accuracy. The editor shall have discretion in making editorial changes.

3. The University of Puget Sound values communication with alumni and other audiences and *Arches* welcomes letters from readers. The following guidelines apply:

- Letters must relate to *Arches*' content.
- Letters must be signed and contain contact information so that their authenticity can be verified.
- Letters pertaining to class notes must address a trend or issue of interest to the general readership.
- Letters may be edited for length or clarity.
- The editor may decide to publish a representative sample of letters on a subject or limit the number of issues devoted to a particular topic.
- While universities are places of discussion where people of goodwill do not always agree, letters deemed potentially libelous, that are in bad taste, or that malign a person or group will not be published.
- Decisions whether to edit or include a particular letter will be made by the editor, who will respond to all letters received.
- Letters from the same person will not be published more often than once every two years, except at the discretion of the editor.

Op-eds should focus on issues of concern to the university and its alumni. Opinions expressed are those of the signed contributors or the editors and do not necessarily represent the official position of the University of Puget Sound.

4. *Arches*' Classmates section publishes news and accomplishments of Puget Sound's 38,000 alumni. In reporting these important events, *Arches* does not judge news based on an individual's religion, gender, race, ethnicity, or sexual orientation. The following policies apply to class notes:

- a. *Arches* will not publish marriage engagements, announcements of expected births, or candidacy for political office. These events will be reported after they take place.
- b. Death notices will be printed only if they have been received as a verifiable letter from the family or when an obituary has appeared in a newspaper.
- c. *Arches* will not publish direct funding or services solicitations unless for a university-sponsored group or event.

- d. In general, information reported in *Classmates* that was accurate at the time of publication will not be removed from the online archive of the magazine after personal circumstances of an alumnus or alumna have changed. For example, it is our policy not to remove the report of a marriage after a couple has divorced. However, in the rare instance when information reported might compromise the safety of an alum, the editors will consider removing previously reported information.

5. *Arches* will not provide PDFs of article layouts for use by parties outside the university.

## **Photos and Illustrations**

Images in the pages of *Arches* that purport to depict reality must be genuine in every way. No content may be added, rearranged, reversed, distorted, or removed from a scene, except for the recognized practice of cropping to omit extraneous outer portions. As to the digital manipulation of photos, the following standards apply:

1. Photos in *Arches* are often color-corrected, sharpened, light-adjusted, or retouched for dust and scratches. All are run through software that adjusts ink coverage to match the capabilities of the press on which they will be printed. Since these are standard preproduction processes they are not considered photo manipulation.
2. On occasion a photo must be manipulated to communicate its full meaning. For example: The photographer shoots a university staff member signing a card that will be sent to aid workers at the World Trade Center in New York. She is standing in front of a window. The window is covered with a large sheet of paper on which students have written messages. Because of the bright sun behind the window the photographer shoots the scene twice. Once to get the light right for the woman and table in the foreground, and once to get it right for the window in the background. Combining the good parts of the two images for use in print is not perpetrating a visual lie since the manipulation has no bearing on the content and it changes no meaning or nuance. It merely compensates for the technical limitations of the camera and permits the viewer to see the full scene in the same way as someone who was actually there.
3. If, at the discretion of the editor, an item in a photo is added, moved, deleted, or significantly altered, then the image becomes photofiction and the credit must read “photo illustration by” and the names of the photographer and digital artist given.

As situations arise and the magazine evolves, these standards may be amended.

Endorsed by the Communications Committee of the University of Puget Sound National Alumni Board and by the president of the university, August 2002. Revised and approved October 2011.