

Buffalo Business Submission Guidelines

Buffalo Business, the award-winning magazine for alumni and friends of the School of Management, is published semi-annually, in spring (March) and fall (September).

Submitting copy for *Buffalo Business*

Following are guidelines to be followed when submitting copy for *Buffalo Business*.

Deadlines

- ❑ **Deadlines** for copy submission are **November 15** for the spring edition (mailed in early March) and **May 15** for the fall edition (mailed in early September).

Content

- ❑ Items should be **newsworthy** and **interesting** to the readers of the magazine.
- ❑ Items should be **timely**. That is, if you're submitting an article for the fall issue, think about what your strategic messages are for that season, what will be happening at that time, etc.
- ❑ **Keep items prospective rather than retrospective.** If possible, write about something that will happen, rather than summarizing an event that has happened. It is more effective to promote an upcoming event rather than recap one that occurred several months before.
- ❑ **Provide ample notification/30-day rule.** Prospective events **must** be at least 30 days out from the distribution date of the magazine. Publicizing events less than 30 days away does not leave people enough time to plan to attend. It can also appear as though we are late in sending out the magazine.
- ❑ **Keep items brief.** Articles will be edited for space.
- ❑ **Include contact information.** Ideally, your website address, if applicable. This will enable you to provide more details on the Web or by telephone, and will encourage readers to visit your site or call for more information.
- ❑ Submit complete articles (to the best of your ability). Due to the volume of information, articles must be completed before submitting them (vs. raw material that must be written by the editor). **All articles will be edited prior to publication, however.**
- ❑ **School of Management reference.** Avoid referring to the school as the SOM. The "School of Management" or simply the "school" are preferred. This is consistent with UB's policy to refer to the university (note lower case "u") or just UB after first reference. The same holds true for reference to "centers," "departments" or other subgroups.

Note: All copy is subject to editing for length, conformation to AP style or at the discretion of the editor.

Format

- ❑ Submit **plain text**—no print attributes (bolding, bullets, italics or underline).
- ❑ Use Times New Roman font, 12 point and left justify all type. Do not indent paragraphs.
- ❑ When submitting copy for publication online, in magazines, newspapers, etc, it is standard to use only one space after a period, as opposed to two spaces used in letter and report writing. (If the “two spaces after a period” method is ingrained, try running a *find and replace* search after you finish your document. Under find, type in two spaces, and under replace, type in one space. It may be easier than changing your typing style.)
- ❑ **Dates:** Use cardinal numbers, e.g., Jan. 1, not ordinal, e.g., Jan. 1st
- ❑ **Degrees:** The style used for indicating degrees differs across publications and there are several “right” ways to represent degrees. The most important factor is consistency. For *Buffalo Business* and the School of Management website, use the following style: If the individual has a BS from the School of Management, only the year is given, not the degree. It should follow the individual’s name, with one space but without a comma. If the individual has an advanced degree, it follows the name of the individual AFTER a comma, or, if the individual also has a BS degree from the School of Management, it follows the BS year, AFTER a comma. Degrees are represented without periods (MBA, PhD). If the individual has more than one degree from the School of Management, the degrees are placed in order in which they were received. All degree years are presented as the last two digits of the year, preceded by a “smart” apostrophe (’) vs. regular apostrophe (’).

Examples:

John C. Doe ’88 (School of Management BS degree in 1988)

Jane A. Doe ’88, MBA ’90 (School of Management BS degree in 1988 and School of Management MBA in 1990)

Mary T. Doe, PhD ’93 (School of Management PhD in 1993, lower degrees elsewhere)

Martin L. Doe ’95, JD ’97 (School of Management BS degree in 1995 and UB Law degree in 1997)

Individuals are placed in *Class Notes* by their most recent School of Management degree.

- ❑ **Web, email addresses, telephone numbers:** Please remove any hyperlink to Web and email addresses and submit them as plain text. In order to comply with guidelines from the School of Management IT staff, please do not use “WWW” in front of the school’s Web address. Also, per Associated Press style guidelines, note the spelling of “email” and “website.” It is recognized that these are evolving terms, and we will continue to follow the guidelines outlined in the AP Guide. Format telephone and fax numbers as follows: 716-444-1212.
- ❑ **Photos** must be of acceptable quality (see photo submission guidelines). Please provide all identifying information for each individual in a photo, plus any other pertinent information. Full names (please confirm spelling) and affiliations *must* accompany photos. Degree dates for alumni, date of event, location of event and any other details necessary should also be included. Photos of eight or more people will not call out individuals by name. Rather, a more generic group description should be provided. *Ex:* “School of Management alumni enjoy the networking event held June 1 at the Wrigley Mansion in Phoenix.”

Buffalo Business Photo/Image Submission Guidelines

Photos and images are welcome, but must be of acceptable quality to be published. Guidelines for submitting photos to *Buffalo Business* are as follows.

- ❑ High-quality digital photos are preferred over hard copy photos. In rare circumstances, in the absence of high-resolution photos, hard copy photos may be accepted.
- ❑ Digital photos and images must be at least 300 dpi for the size in which they will be printed. (For example, if a photo is 2x3 inches and 300 dpi, it cannot be printed as a 4x6 photo in the magazine. However, a large photo in 300 dpi CAN be reduced for print.)
- ❑ All digital photos should be **tif** files (preferred) or **jpg** files (less desirable, but acceptable). Other formats such as **eps** may be accepted. Contact the editor to be certain.
- ❑ There is a higher standard for photos/images resolution in print media than Web publications, so please check resolution if photo/image was obtained from a website. Web photos and images are typically lower resolution to reduce the time it takes for a page to load, and therefore, not usually of an acceptable quality for print.
- ❑ Please provide all identifying information for each individual in a photo, plus any other pertinent information. Full names (please confirm spelling) and affiliations *must* accompany photos. Degree dates for alumni, date of event, location of event and any other details necessary should also be included. Photos of eight or more people will not call out individuals by name. Rather, a more generic group description should be provided. *Ex:* “School of Management alumni enjoy the networking event held June 1 at the Wrigley Mansion in Phoenix.”

Tips for Taking Photos

- ❑ There is no substitute for a professional photo. Contact the editor for photographer information. A number of freelance photographers are available in various price ranges.
- ❑ If using a digital camera, set it for the **highest resolution** possible when taking photo.
- ❑ Composition: Photos are best when the subject or subjects fill the photo, i.e., avoid taking photos of the subject viewed at a distance, unless the environment is interesting and/or tells something about the event. With many subjects in one photo, arrange them in several rows rather than one long row. When possible, avoid “cliché” photos such as “grip and grin” (handshake/smile) or the “big check” presentation, etc.
- ❑ Avoid photos of people viewed from the back (or the backside), with their mouths open, holding a cocktail glass, grimacing or with their eyes shut.
- ❑ Take multiple pictures of the same event, person or group to ensure that if someone is grimacing or squinting in one photo, chances are they won’t be in another one.
- ❑ Be sure the photo is in focus!
- ❑ **Note: Publication of photos is at the discretion of the editor.**