

Dartmouth
Alumni Magazine

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Dear Class Secretaries:

I'm writing to inform you about some new developments and changes at *Dartmouth Alumni Magazine*. Due to budget cuts and the downturn in national advertising revenue, *DAM* is forced to publish smaller issues for the time being. These smaller issues have in turn forced us to make other difficult decisions. Still, we have resolved to maintain the full Class Notes section. It's a sacred cow, and we have no plans to further limit the space we allocate to the Notes.

However, we will no longer be running obituaries in the back of the magazine. This will enable *DAM* to publish smaller issues and realize significant savings on printing and mailing costs.

Obituaries will be featured on the new *DAM* Web site. This will enable us to increase the word count, from 150 to 250, effective immediately, and to allow classmates and friends to post their own remembrances about the deceased via an online commenting feature. Obits will also be searchable. Eventually we hope to add photos to the obituaries. These enhancements will make *DAM*'s electronic obits far more useful and accessible than their print counterparts.

In the print magazine we'll still list recently deceased alums. And we'll refer print readers to the Web site for full obituaries. We'll also gladly send a hard copy printout of obituaries to any subscriber who makes such a request.

I believe these changes will greatly improve the obituaries you and class necrologists produce. The increased word count is something you've requested in the past, and the commenting feature and eventual photo function will make the obituaries more interactive as well as make them available to a much wider audience. In these difficult economic times, we're excited that although the magazine is going to be a bit smaller, we will soon have a dynamic Web site that will keep *DAM* in step with the times. (We'll be inviting you to take an initial look at the site in a few weeks.)

We appreciate your work—and any feedback as we move forward. If there is anything I can do to answer your questions or concerns about obituaries, feel free to contact me directly.

Thanks for all you do for *DAM* and for Dartmouth!

Sincerely,

Sean Plottner, editor, Dartmouth Alumni Magazine
Jim Bildner, *DAM* advisory board member representing the Class Secretaries Association
Jennifer Avellino, president, Class Secretaries Association