Mason Spirit
Writer’s Guidelines

George Mason University’s university magazine, Mason Spirit, is mailed to 160,000 Mason alumni, donors, and friends four times a year. The magazine is a partnership between the offices of Communications and Marketing and Advancement and Alumni Relations to communicate Mason’s stories to its many audiences and cultivate a culture of giving.

Below is a brief outline of the magazine’s departments with word counts. We welcome story pitches for any of these sections throughout the year.

Features
These longer stories run from two-page spreads to six-page spreads depending on the complexity of the topic. These topics are approved and vetted by the Editorial Board and reviewed by Executive Council. The features often take a different approach or interesting angle to a topic and can be just about anything: Q&A, roundups, narrative nonfiction, etc.

@ Mason
These are small news pieces usually picked up from newsdesk or another source. Could be a half page (250 to 400 words, or a photo or photos with captions).

Q&A for Shelf Life
We interview one faculty member with a new book out. (<400 words)

Inquiring Minds and Research Roundup
These are often picked up from research stories that have already run. Roundup items are roughly 250 words each.

Alumni Profiles
We have a spreadsheet that we maintain for the alumni profiles. The Editorial Board of the magazine also vets and approves who is profiled in the magazine. These profiles vary from alumni who have interesting jobs to people who have been named Alumnus of the Year. We strive for diversity, including in the degree earned. Right now these profiles run about 300 words (longer versions can go online).
**Class Notes**

Class Notes are compiled by Advancement and Alumni Relations and come to us in a variety of ways—through the departments/colleges, from their publicist/PR person, etc. Alumni are able to submit class notes online at spirit@gmu.edu. There is a disclaimer in the magazine that explains that we do not verify the information.

**Student Profiles**

Many amazing students attend Mason. For profiles, we look for someone who is doing something a little different or maybe a step above other students. This could pertain to what they are working on (research/scholarship), their service work, an athletic record/discovery, etc. Like the alumni profiles, we strive for diversity including in area of study. These have a slightly different format and use many quotations. See magazine for format.

**Staff Profiles**

For this department we are not looking for staffers who do interesting things outside of work (for example, an admin who races cars on the weekend). We are looking for people on campus who have interesting jobs that have an impact on part of our audience in some way. (Examples, the person who runs the greenhouse, the university’s curator, etc.)

**“Changing Lives”**

This section focuses specifically on donors and is curated by Advancement and Alumni Relations.