

THE FRATERNITY EDITOR

College Fraternity Editors Association • Fall 2000 Edition



2000 Ford Award Winner Jim Griffith

Holding down dual roles as FarmHouse's Executive Director and Editor hasn't kept Jim Griffith from con-

tributing greatly to the College Fraternity Editors Association. This year, Jim received the 2000 Marilyn S. Ford Award from CFEA for his outstanding and continuing service to the organization. The award was established in 1989 by Pi Beta Phi and honors editors for contributions they have made through distinguished service to CFEA.

Since joining the staff of FarmHouse and the ranks of CFEA's new editors in 1995, Jim has tackled several roles in both organizations. Beginning his fraternal career as Director of Chapter Services and *Pearls & Rubies* Editor in 1995, Jim became FarmHouse's Executive Director in 1997. In CFEA, Jim has held the positions of Annual Conference Speakers Coordinator,

Interfraternity Liaison, Sponsors Manager, Member of the Board of Directors and Treasurer. He currently serves as CFEA's President-Elect.

In times of need, Jim has been one of the first and most reliable contributors to helping CFEA advance. His perspective as both an editor and executive director has contributed greatly to CFEA's relationships with other interfraternal organizations.

"It's a real honor to be recognized by my peers for the achievements that we've made and the future that we've paved for CFEA," Jim stated. "As a multi-hat wearing exec, I greatly value the opportunities to get together with my CFEA colleagues to learn and brush up on the latest in magazine design, writing and web technology."

CFEA congratulates Jim on his well-deserved honor and looks forward to his continued leadership and service.

A New Conference for 2001

For the 2001 CFEA Annual Conference, the members of CFEA will have an exclusive experience — for the first time our conference will be held separate from the Fraternity Executive Association's conference.

In a historic vote, CFEA members attending the 2000 Annual Conference in Palm Springs, California, voted to refocus their conference to better suit the aims and needs

of the organization. By independently selecting conference locations based on their status as travel and publishing hubs, CFEA can reduce its members' expenses and provide superior conference programming.

The CFEA Board of Directors made the proposal to the membership after considering several important factors, not the least of which was the increasing cost of

holding the traditional joint conference at resort properties and transporting speakers to the conference site. After reviewing several options, the Board proposed that CFEA hold its conferences at travel and publishing hubs and the membership agreed.

The 2001 CFEA Annual Conference will be held from May 3-6 at the Crown Plaza Hotel in Cincinnati, Ohio.



As the premier communication organization, the College Fraternity Editors Association will be indispensable to its members as well as the greater Greek community.

2000 CFEA Awards

The 2000 CFEA Annual Conference in Palm Springs reached the traditional climax with the annual Awards Presentation, where CFEA members were recognized for outstanding publications and communications in a variety of categories.

Jess LaNore of Alpha Kappa Psi once again presented CFEA's awards, complete with a slideshow presentation showcasing the winners.

Awards for first place, second place, third place, and in most cases, one or more certificates of merit were presented. Those entries receiving certificates of merit were considered in strong competition with the first, second, and third place winners, so we recognized all of these winners as outstanding.

CFEA also wishes to express its regrets to those organizations whose applications were misplaced and not considered in this year's competition.

OVERALL EXCELLENCE —

Fred F. Yoder Award

First—Alpha Kappa Psi
Second—Chi Omega
Third—Phi Delta Theta (tie)
Third—Sigma Alpha Epsilon
Certificate of Merit—Alpha Tau Omega

TOTAL COMMUNICATIONS —

Banta Scholarship

First—Alpha Omicron Pi
Second—Beta Theta Pi
Certificate of Merit—Alpha Kappa Psi
Certificate of Merit—Delta Delta Delta

NEWS ARTICLE CONTENT

First—Sigma Alpha Iota (tie)
First—Zeta Tau Alpha (tie)
Second—Pi Kappa Alpha
Third—Delta Delta Delta (tie)
Third—Kappa Delta (tie)
Certificate of Merit—Phi Kappa Tau

FEATURE ARTICLE CONTENT

First—Kappa Alpha Order (tie)
First—Phi Delta Theta (tie)
Second—Alpha Epsilon Phi
Third—Phi Kappa Tau

PROFILE ARTICLE CONTENT

First—Kappa Alpha Theta
Second—Phi Delta Theta
Third—Delta Sigma Pi
Certificate of Merit—FarmHouse

COVER DESIGN

First—Alpha Kappa Psi
Second—Phi Mu Alpha Sinfonia
Third—Chi Omega
Certificate of Merit—Triangle

TWO COLOR OR LESS ARTICLE LAYOUT

First—Alpha Omicron Pi
Second—Phi Delta Theta
Third Place—Delta Delta Delta
Certificate of Merit—Lambda Chi Alpha

FEATURE ARTICLE LAYOUT

First—Alpha Kappa Psi
Second—Alpha Omicron Pi
Third—Triangle
Certificate of Merit—Phi Delta Theta

ANNUAL REPORT

First—Phi Delta Theta
Second—Lambda Chi Alpha
Third—Phi Kappa Tau
Certificate of Merit—Triangle

CRITICS CHOICE COVER

First—Triangle
Second—Alpha Chi Rho (tie)
Second—Kappa Kappa Gamma
Third—Alpha Kappa Psi

INNOVATIVE HANDLING OF ROUTINE MATERIAL

First—Lambda Chi Alpha
Second—Gamma Phi Beta
Third—Kappa Alpha Order
Certificate of Merit—Alpha Tau Omega
Certificate of Merit—Chi Omega
Certificate of Merit—Triangle

MULTIMEDIA PRESENTATION

First—Kappa Alpha Order

NEWSLETTER

First—Delta Sigma Phi
Second—Phi Kappa Tau
Certificate of Merit—Alpha Delta Pi
Certificate of Merit—Kappa Sigma

PROMOTIONAL PUBLICATION

First—Delta Upsilon
Second—Chi Omega
Third—Alpha Chi Omega (tie)
Third—Alpha Kappa Psi (tie)
Certificate of Merit—Alpha Omicron Pi
Certificate of Merit—Alpha Sigma Alpha
Certificate of Merit—Delta Sigma Phi

WEB SITE

First—Alpha Sigma Alpha
Second—Kappa Alpha Theta
Third—Chi Omega
Certificate of Merit—Beta Theta Pi



For the latest information and news about CFEA visit our website at www.cfea.org

CFEA Survey Results

Once every two years CFEA conducts a survey in order to do comparisons of the member organizations. At the CFEA Conference in Palm Springs, California 40 members completed the survey. This report is the first of two covering the survey results. The second report will be published in an upcoming issue of *The Fraternity Editor*.

STAFF

What is your title within the organization?

Editor	21
Director of Publications	0
Director of Communications..	10
Director of Public Relations	1
Other	16
<i>(Communications Coordinator; Assistant Editor; Assistant Editor and Assistant Director Of Communications; Publication Production Engineer; Associate Editor; Coordinator of Publications and Programs; Director of Design; Managing Editor; Director of Programs; Director of Member Services; Executive Director/Editor; Director of Creative Services; Publications Vice President; Features Editor)</i>	

Is your position:

Full time staff	26
Part time staff.....	2
Volunteer	10
Paid Free lancers.....	2

If you are a volunteer, what is your full time profession?

Publicist
Advertising and Production Artist
Marketing and Communication
Pharmacist
Lawyer
Engineer
Recruiter
Educator
Marketing and Production
Development
Admissions Coordinator

Is your office located:

Inter/national office	30
At home	10
Other.....	2

As an editor, what position do you hold within the structure of the organization?

Volunteer	7
Staff	31
Voting board/inter/national officer member	2
Non-voting board/inter/national officer member.....	4
Other	0
Do you have:	
Paid assistants	15
<i>(6 have one, 8 have two,1 has three)</i>	
Volunteer assistants?	12
<i>(5 have two,3 has three,1 has five,1 has ?)</i>	
Interns	8
<i>(7 have one, 1 has two; Do you pay them? 5 yes, 2 no)</i>	

How many people work on an average issue of the magazine?

One.....	6
Two.....	8
Three	11
Four	3
Five.....	4
More.....	5

Do you have primary responsibility for the magazine?

Yes.....	32
No.....	8

If "No," please list the title of the person in your organization who is responsible for the magazine.

Editor	5
Director of Communications....	1
Managing Editor.....	1
Editor in Chief	1

How many years have you been editing for your organization?

0-2 years	23
3-5 years	12
6-9 years	4
16-20 years	1

Approximately how much of your time is allocated to the production of your organization's magazine?

100%.....	4
75-99%.....	5
50-74%.....	9
5-49%.....	14
Less than 25%	8

If you spend less than 100 percent on the magazine's production, what other duties significantly fill the remainder of your time?

In-house communications ..	19%
Conferences	18%
Public relations	15%
Chapter publications	8%
Alumni/Alumnae newsletters	11%
Chapter services	7%
Video productions	3%
Administrative tasks	15%
Other publications	21%
Crisis management	5%
e-mail/Web-site set-up/maint.	21%
Other	8%
<i>(PR Firm; Merchandise; Other Clients; Program Expansion; Ex. Responsibilities; Own company; Foundation)</i>	

Do you hire freelance designers, photographers or illustrators to work on the magazine?

Yes.....	21
No.....	19

What is your degree and major?

BA in Journalism	7
BA in Mass Communications....	5
MBA	2
Other:	
<i>BA Music History; BA Public Administration; BA Marketing; BS Marketing and Advertising; BS Political Science; BS Marketing/Management; BS Education; BS Business Law; BS TV and Film Production; BS Soc. and Admin, Justice; BA Photojournalism; BA Communications/ Journalism; BS Creative Writing/ Graphics</i>	

What range represents your salary for your work with the magazine?

None.....	8
Less than \$10,000	2
\$10,000-19,999	3
\$20,000-24,999	0
\$25,000-29,999	12
\$30,000-34,999	5
\$35,000-39,999.....	4
\$40,000-49,999	2
\$50,000 or above	0

THE MAGAZINE

How frequently do you mail your publication during a year?

Quarterly.....	27
Three times	9
Twice.....	3
Once	0
Other	1

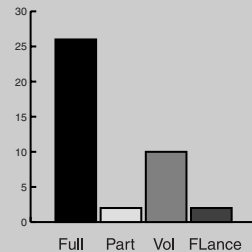
What are the approximate dimensions of your magazine?

8 1/2 x 11"	39
11" x 17"	0
Other	1

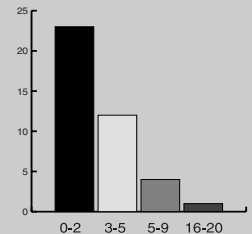
What is the average number of pages per issue?

1-16	4
17-32	12
33-40	8
41-48	10
49-56	0
57-64	2
65-72.....	1
73+	3

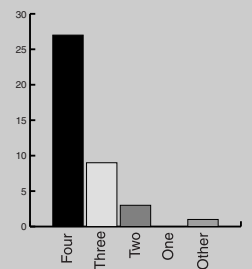
Position on Staff



Years as Editor



Times Publication is mailed annually



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Survey, continued ...

What figure best represents your total circulation?

1-24,999	9
25,000-49,999	5
50,000-64,999	10
65,000-79,999	0
80,000-99,999	6
100,000 +	1

What process do you use for binding?

Saddle stitching	32
Perfect binding	7
Gather (for tabloid)	1

Who writes the majority of the feature articles in your magazine?

You	25
Other staff member	13
Volunteer	9
Freelancer	1
Other	3
<i>(members; editor)</i>	

Do you produce your own:

Desktop publishing in-house?

Yes	28
No	12

Design in-house?

Yes	26
No	14

Layout in-house?

Yes	26
No	14

List the percentages of your average magazine dedicated to:

Board Information	4%
Staff Information	1%
Chapter News	24%
Regular Columns	10%
Advertising (paid)	1%
Alumni/Alumnae News	21%
Advertising (other)	1%
Obituaries	2%
General Org News	9%
Feature articles (alum.)	14%
Feature articles (subject)	18%
Other	2%

Do you scan your own black/white halftones?

Yes	20
No	20

Do you produce your own color breaks?

Yes	12
No	28

If you are using desktop publishing, what type of software program are you using?

QuarkXPress	20
PageMaker	16
Other	1
No Answer	5

What type of hardware are you using?

IBM compatible	20
Macintosh	16
Both	4

How often does your organization solicit printing quotes?

Once a year	4
Every two to four years	21
Every five years	3
Whenever	12

When you solicit quotes, how many printers are contacted?

One	0
Two	4
Three	26
Four	9
Five	0
Six +	1

How long have you been with your present printer?

less than a year	6
1 to 3 years	11
4 to 5 years	4
over 5 years	19

What company prints your publication?

Maury Boyd	12
Banta	7
Watkins	4
Rosenthal	3
Color Art	2
1 each for: Commercial Press, Palladium, American Press, Justice, United Litho, World Color, Lane Press Orvill Press, Quebecor Press, White Arts, Hoosier Press, Press Tech	

Do you use a film/pre-press firm?

Yes	20
No	18
Direct to Plate	2

If yes, who?

Carden Jennings	6
DCG	3
Color Art	2
Four Color Graphics	2
1 each for: Jody Toth, Watkins, Diversified, Digit Com. Lane Press, CTP Baby, White Arts	

CONTRIBUTE TO THE FRATERNITY EDITOR

Send your suggestions, submissions, and other announcements to Len Rayburn at 6246 Rose Hill Drive #1A, Alexandria, VA 22310 or by e-mail at rayburn@mac.com.

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