Getting the Class or Club Communication Mix Right

Meg Sommerfeld ’90
Lauren Breach Dumont ’09
HELLO
my name is
6 Tips to Getting Your Communications Mix Right

1. Every class & club is different!
2. Where is your constituency?
3. Repetition is ok
4. Ask your constituency
5. Content is king
6. Strategy session
1. Every class and club is different
2. Where is your constituency?

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>I'm eating a #donut</td>
</tr>
<tr>
<td>Facebook</td>
<td>I like donuts</td>
</tr>
<tr>
<td>Foursquare</td>
<td>This is where I eat donuts</td>
</tr>
<tr>
<td>Instagram</td>
<td>Here's a vintage photo of my donut</td>
</tr>
<tr>
<td>YouTube</td>
<td>Here I am eating a donut</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>My skills include donut eating</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Here's a donut recipe</td>
</tr>
<tr>
<td>Last FM</td>
<td>Now listening to &quot;donuts&quot;</td>
</tr>
<tr>
<td>Google+</td>
<td>I'm a Google employee who eats donuts</td>
</tr>
</tbody>
</table>
dc+09

welcome
home class of 2009. this is your site. use it to stay in touch.

dues
class dues are paid once yearly and are $35. (Why?)

round
the girdled earth we roam. see where your classmates are.

news
our news feeds, newsletter and other '09 news.

projects
plan an event

contact
networking

class officers
The distinguished photojournalist Nachtwey '70 will be spending the next year as a visiting scholar at Dartmouth. If you head back to campus, check out his incredibly moving work and hopefully catch a lecture.

Photojournalist James Nachtwey '70 Named First Roth Distinguished Visiting Scholar
now.dartmouth.edu

Nachtwey is the winner of a TED Prize and a Heinz Foundation Award, and is the subject of the Academy-Award nominated documentary War Photographer.

Dartmouth College Class of 2009
September 3

Happy Labor Day '09s! Hope you are having a great weekend round the girdled earth. Here's a hit by Tubetop's '09s Andrew Gregory & James Cabaliero to celebrate. Video shot by '09 Dan Kagan!

http://www.youtube.com/watch?v=jpraLnDU5sQ
Depending on your perspective this will either be a self-call

At the 2010 Class Officers Weekend we won the 2010 New several prizes for the Class of 2009 — read more on page 2 — it contains. Fortunately (and to the surprise of no one) '09s dates about what you all have been doing since graduation. contributors (past and future): Thank you for taking the time.

On this issue: enjoy a leisurely swim across the English surprising lessons at med school, potential carpentry proj you'd like to contribute to the next issue please send updat.

Zach Swiss, Lauren Bre.
your troika of n

**Channel Surfi**

— NELL F

No wetsuits, no floaties, no donut rings, no rowing boats, engines or sails.

Just speedos, swim cap and goggles...And the gap between England and France.

On Wednesday 30th of June, a Briton, a Zimbabwean, 2 Aussies and a Frenchman made up the Foreign Exchange Channel-Swimming Team.

With just 24 hours notice from our support boat pilot, we scrambled through last-minute preparations and headed out to Dover to take on the 'Everest' of swims: the English Channel (or for all those French majors: La Manche). Departing from Shakespeare Beach at 1:00am, we landed on Sandgate Beach, just west of

Nell, second from left in (not pants) and her

**Work Hard, Play Harder**

— XAVIER ENGLE —

So the truth is, a big part of me never wanted to go to college. My senior year of high school I was all set on taking at least a year off to go wander and explore rivers and mountains all over the world. Fortunately for me, my mom convinced me to at least apply to schools, I lucked out and got into Dartmouth, was stoked to have the chance to go to a school where I could pursue both my outdoor passions and academic goals, and the rest was history. And now, thanks to Dartmouth, I'm totally sold on the work hard, play hard mentality. But after graduation, the wanderlust crept back into my thoughts, and I knew I needed to get back out into the big wide world.

Of course, the first part of any big adventure is to face reality. Plane tickets aren't cheap, so I needed a job. In microbiology class senior fall, the prof put up a slide about a year-long infectious disease research fellowship with the Centers for Disease Control. The fellowship seemed ideal on a lot of levels, letting me both have a sweet job and giving me my pick of cool places to live all across the country. So, giddy with thoughts of "The Hot Zone," I applied, and started work the fall after graduation in Fort Collins, Colorado.

My time with CDC was a trip. The work itself was a hoot, doing research...
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Dartmouth’s Year of the Arts

Read up about Dartmouth’s Year of the Arts, as well as accounts from fellow ‘11 artists!

Arts Highlights for the 2012-2013 Year

[Excerpts from the Alumni Connections press release].

This celebration of the arts will begin in September 2012 with the inauguration of Dartmouth’s new Arts District, comprising the recently completed Black Family Visual Arts Center, as well as the Hood Museum of Art, and the Hopkins Center for the Arts (“the Hop”).... [Remaining highlights] from Dartmouth’s year of artistic programming include the following:

• Crossing Cultures at the Hood Museum (September 15, 2012-March 10, 2013): The Hood Museum’s groundbreaking fall/winter exhibition explores five decades of Aboriginal Australian art, comprising the work of more than 100 artists from outback communities to major metropolitan centers.

... temporary installation of one of the iconic spider sculptures of Louise Bourgeois.

(ONGOING): As part of Dartmouth’s campus-wide focus on the arts in 2012-13, ...
5. Content is king

**AlmaMatters SPOTLIGHT:**

**Interview with Marc Bruni ’99, Off Broadway Director**

Marc Bruni recently directed the currently running Off-Broadway hit OLD JEWS TELLING JOKES, a revue that pays tribute to and reinvents classic jokes of the past and present. Marc started his theater career in 1999 as an assistant to director Jerry Zaks ’67. Since then he has been the associate director on numerous Broadway shows, including Nice Work if You Can Get It, Anything Goes, Legally Blonde, Grease and Irving Berlin’s White Christmas. Marc has also directed many regional productions and was nominated for Kevin Kline Awards for his direction of The Music Man and Sound of Music at the St. Louis MUNY. Marc sat down with AlmaMatters to discuss his life in the theater.

**AM:** Congrats on all your success up until now! Could you tell us more about your current show, and how you got involved? At this point in your career do producers approach you to direct a show, or do you hear about an opening and put your name out there?

**MB:** Thanks so much! OLD JEWS TELLING JOKES began as a web site of the same name featuring videos of non-actors over 60 years old telling their favorite jokes. Dan Okrent (former Public Editor of the New York Times) and Peter Gethers (President of Random House Films) bought the rights to the web site and wanted to turn the material into a theatrical piece, and upon a recommendation from their producing partner...
How to Navigate your Website

For those of our classmates who don't use the internet very often, here are some simple directions to get around.

**THE NAVIGATION BAR**

The Navigation Bar is located at the top of each page, as shown in the example above. There are only six (6) pages to our site, so it's nearly impossible to get lost. Move the mouse cursor over the section heading you wish to visit and you will see that section become darker. This tells you that you have selected that section and then just click the mouse and you will be taken to that specific page.

To view the information on that page, simply scroll down with the mouse's built-in fingertip wheel, or use the scroll bar to the extreme right of the page.

It's as simple as that. If you need further assistance please send an email to dhalloran@cfl.rr.com.
Dear Fellow ‘90s,

Here is this summer’s question for our Class Notes column:

“In 25 words or less, tell us about another member of Dartmouth’s Class of 1990 who made a particularly meaningful, positive impact on you during your college career.”

p.s. If you married another ’90, please write about someone else.

The deadline for all responses is 5:00pm EST on Wednesday, June 27.

Thanks a lot!
- Rob Crawford '90
5. Content is king

1990
Here’s Part Two of your responses to my e-mail request: “Tell us about another member of Dartmouth’s class of 1990 who made a particularly meaningful, positive impact on you during your college career.” Dana Weintraub, a pediatrician/researcher at Stanford and mother of two, writes about friend and soccer teammate Becky Barendrick, who passed away in 2005: “Her friendship, leadership and sense of humor encouraged us to excel on and off the field, yet kept us humble.” Suzanne (Rathburn) Fetter remembers Chris Colasanti, who died in the 9/11 attacks on the Twin Towers: “I met Chris on freshman trips and was immediately drawn to his laugh, strength of spirit and friendship. He led an exemplary life, though short, and will always be an inspiration to me.” Josh Blum: “Jason Koh was an uncompromisingly devoted friend with a great musical ear and an old fashioned intellect who wasn’t afraid to follow his muse rather than someone else’s prescribed course of study.” David Greenberg: “It was impossible to be friends with Elise Saks and not better see your connection to other people, both near and far.” Laura Martin Zentmaier: “I shall always treasure the golden friendship that I have with Mere McIntosh Murphy.” Michael Cohenuram: “Parker Karnan was the perfect embodiment of school spirit, spontaneity, kindheartedness, enthusiasm for new experiences and pushing all those around him to live in the moment.” Quyen D. Chu, who is chief of surgical oncology at Feist-Weiller Cancer Center in Shreveport, Louisiana: “David Clark and Hunter Labovitz were my best friends at Dartmouth. I won’t forget the times we watched Stand By Me and Do the Right Thing and our weekly Thursday event, ‘Movies With “Corn” ’ (popcorn), spearheaded by Tyler Goldman and Bash Derti.” Amy Fulwyler: “Mary Bachman was (and still is, I’m sure) brilliant, kind, funny and honest. She inspired me to do more than I thought I could.” Pam Gentry: “Jeanhee Kim, a life-long friend, was a super friend in college. Outgoing and friendly, she always knew somebody wherever we went. I think I made most of my friends through Jeanhee.” Michael Lowenthal, whose new novel The
Content is king.
DCLA Scholarship Recipient Isabel Murray ’12

Recent Dartmouth graduate and DCLA scholarship recipient Isabel Murray shares a note of thanks to the Dartmouth Alumni Club of Los Angeles.

April 11, 2012

Dear Members of the Dartmouth Alumni Club of Los Angeles,

Thank you so much for your generous support of my education. I cannot tell you how valuable my time at Dartmouth has been. As a senior entering her last term, I have been lucky to be privy to so many opportunities at Dartmouth. In my time here, I have participated in a study abroad program in Edinburgh, Scotland, and last summer I was given a grant to conduct research in Copenhagen, Denmark.

Currently, I am working on my thesis which I (hopefully!) complete this term. Again, my time at Dartmouth would not be possible without your generosity for that I am so incredibly grateful.

Soon I will have completed my four years at Dartmouth, which is very surreal; I feel at times like I just got here! Looking back, I am able to see the impact these last few years have had and will continue to have on me.

Again, I am so appreciative of the generosity of alumni like you that has allowed me and others like me to have the chance to attend Dartmouth.

Sincerely,
Isabel Murray ’12

END OF SUMMER SPLASH HIKE AT HERMIT FALLS SWIMMING HOLES

Join us for a Hike at Hermit Falls Swimming Holes
WHEN: Sunday, September 16th at 10:00am
WHERE: Chantry Flat Contact Joel Dahl ’05 at jtd@alum.dartmouth.org for more info.

ALUMS ATTEND TAPING OF THE PRICE IS RIGHT

Dartmouth students and alums and their family members attended the August 26th taping of The Price is Right. The show is set to air on November 19. Alums in attendance included: Ivy Fruss ’07, Brittany Henry ’07, Courtney Henry ’07, Ashley Henry ’07, Molly Halam ’09, Ngozi Uden ’15, Danielle Moore ’15, Kelsey Stimson ’15, [...]
Welcome

The Dartmouth Alumni Association of Silicon Valley (DAASV) is comprised of over 1,800 Dartmouth alums and their family members. Our Club covers a broad geographic territory, running from South San Francisco to San Luis Obispo and from the Sierras to the Sea.

DAASV Mobile App — Download the new Update!

Designed specifically for members of the Dartmouth Alumni Association of Silicon Valley, iDAASV allows members to view and reserve seats at upcoming events, pay dues, browse the most recent issue of Dartmouth Alumni Magazine, access the latest scores from Dartmouth Athletics, and keep up to date with breaking news from the Hanover Plain... and Silicon Valley. *A new networking tool and the Dartmouth Name Directory (DND) have just been added!* iDAASV — the ultimate alumni experience now at your fingertips!

Join the DAASV Today

It's easy to become a member of, or renew your membership to, the DAASV. *Simply click here.* Submit your membership dues and confirm your email address today and you will be automatically registered to win a luxurious 3 day / 2 night stay for you and a guest at Hanover’s new Six South Street Hotel—the official 2012 Membership Sponsor!
5. Content is king
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(All contributions are tax-deductible.)

$250  Wheelock Member*

$100  Occom Member*

$50   Webster Member*

$50   Couple/Family Member

$35   Individual Member

$35   Parent Member

$20   Young Alum Member

$20   Membership Sale

Free  New Alum

Join or Renew
5. Content is king

Engineering The Perfect Glass For Beer: A Palo Alto Spiegelau Bee...
Wednesday, November 28
Calling all engineers, entrepreneurs, and lovers of design for a beer tasting like no...

DAASV Holiday Hike along the Kissing Trail
Sunday, December 2
Uh oh, who's under the mistletoe?! Anyone who hikes a certain 4.8-mile (round-trip) tr...

DAASV Holiday Party & Feast
Thursday, December 6
Don your Dartmouth apparel and join the Dartmouth Alumni Association of Silicon Val...

Santa Claus Needs a Helping (Dartmouth) Hand
Friday, December 7
Letters to Santa have been a Christmas tradition for over 60 years. Help us deliver the m...
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- Newsletters
- Class projects
- Other class mailings
- The D92 iOS and Android smart phone apps
- Event invitations and reminders, including Mini-Reunions
- Notification of networking and social activities
- Insurance and administrative costs
- Eligibility to vote in class elections

The Dartmouth Class of 1992 relies on your support to sustain these benefits and the organization.

**Membership Contribution is $60**
(All contributions are tax deductible.)

**Join or Renew**
5. Content is king
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Denver Mini Reunion: Becoming Van Gogh - Dartmouth on Location
Friday, November 16
D92 Minireunion at the College’s very popular Dartmouth On Location event with Professo...

Day of Service: MLK Day
January 20 - 21
MLK Day Weekend Los Angeles- Brant Rose
TIME/PLACE: TBD OTHER CITIES: TO BE...

Virtual Mini Reunion: 92nd Day of the Year
Tuesday, April 2
April 2nd Virtual Mini Reunion celebrating the 92nd Day of the Year. Post your activities fo...
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6. Strategy session
What does your class or club do?
Questions?