

## OBITUARY FORM

The following is provided as an aid to preparing the obituary for publication.

We can place the obituary for you in the San Francisco Chronicle and other Bay Area newspapers and handle the charges as a cash advance convenience item on your purchase agreement. We can also submit to other publications on a case-by-case basis.

Following are main elements used in a typical obituary:

1. Name and Dates
2. Survivor Information
3. Biographical Information
4. Visitation and Service Information
5. Memorial Contribution Preferences

1. To prepare a standard obituary, you will want to start with the deceased's name as most would recognize the individual. For instance, William Avery Smith might have been better known as "William "Bill" Smith, or William "Smitty" Smith, or Will Smith.

Dates can be illustrated many ways. Some people don't want the date of birth to appear at all. The dates can be printed in a separate line underneath the name, or in the beginning of the obituary text. Examples:

William A. Smith  
June 15, 1937 – November 5, 2014

William A. Smith

In San Francisco November 15, 2014. Born in Lancaster OH June 15, 1937.

or

Born June 15, 1937; passed away peacefully, surrounded by family and friends in San Francisco  
November 5, 2014.

2. Survivor information is where things can require a little more thought. You may want to ask other family members for help in this area. If you limit names of immediate relatives, it's a little more simple, but when you begin adding names of those more distantly-related, such as cousins, in-laws, etc., then you must be careful not to leave anyone out who happens to be in the same degree of relationship. Usually, only relatives who actually survive an individual are listed in an obituary. The two common exceptions to this are a predeceased spouse or children, i.e. William was predeceased (or preceded in death) by his wife of 40 years, Lorine, and his son, George. Sometimes, the predeceased parents are listed but it is not necessary. The order in which relatives are normally listed are Spouse, Children, Parents, Grand and Great-Grand Children, etc., then siblings, aunts/uncles, cousins. Spouses of

relatives are sometimes entered in parentheses immediately after the relative - example: loving brother of Susan (John) Worthington. Another way would be - brother of Susan and her husband John.

Those are the basics with regard to listing relatives. Other formats and ways of listing abound such as the use of adjectives. Beloved husband of; loving father of, devoted grandfather of, as opposed to Survived by his wife.....,sons.....grandchildren, etc.

3. The next section of a typical obituary consists of biographical information which helps identify the person sufficiently so the reader will know this is the William Smith they think it is. This section might include information about career, education, sports interests, lodge or other affiliations, accomplishments, military background, etc.

Example: William graduated from Stanford University in 1958 and became employed with Jones Specialty Co., retiring after 50 years of service. He was a US Air Force Veteran of the Korean Conflict, member of the Olympic Club and loved hockey and football.

4. The next section offers service information and can be filled in by the mortuary before sending out for publication. A typical service section might read: Friends are welcome for visitation from 2 to 6 pm Tuesday at Halsted N. Gray – Carew & English, 1123 Sutter St, SF. Funeral Services will be at the Church of Nazareth, 1111 Main Street, 11AM Wednesday, November 20, 2014 with interment to follow at Olivet Memorial Park.

5. Following the service information, families sometimes suggest a charitable organization to which memorial contributions may be sent. For this, you will want to include an address or website in the obituary text to assist those interested in contributing. It may also be helpful to contact the listed agency or organization and give them an address where notifications can be sent so that you may properly acknowledge the donations.

For the truly best guide to writing an obituary, we encourage people to look in the newspaper or [www.sfgate.com/obituaries](http://www.sfgate.com/obituaries) for additional ideas. There is really no right or wrong way to create an obituary. Its nice if as many family members as possible participate because that tends to make the process more creative and therapeutic for everyone involved.

We are always available to assist you and to answer any questions or concerns you may have. And because obituaries can be quite costly, before we perform a final submission for publication, we contact you and let you know what the cost will be, in the event you need to do some “editing-down.”

In the San Francisco Chronicle, the charges are approximately \$14.00 per line, each line consisting of approximately 28 combined spaces and characters. A picture, if submitted in color, will appear in color in the online edition, and black and white in the printed edition and will augment the daily cost up by approximately \$85 to \$100. For an additional \$40 per day, the picture would appear in color in the printed edition of the Chronicle.

If you would like to use the space below to provide a draft of an obituary, we will be happy to receive it by email or in person, offer our suggestions, assistance and ultimately submit it to the publication of your choice. Photos may be emailed or hand-delivered to us. The best type of photo is an individual headshot. Not so desirable would be a 5 x 7 snapshot with the deceased being one of several people in the picture. The larger/clearer the picture, the better, of course.

As a guideline, most of the Bay Area newspapers require that we submit to them before afternoon for the next day's publication.