Preface

Because of the size and diversity of the University of Arizona Health Sciences (UAHS) at the University of Arizona, preparing publications, documents and other media for both internal and external audiences often raises questions for writers and designers: When is a person’s title capitalized? What is the correct name of an UAHS affiliate? How is it abbreviated? What logo should be used in what kind of application?

To answer questions like these and to help promote clarity and consistency throughout UAHS’s written communications, the UAHS Identification Committee has created this edition of the University of Arizona Health Sciences Style Guide.

The UAHS Style Guide is designed with a larger purpose in mind as well: to uphold the University’s image as we communicate about UAHS. The University of Arizona has utilized an identification guide for many years to ensure a standard image for the University. This assists in continuing the UA’s visibility and recognition by general audiences, including friends of the University, donors, legislators, alumni, students, faculty and staff. Those of us associated with UAHS share in the responsibility of upholding the University’s image as we represent our endeavors and pursue our mission of serving the Southwest as a center for education, patient care, research and community service.

The UAHS Style Guide is intended as a “living” document, a resource that reflects the dynamic nature of UAHS. As changes occur throughout the organization, we will take advantage of the Internet to update the guide accordingly. The guide is posted online at http://biocom.arizona.edu/support/home

If you need further assistance when writing or designing publications, slide presentations, videos, posters, badges, Web pages, exhibits or any other UAHS-related material, please contact the UAHS Identification Committee member related to your area (see contacts listed, page 1). The UAHS Identification Committee consists of individuals from many UAHS entities. Members can suggest options for presenting your message to its best advantage.
# UAHS Identification Committee

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University of Arizona Health Sciences
The University of Arizona Health Sciences is the statewide leader in biomedical research and health professions training. The UA Health Sciences includes the UA Colleges of Medicine (Phoenix and Tucson), Nursing, Pharmacy and Mel and Enid Zuckerman College of Public Health, with nearly 6,000 students on main campus locations in Tucson and the growing Phoenix Biomedical Campus in downtown Phoenix. From these vantage points, the UA Health Sciences reaches across the state of Arizona and the greater Southwest to provide cutting-edge health education, research, patient care and community outreach services. A major economic engine, the UA Health Sciences employs almost 4,000 people, has over 800 faculty members and garners more than $140 million in research grants and contracts annually. UAHS also is supported by almost 5,000 "Designated Campus Colleagues," including nearly 3,000 faculty, who generously contribute their time, services and expertise without pay to help UAHS accomplish its mission.

In subsequent references, “UAHS” is acceptable for both internal and external audiences.
For internal publications, “UAHS” may be used on first reference.

The University of Arizona
The University of Arizona is the institution’s legal name and proper title. In all materials intended for off-campus distribution, the preferred first reference is “the University of Arizona in Tucson.” For on-campus publications, the University of Arizona (omitting “in Tucson”) is sufficient.

When referring to the University of Arizona in official logos and return addresses, it is correct to capitalize “The.”
When referring to the University of Arizona in body text, it is correct to lowercase “the.”

Example: I received a great education at the University of Arizona.

On second and subsequent references to the University of Arizona, terms such as “the UA” and “the University” are acceptable.

Note: The correct abbreviation for the University of Arizona is “UA,” not “U of A.” “UA” and “the UA” are acceptable on second and subsequent references.

The University of Arizona College of Medicine – Tucson
The University of Arizona College of Medicine is located in Tucson. When preparing materials that are specific to the University of Arizona College of Medicine in Tucson, on first reference the name should read, “the University of Arizona College of Medicine – Tucson.” (NOTE: The name includes an “en dash” between Medicine and Tucson.) On subsequent text references, it is acceptable to shorten the name to “the UA College of Medicine – Tucson.” Acceptable second references also include: “the College” and “the medical college.” On second or subsequent references, “College” (capitalized) may be used in internal and promotional materials produced by that specific college. In other instances (news releases and other material for external audiences), “college” should be lowercase on second or subsequent references.

For the sake of brevity, “COM – Tucson” is allowed for internal publications ONLY and in headlines and second references on the UA College of Medicine website.

Example: The University of Arizona College of Medicine – Tucson admitted its first class of medical students in 1967.

The University of Arizona College of Medicine – Phoenix
The University of Arizona College of Medicine – Phoenix is located on the Phoenix Biomedical Campus. (NOTE: The name includes an “en dash” between Medicine and Phoenix.)
On first reference in text, in titles, signage, news releases and other formal uses, the University of Arizona is spelled out. On subsequent text references, it is acceptable to shorten the name to "the UA College of Medicine – Phoenix." Acceptable second references also include: “the College,” and “the medical college.”

On second or subsequent references, “College” (capitalized) may be used in internal and promotional materials produced by that specific college. In other instances (news releases and other material for external audiences), “college” should be lowercase on second or subsequent references.

For the sake of brevity, “COM – Phoenix” is allowed for internal publications ONLY and in headlines and second references on the UA College of Medicine website.

**The University of Arizona College of Nursing**

The University of Arizona College of Nursing or the “UA College of Nursing” are the accepted names. The College should not be abbreviated “CON” or “C of N,” and generally is not referred to as a “school” of nursing or a “nursing school”; “college” is the preferred term. For the sake of brevity, “CON” is allowed for Internal communications and upon second references only if necessary on the UA College of Nursing website.

On second or subsequent references, “College” (capitalized) may be used in internal and promotional materials produced by that specific college. In other instances (news releases and other material for external audiences), “college” should be lowercase on second or subsequent references.

*Example:* The College of Nursing is in Tucson.
*Example: (on second reference in College of Nursing publications):* The college offers many opportunities, or The College offers many opportunities.
*Example: (on second reference in material for external audiences):* The college has excellent staff.

**The University of Arizona College of Pharmacy**

The University of Arizona College of Pharmacy or the “UA College of Pharmacy” or the “UA pharmacy college” are the accepted names. The College should not be abbreviated “COP” or “C of P,” and generally is not referred to as a “school” of pharmacy or a “pharmacy school”; “college” is the preferred term. For the sake of brevity, “COP” is allowed for internal publications and in headlines and second references on the UA College of Pharmacy website.

On second or subsequent references, “College” (capitalized) may be used in internal and promotional materials produced by that specific college. In other instances (news releases and other material for external audiences), “college” should be lowercase on second or subsequent references.

*Example:* The College of Pharmacy is in Tucson.
*Example: (on second reference in College of Pharmacy publications):* The college offers many opportunities, or The College offers many opportunities.
*Example: (on second reference in material for external audiences):* The college has excellent staff.

**The University of Arizona Mel and Enid Zuckerman College of Public Health**

The University of Arizona Mel and Enid Zuckerman College of Public Health is the official name of the College. “UA Zuckerman College of Public Health” can be used on second reference. It generally is not referred to as a “school” of public health or a “public health school”; “college” is the preferred term. The acronym “MEZCOPH” is not to be used in external communications materials. For the sake of brevity, “MEZCOPH” is allowed for internal publications (memos, reports) and upon second references on the UA Zuckerman College of Public Health website.

*Example: (on first reference external communications):* The University of Arizona Mel and Enid Zuckerman College of Public Health is in Tucson.
Example:  (on second reference in UA Zuckerman College of Public Health publications):
UA Zuckerman College of Public Health.
The UA Zuckerman College of Public Health has excellent staff.

Example:  (on second and subsequent references):
“The College” (capitalized) may be used on marketing and promotional materials. In other instances (news releases and other mate¬rial for external audiences), “college” (lowercase) should be used on second or subsequent references.

1. The College offers many opportunities. (Marketing/Promotional material).
2. The college offers many opportunities. (News Releases)

Banner Health
Headquartered in Arizona, Banner Health is one of the largest nonprofit health-care systems in the country. The system owns and operates 29 acute-care hospitals, Banner Health Network, Banner – University Medicine, Banner Medical Group, long-term care centers, outpatient surgery centers and an array of other services, including family clinics, home care and hospice services, pharmacies and a nursing registry.

Banner – University Medicine
With locations in Tucson (Main and South Campus) and Phoenix, this academic medical network was created through the partnership of Banner Health and the UA. Banner – University Medicine serves as the primary clinical partner for the UA Health Sciences.

Banner – University Medicine is the Banner division that was formed in 2015 that all of the below entities fall under.

- Banner Children’s at Diamond Children’s Medical Center
  - Diamond Children’s is acceptable on second reference
- Banner Health
- Banner - University Medicine
- Banner - University Medical Center Phoenix
  - Banner – UMC Phoenix is acceptable on second reference
- Banner - University Medical Center South
  - Banner – UMC South is acceptable on second reference
- Banner - University Medical Center Tucson
  - Banner – UMC Tucson is acceptable on second reference
- Banner - University Medical Group

Trauma Centers
Trauma centers provide comprehensive emergency medical services to patients experiencing traumatic injuries. The Arizona Department of Health Services, Bureau of Emergency Medical Services and Trauma System has established criteria and standards for designating trauma centers at varying levels based on a hospital’s resources and capabilities.

When referring to a designated trauma center, the word “Level” is capitalized, and the designated level is written as a Roman numeral; the phrase “trauma center” remains lower-case.

Example:  In 2012, the ADHS granted provisional status to Banner – University Medical Center South as a Level III trauma center.

Example:  Banner – University Medical Center Tucson is Southern Arizona’s only Level I trauma center.
UAHS Centers and Institutes
UAHS is home to many centers that are dedicated to specific areas of research, clinical care, teaching and community service.

On second or subsequent references, “Center” (capitalized) is appropriate in internal and promotional materials produced by that specific center. In other instances (news releases and other material for external audiences), “center” should be lowercase on second or subsequent references.

Example: Steele Children’s Research Center.
Example: (in Center publications): The Center offers the latest treatments.
Example: (on second reference in materials for external audiences):
The center has excellent staff.
For a partial list of frequently referred-to centers, see page 9.

The University of Arizona Foundation
Incorporated in 1958, the University of Arizona Foundation provides assistance to the University of Arizona in four areas: fundraising, asset management, facilitation and the transfer of intellectual property.

On second reference, “the UA Foundation” is correct, but never “the Arizona Foundation.”

Arizona Board of Regents
Arizona Board of Regents is the correct name of the governing body for Arizona’s public university system. Accepted second references are “the Regents” and “ABOR,” never “BOR.”

Arizona Legislature
The Arizona Legislature is the state’s official governing body. On second reference, capitalize “Legislature” when specifically referring to that body; lowercase “legislature” when it is used generically.

Example: (when referring to the Arizona Legislature):
Both houses of the Legislature adjourned today.
Example: No legislature ever has approved such an amendment.
Capitalize “House” and “Senate” when “Arizona” is dropped, but the reference is to Arizona’s governmental bodies specifically.
Example: The (Arizona) House adjourned today.

Social Media
The UAHS social media toolkit is designed to help employees of UAHS and our colleges, departments, centers, and other units be strategic and successful on social media. This includes being aware of the rules and strategy that govern social media use at UAHS and the resources that exist to help you. Find the UAHS Social Media Toolkit here: http://uahs.arizona.edu/ahsc-social-media-toolkit

Frequently Referred-to Entities
- Arizona Biomedical Collaborative (ABC 1, ABC 2)
- Arizona Healthcare Cost Containment System (AHCCCS)
- Barrow Neurological Institute
- BIO5 Institute or BIO5 (all caps)
Listed below are the names of several prominent centers and institutes at UAHS:

**Banner Health**
- Banner Children’s at Diamond Children’s Medical Center
- Banner – University Medicine
- Banner – University Medical Center Tucson
- Banner – University Medical Center South
- Banner – University Medical Center Phoenix
- Banner – University Medical Group

Listed below are the names of several prominent centers and institutes at UAHS:

**Centers at UAHS include:**
- Arizona Area Health Education Center (AHEC)
- Arizona Simulation Technology and Education Center (ASTEC)
- Asthma and Airway Disease Research Center
- Center for Innovation in Brain Science
- Center for Applied Genetics and Genomic Medicine
- Center for Accelerated Biomedical Innovation (ACABI)
- Center for Biomedical Informatics and Biostatistics
- Center for Disparities in Diabetes, Obesity and Metabolism
- Center for Border Health Disparities (C-BORD)
• Center for Population Science and Discovery
• Center for Sleep & Circadian Sciences
• Center for the Transformation of Interprofessional Healthcare (CTIPH)
• Institute for Clinical & Translational Science
• Hispanic Center of Excellence
• Office Diversity & Inclusion
• University of Arizona Cancer Center (UACC)

**UA College of Medicine – Tucson**
• Center for Integrative Medicine (AzCIM)
• Center on Aging (ACOA)
• Emergency Medicine Research Center (AEMRC)
• Arizona Telemedicine Program (ATP)
• Steele Children’s Research Center
• University of Arizona Arthritis Center (UAAC)
• University of Arizona Cancer Center (AZCC)
• UA Sarver Heart Center (SHC)
• The Native American Research and Training Center
• Valley Fever Center for Excellence (VFCE)
• Venom Immunochemistry, Pharmacology and Emergency Response Institute (VIPER)

**UA College of Medicine – Phoenix**
• Center for Applied NanoBioscience & Medicine
• Center for Simulation and Innovation
• University of Arizona Cancer Center at Dignity Health St. Joseph’s
• Center for Toxicology, Pharmacology Education & Research

**UA College of Pharmacy**
• Arizona Poison and Drug Information Center (APDIC)
• Center for Health Outcomes and PharmacoEconomic Research (HOPE)
• Center for Toxicology
  - Southwest Environmental Health Sciences Center (SWEHSC)
  - The University of Arizona Superfund Research Program
  - Dean Carter Binational Center for Environmental Health Sciences
• Medication Management Center

**UA Mel and Enid Zuckerman College of Public Health**
• Arizona Prevention Research Center (AzPRC)
• Arizona Public Health Training Center (AzPHTC)
• Arizona Smokers’ Helpline (ASHLine)
• Canyon Ranch Center for Prevention & Health Promotion
• Center for American Indian Resilience (CAIR)
• Center for Rural Health
• Center of Excellence in Women’s Health (WCOE)
• Environment, Exposure Science and Risk Assessment Center (ESRAC)
• Global Health Institute
• The Healthy Aging Lab
• Mountain West Preparedness and Emergency Response Learning Center

**Titles**

**Courtesy Titles and the Use of Abbreviated Titles**

Because doctors’ degree titles more accurately describe an individual’s expertise, it is preferable to include degree designations after an individual’s name, rather than to precede the name with Dr., in all internal and external publications. For example, “John Smith, MD,” clearly indicates that individual’s academic background, while “Dr. John Smith” fails to indicate whether he is a medical doctor (MD), a doctor of philosophy (PhD), a doctor of pharmacy (PharmD), a doctor of education (EdD) or a doctor of osteopathy (DO), etc.

In a reference following a person’s name, use only the highest academic degree earned. If all earned degrees must be used, list the highest first. Equal-level degrees (such as PhD and MD) should be listed in the order they were earned.

    *Note: Periods are not needed when using degree abbreviations.*

    *Example:*  John Smith, PhD, CCRN, FAAN

    *Example:*  However, a comma should come before and after initials.

    *Example:*  John Smith, PhD, CCRN, FAAN, stated that the new grant would help in finding a cure for diabetes.

In internal and external publications, it is acceptable to use “Dr.,” ”Mr.” and ”Ms.” in second and subsequent references. When writing headlines for internal publications, use of the title ”Dr.” is acceptable.

**Affiliations and Titles**

For UA College of Medicine – Tucson and UA College of Medicine – Phoenix faculty members who also are members of Banner – University Medical Group and have clinical privileges at Banner – University Medical Center Tucson, Banner – University Medical Center South or Banner – University Medical Center Phoenix, use academic titles for primary identification. Affiliation with other entities also may be used, as appropriate, in context.

There are exceptions. For example, individuals who are directors of centers at UAHS generally are identified by that title.

    *Example:*  The speaker was Andrew S. Kraft, MD, director of the University of Arizona Cancer Center.

Proper titles are lowercase when they follow an individual’s name, uppercase when they precede the name.

    *Correct:*  The lecturer was Professor John Smith, PhD.

    *Preferred:*  John Smith, PhD, professor of anatomy, lectured.

The title of an administrator of a department or division is “director” or “head,” depending on the entity. The title of an administrator of a section within a department is “chief.”

**Arizona Board of Regents Titles**

To specify a member of the Arizona Board of Regents, capitalize proper titles before the name, but use lowercase for titles following a name.
Correct: One committee member, Regent Sue Black, disagreed.
Correct: Robert Williams, a regent, provided his opinion.
Incorrect: Peter Thompson, an Arizona Regent, spoke out.

**Legislative Titles**

On first reference in regular text, use “Rep.,” “Reps.,” “Sen.” and/or “Sens.” as formal titles before one or more names. In a direct quotation, spell out and capitalize these titles before one or more names. In other uses, spell out and lowercase “representative” and “senator.”

- Example: Sen. John Smith was scheduled to speak.
- Example: “Senator Smith graduated from the UA,” he said.
- Example: They were among the nine senators and representatives on the committee.

On second reference, use legislative titles before a name only if they are part of a direct quotation.

- Example: “Senator Smith graduated from the UA,” he said.
- Example: He said that Smith is a UA graduate.

**CAPITALIZATIONS OF COLLEGES, DIVISIONS, DEPARTMENTS, SECTIONS AND CENTERS**

Full proper names of colleges, divisions, departments, sections and centers always are capitalized. But informal or generic references to a college, division, department, section or center (when the “of” in the title is dropped) are not capitalized.

- Example: The Department of Medicine, the College of Pharmacy, the Section of Infectious Diseases and the Arizona Arthritis Center provide funding.
- Example: The medicine department, the pharmacy college, the infectious diseases section and the arthritis center provide funding.

**PREFERRED SPELLINGS**

**Computer Terms**
Correct: cellphone
- email (no hyphen)
- home page
- Internet
- listserv
- online
- smartphone
- Web
- website

**UAHS/Health-care Terms**
- DuVal Auditorium (one word, capital V)
- Kiewit Auditorium
- inpatient, outpatient (no hyphen)
- health-related (when used as a modifier)
- health-care (when used as a modifier)
- health care (when used as a noun)
- physician-scientist and physician-scientists (always hyphenated)
- orthopaedics (prefered spelling)
**Miscellaneous Usage**

In making style determinations for print publications, our primary reference is The Associated Press Stylebook and Briefing on Media Law.

**academic degrees**
Lowercase degrees: Holly is working on her master of science degree. Use an apostrophe: She will be awarded a master's degree in May.

**ampersand**
In general, spell out the word “and.” Use an ampersand (&) only if it is part of an organization’s name.

**area code**
Use hyphen after area code. Do not use parentheses around area code. Example: 520-626-7301.

**comma, in a series**
Do not use a comma before the last item in a series.

**fundraising, fundraiser**
Write as one word, no hyphen, in all cases.
The development officers are engaged in fundraising.
The development officer is a fundraiser.

**more than/over**
Use “over” when referring to spatial relationships: A police helicopter flew over the hospital. Use “more than” when referring to numerals: Last summer’s helicopter rescues cost more than $100,000.

**numbers**
Spell out one through nine. Use figures for 10 and greater. Exceptions: When referring to age, money or percentages, use figures.

**Regents’ Professor**
Use an apostrophe: Regents’ Professor Stanley Livingston is visiting Africa.

**toll-free numbers**
Do not include 1 before toll-free numbers (800, 888, 877, 866). Example: 800-555-1212.

**T-shirt**
Capitalize and hyphenate.

**URLS**
When a URL includes www., do not include http:// in front of it.

**UA and UAHS-Related Logos and Icons**

**UA Logos**
REDBAR is the University of Arizona’s brand portal. Find UA Brand Guidelines, Photography, Graphic Elements, Color, Typography, Trademarks & Licensing. http://brand.arizona.edu

For UAHS related logos contact [http://www.biocom.arizona.edu/](http://www.biocom.arizona.edu/)
Publication Requirements

Copyright Statement
All major publications should include the following copyright symbol (with the publication year) and text:

All contents © (insert year, no parentheses) Arizona Board of Regents. All rights reserved.

For an exact reprint, the copyright year remains the same. For an entire re-write, use the current year.
For a reprint with changes, keep original year and add the new year.

Example: All contents © 2008, 2017 Arizona Board of Regents. All rights reserved.

UAHS Statement
For major publications, such as annual reports, it is appropriate to include a statement that describes UAHS. For example: The University of University of Arizona Health Sciences (UAHS) is the statewide leader in biomedical research and health professions training. UAHS is comprised of the UA Colleges of Medicine (Phoenix and Tucson), Nursing, Pharmacy and Public Health with main campus locations in Tucson and the growing Phoenix Biomedical Campus in downtown Phoenix. From these vantage points, UAHS reaches across the state of Arizona and the greater desert Southwest in providing cutting-edge health education, research, patient care and community outreach services.

Non-Discrimination and Affirmative Action Statements
The University is required to include a statement of nondiscriminatory policy in any bulletins, announcements, publications, catalogs, application forms or other recruitment materials that are made available to participants, students, applicants, or employees.

For magazines, books, and other more lengthy publications and productions:

The University of Arizona is an equal-opportunity, affirmative-action institution.
The University prohibits discrimination in its programs and activities on the basis of race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation or gender identity and is committed to maintaining an environment free from sexual harassment and retaliation.

For shorter publications, such as advertisements, one-page announcements, etc.:

The University of Arizona is an EEO/AA - M/W/D/V Employer.
(M/W/D/V stands for Minority/Women/Disabled/Veteran)

For handbooks, catalogs and personnel-policy manuals:

The University must publish brief descriptions of its discrimination complaint procedures and its sexual harassment policy in student handbooks, catalogs and personnel-policy manuals. Therefore, the minimum language that can be used is indicated below. To inquire about modifying this language, contact the Office of Institutional Equity.

The University of Arizona is an equal-opportunity, affirmative-action institution. The University does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation or gender identity in its programs and activities. The following persons have been designated to handle inquiries regarding the nondiscrimination policies:

Title IX Officer
Mary Beth Tucker
Director, Office of Institutional Equity
University Services Building, Room 217
Phone: 520-621-9449

Individuals who believes they have experienced sexual harassment or discrimination should call the Office of Institutional Equity (OIE). They will be transferred to an individual with expertise in these areas for advice on handling the situation and information on filing a complaint. The University’s nondiscrimination policies, including sexual harassment, are available on the OIE website (http://equity.arizona.edu).
Disability-Related Accommodation Statement
Per a 1997 University directive related to the Americans with Disabilities Act, and at the request of the UA Disability Resource Center, UA colleges, departments, programs and student organizations are encouraged to include statements about the availability of disability-related accommodations on their materials.

Statements about the availability of accommodations help create a welcoming environment. By encouraging advance inquiries, any needed accommodations can be identified early so that they can be implemented in a seamless fashion.

For assistance in responding to questions about accessibility or accommodations, contact Dawn Hunziker, IT Accessibility Consultant, 520-626-9409 or hunziker@email.arizona.edu

Below are four model statements related to disability accommodations.

MODEL STATEMENTS
Publications (To appear on catalogs, brochures and other University publications)
For information in an alternate format (Braille, digital, tape or large print), please contact {insert name and contact information including an email}.

Events (To appear on calendars, posters, flyers and other announcements or advertising for the event.)
For questions concerning access, or to request a sign language interpreter or disability-related accommodations, please contact {insert name and contact information including an e-mail}.

Web Pages (To appear as text on pages if you are not sure of usability)
If you have difficulty accessing any portions of this page with adaptive technology, please contact {insert page owner/Web master name, e-mail, phone}.
To learn why websites need to be accessible and how to create an accessible website, please visit: http://itaccessibility.arizona.edu

Syllabi (To appear on all syllabi)
If you anticipate issues related to the format or requirements of this course, please meet with me. I would like to discuss ways to ensure your full participation in the course. If you determine that formal, disability-related accommodations are necessary, it is very important that you register with Disability Resources (520-621-3268; drc.arizona.edu) and notify me of your eligibility for reasonable accommodations. We can plan then how best to coordinate your accommodations.

Photo Consent Forms
Photo or video subjects must sign consent forms before they are photographed or videotaped.

Rules vary on where you can use photographs after a consent form is signed. Generally, news publications, such as newspapers and newsletters, do not require consent if the photograph is taken in a public area. However, if the photograph is to be used in a publication for marketing purposes, a signed consent is required, and the subject MUST be informed of the locations where the photograph will appear (brochure, website, etc.).

The UAHS Office of Public Affairs uses an approved form for patient-related photography and
videography at Banner – University Medical and other clinical facilities. For more information, please call the UAHS Office of Public Affairs, 520-626-7301.

UAHS BioCommunications uses its own consent and waiver form for all of its production, including photography and audio and video recording. For information, please call 520-626-7343.

**Continuing Medical Education Publication Criteria**
The Office of Continuing Medical Education at the University of Arizona Health Sciences has established a specific set of criteria for CME-related brochures and promotional materials. The CME office has several forms available to help you plan, implement and evaluate your CME offering. Formal approval from the CME office is **required** for all CME-related brochures and promotional material. Such material must follow the specific criteria established by that office.

*Note: Advance planning is critical when preparing such documents.*

For more information, visit the Office of Continuing Medical Education website at [http://cme.arizona.edu/](http://cme.arizona.edu/) or call 520-626-7832.

### NEWSPAPER AD GUIDELINES

**Directions for UAHS Newspaper Ad Placement**
To place a print or online ad in the Arizona Daily Star, Desert Leaf, Explorer, Tucson Weekly, The Arizona Republic or any other newspaper, contact the newspaper's advertising department for size, rate and deadline criteria.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Desert Leaf</td>
<td>520-881-5188</td>
<td><a href="http://www.desertleaf.com">www.desertleaf.com</a></td>
</tr>
<tr>
<td>Tucson Local Media</td>
<td></td>
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<tr>
<td>Foothills News, Desert</td>
<td></td>
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<tr>
<td>Times, Inside Tucson</td>
<td></td>
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<tr>
<td>Business, Tucson Weekly</td>
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<tr>
<td>Dandy Dime</td>
<td>520-327-3344</td>
<td><a href="http://www.dandydime.com">www.dandydime.com</a></td>
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<tr>
<td></td>
<td>800-331-9303</td>
<td></td>
</tr>
</tbody>
</table>

**University of Arizona RFP-awarded advertising agencies**
Republic Media is part of the USA TODAY Network, the largest local to national media company providing targeted media services. [http://www.republicmedia.com](http://www.republicmedia.com)

Barkley REI provides digital strategy and consulting services. [http://barkleyrei.com](http://barkleyrei.com)

Hilton & Myers is a full-service advertising agency. They provide services from video production to multi-faceted brand campaigns. [http://www.hiltonmyersadv.com](http://www.hiltonmyersadv.com)
REFERENCES

The following sources may be helpful for style and usage matters not addressed in this guide. Some also provide helpful bibliographies.


MEDIA CREATION AND SERVICES

**UAHS BioCommunications**

UAHS BioCommunications offers a comprehensive range of media-development services, including, publication design and production, print coordination, computer-generated graphics and animation, illustration, maps, website design, poster presentation, PowerPoint presentation imaging, photography, scanning, large-format poster printing, color slide processing and black-and-white printing, interactive media development, instructional technology, videoconference and conference planning and support, television program development, UAHS webcasting, video systems consultation and equipment repair and audiovisual equipment distribution.

Contact 520-626-7343 or visit [www.biocom.arizona.edu](http://www.biocom.arizona.edu) for more information.

**UAHS Office of Public Affairs**

The UAHS Office of Public Affairs provides media relations and internal communications for the University of Arizona Health Sciences, striving for local and national media coverage. The office also is responsible for community outreach, crisis communications and enhancement of publications and Web activities.

For more information, go to [www.opa.uahs.arizona.edu](http://www.opa.uahs.arizona.edu) or call 520-626-7301.

To stay informed about the latest news and events at UAHS, join “HealthNet,” the UAHS listserv, indicated at the bottom of the office’s home page (www.UAHS.arizona.edu/opa).
Print Communication Checklist

- Run spell check
- Use official UA logo on the front
  See https://brand.arizona.edu/
- Include copyright statement*
- Include disability-related accommodation statement*
  *See UAHS Style Guide
  http://biocom.arizona.edu/support/home
- IF paper containing recycled content has been used, have the recycled symbol and a recycled statement been included?
- Include photo or illustration credit

Mailing

- UA mail permit No. 190 (optional)
  For details on the use of nonprofit vs. presort standard see
  pacs.arizona.edu/sites/pacs.arizona.edu/sites/print_srvcs_mailing/brochure_9-21-151.pdf
  If using permit:
  - Is “The University of Arizona” the first line of the return address? (required)
  - Has USPS reviewed/approved mail piece before going to print?
    CONTACT: Rosie Paradowski
    rosaura.c.paradowski@usps.gov
    520-388-5197
  - Has mail piece been designed to reduce postage, keeping in mind tabbing requirements? (i.e., to meet the letter size specifications** of USPS)

Pre-Printed Courtesy Reply Envelopes / Postcards

- Use of ancillary service endorsements such as
  ADDRESS SERVICE REQUESTED
  RETURN SERVICE REQUESTED
  CHANGE SERVICE REQUESTED
  FORWARDING SERVICE REQUESTED

Pre-Printed Courtesy Reply Envelopes

- Use business reply mail permit No. 413 artwork*** as provided by USPS
  - “The University of Arizona” must be line above PO Box
  - PO Box address only. No street address permitted.
  - Preliminary approval by USPS?
  - 10 printed samples and a completed QBRM Form 6805 (download from www.usps.com) must be submitted to USPS station on Cherrybell. Approval form must be forwarded to Karen Campasano in UA Printing Services.

***Send artwork requests to: Bill Scott [bill.a.scott@usps.gov]
Allow five to eight days for artwork.

For Help Call 520.621.4293

Print Communication Checklist

☐ Run spell check
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  See https://brand.arizona.edu/
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