Communications Guidelines

1) Keep items short, simple and to the point. Use short, clear and concise sentences to convey your message.

2) Include the five W's: who, what, where, when, why.

3) Use short, descriptive titles to identify topics.

4) Use bullets and lists whenever possible.

5) Give a contact name for more information.

6) Be mindful of privacy: don't include phone numbers or email addresses without permission.

7) Remember your goal is to communicate: don't simply repeat the same information in each submission, while burying the important information near the end of the article.

8) Always spell out abbreviations and acronyms on first usage. Don't assume that everyone knows what the abbreviation or acronym means.

9) Proofread your article carefully and use a spell checker to help ease editor's job. Please use common fonts: fancy fonts are often hard to read and edit.

10) Deadlines are critical and fixed.

11) Remember that articles may need to be edited for space: make sure your important points are clearly stated so the editor can retain the critical information.

12) If you have special graphics for your article, please include the graphics with your article.