

The Ohio State University Medical Center  
Dorothy M. Davis Heart and Lung Research Institute

**Announcement Guidelines**

This document is to assist in keeping all announcements (email and print) advertised through the DHLRI Administration Office in a consistent and organized format.

The DHLRI Administration Office reserves the right to edit the advertisements according to the Medical Center editorial and style guidelines. Please include the following:

1. Content (for email and print)
    - a. News:
      - Please send a complete description including who, what, where, when, why, and how.
      - Contact name and number, email address, and a web site address, if applicable.
    - b. Events:
      - Please include the date, time, and location.
      - Event description (brief summary, not to exceed 5 lines).
      - How to register or RSVP, and the deadline, if applicable.
      - Contact name and number, email address, and a web site address, if applicable.
  2. Format (for email and print)
    - A flyer format is preferred. If the content is not in a flyer format, DHLRI Administration will add it to our template before distributing it. Please send us the information at least 48 hours in advance to allow time to prepare a flyer.
- If the announcement is already in a format approved by BrandSource, please forward that exact file.
3. Distributing
    - a. Email:
      - The DHLRI Administration Office will send out the announcement twice; once a week before the event and again on the day of the event.
    - b. Print:
      - Advertisements will be posted within 24 hours of receipt and posted until day of event.
      - The DHLRI Administration Office will be responsible for the removal of all posted items.

Please email the announcements to Colette Tornik, [Colette.Tornik@osumc.edu](mailto:Colette.Tornik@osumc.edu) or Whitney Works, [Whitney.Works@osumc.edu](mailto:Whitney.Works@osumc.edu) and specify which distribution format (email or print) you would like.