

A Brief Guide to Writing about the U of A

*including information on how
to file articles to Newswire
and the University Calendar*

Office of University Relations
Division of Advancement



Unifying Messaging Theme

What Unifies Us

Dedicated to Arkansas

Our dedication to Arkansas never wavers. It's the foundation on which we were built with a simple three-part mission to serve the state, provide access to higher education and improve lives through research and innovation. That means equipping our graduates with necessary job skills, stimulating the state's economy through innovation and entrepreneurship, promoting education, health and safety, spreading new ideas through scholarship and outreach, and nurturing creative activity in every community. We're dedicated to maximizing the potential of our state while helping Arkansans be more successful and live healthier and happier lives.

We're Home

It's a feeling we get that no matter where we're from, or where we go – this is home. Our campus on The Hill provides a sense of community, where we feel we belong. It's a place where the experiences and connections we make can be life-changing, bringing previously unforeseen paths to success into view. It's a place to explore, where we can find our future and learn how we can make a difference in the lives of others. Our family has grown in many ways over the years, but we're still close – sharing a bond as Razorbacks here and everywhere. The Hill is home.

Life-Changing Opportunities

It starts with a belief that anything is possible. With that mindset, we focus on individual potential, recognizing and supporting the experiences, skills and opportunities that build better futures. We open life-changing pathways through our breadth of research, scholarship, creative activities and an environment centered on learning. This is a destination for those seeking a community where growth is nurtured. Where the future is what we make it.

Determined to Build a Better World

We exist to make lives better. It's our calling. And we pursue it through the creation of knowledge, the spread of new ideas and innovations, the development of essential skills and the support of creative expression. The pillars of our mission are research and discovery, teaching and learning, and outreach and engagement. They are the means by which we improve our world – one student, one community, one idea, one solution at a time. We imagine a better world and we're determined to build it.

For more on each of these themes, go to:
brand.uark.edu/our-brand/unifying-themes

Arkansas Newswire

The Arkansas Newswire email is sent to more than 30,000 addresses each weekday, the vast majority of which belong to students, faculty and staff of the University of Arkansas. Several hundred people off campus, including the major regional and state media, also subscribe to Newswire.

The email automatically pulls stories submitted to the news.uark.edu website and events added to the University Calendar.

Choosing whether to submit a story, an event or both

There are two different ways to submit stories to appear in the Arkansas Newswire email, depending on what you want to accomplish. The first is an Article Submission form to promote something, and the second is an Event form to add an event to the University Calendar. You can use either or both forms.

The Article Submission form is recommended for promotion of an upcoming event about a week ahead of the event or to make announcements, such as faculty honors, student achievements and staff promotions. Items submitted to the Article Submission form will appear on the university news site, news.uark.edu, and in the Arkansas Newswire email on the morning of the publication date that you set. It remains on the news site unless an optional removal date is set, too.

Submit articles at <http://news.uark.edu/articles/submit>

The Event Submission form is designed for events that occur at a definite time and place. Submission of events allows the public to see your event on the university's general Events with the "Newswire" category checked will show up in the Arkansas Newswire email on the three days leading up to the event.

Submit events at <http://news.uark.edu/events/submit>

Submissions through either form go through an approval process, and the university reserves the right to refuse submissions. Submissions for the news site need to be made by noon the day before publication, and submissions to the university calendar can take several days before full approval occurs.

Email editor@uark.edu if you have questions.

Submitting an event

Events can be submitted to the University Calendar via an online form at news.uark.edu/events/submit. The “Newswire” category will be checkmarked automatically, so the event will show up in the Today’s Events section of the Newswire email on the day of the event.

The submission form includes the following entries:

- *Submitter’s information* – The name, e-mail, organization and phone of the submitter is required but is not published.
- *Name* – This is the title of the event that readers will see first.
- *Categorization* – Choose categories that are relevant to your event. A category administrator may refuse to list the event under a particular category if they believe your event does not fit. Some categories are exclusively for the named department’s use. Events with the “Newswire” category selected will appear in the Arkansas Newswire e-mail on the three days leading up to the event.
- *Event description* – This is simply a description of the event. Who is talking or performing? Who is invited? Why should someone want to come to the event?
- *Image and Image Text* – Images can be JPEGs or PNGs and they have to be pretty small in size. An image needs to be no larger than 300KB. Alternate text for the image is required so someone who is visually impaired can use a text reader to know what your image is.
- *Attachment* – An attachment such as a PDF or a Word document can also be uploaded for the event. The “link text” is what the viewer will read as a link to the uploaded document: “Physics Lecture Poster,” for instance.
- *Location* – Many lecture rooms, conference rooms and auditoriums on campus are listed. For locations not listed, include the location in the Event Description.
- *Start and End Date* – They will be the same for an event that only happens once on one day. If an event goes across midnight or recurs for more than one day, then the end date will be the last day of the event’s run.
- *All Day/Start Time/End Time* – Most events at the university don’t go on all night, so set a start time and an end time even for events that go on most of the day.
For events that have complex schedules, such as a theater event that is at 8 p.m. on some nights but also has a 2 p.m. matinee on one day, you may need to treat each performance as a separate event and add each performance separately.
- *Contact Information* – This information is published.

Submitting an article

Articles can be submitted to Arkansas Newswire via an online form at <http://news.uark.edu/articles/submit>

The form includes the following entry fields:

- Contact information – The contact information is published at the bottom of the story. Name, department, phone and e-mail are required.
- Second contact – An optional communications contact if your article affects a college, school or major division.
- Keyword – The online submission form will automatically draw in a department keyword based on the directory information of the Contact. You can delete that keyword or add another through the drop-down list. Departmental news feeds use that keyword to pull the story into the feed.
- Publication date – Choose the day that you would like for the story to appear in the Arkansas Newswire email.
- Removal date – Optional. Some stories are timeless and don't need a removal date. Other stories, such as an announcement of a registration deadline, aren't needed after a certain date. On those, set a removal date for the day after the deadline or event.
- Image – An image, source of image and caption are optional. A single JPG or PNG image is accepted for the primary image placement and the maximum image size is 5MB. If your image is a logo or poster, you probably don't need a caption.
- Headline – Arkansas Newswire uses "upstyle" for its headlines: Articles, conjunctions and prepositions shorter than four letters are lowercase; all other words are capitalized.
- Article – You can type directly in the box or cut and paste. If copying and pasting a story from Word, use the little "W" icon for pasting to help remove unwanted html code. There's not a limit on text length. You can embed hyperlinks using the editing tools.
- Links Information – In the first box, put the name of the page to which the link will go: Department of History, for instance; in the second box, put the URL of the link: <https://fulbright.uark.edu/depts/history>.
- There are also options for adding a URL to a related YouTube video or uploading an audio file to the story. The former will pull the YouTube video into the story and the latter will create an audio icon at the top of the article.

Stories are reviewed by an editor for any questions or obvious typographical errors. Stories are also edited to match the university's style, primarily so that the style of the university's stories fits closely to the style used by newspapers and other news media.

For instance, if you submitted a story about the Fulbright College, we might edit the story to give the full name of J. William Fulbright College of Arts and Sciences on first reference. "Fulbright College" would be fine on second reference.

Editors also add keywords to the story so that the stories can be found more readily by readers with specific interests. Submission by noon on the day before publication generally guarantees next-day publication.

Example for promoting an event

Michigan State Author to Lecture About ‘New Age of Widgets’

FAYETTEVILLE, Ark. – The Department of Widgets at the University of Arkansas will host a colloquium by Jenn Tullbreeze, an author and professor of widgetry at Michigan State University. She will speak about “The New Age of Widgets” at 1 p.m. Thursday, April 4, in Vol Walker Hall 113.

A panel discussion and poster presentation will occur later in the day.

Tullbreeze wrote *The Collectors Guide to Widgets* and is a nationally recognized expert in the field. She has researched widgets for more than 35 years and her research, including her latest paper, “A Comparison of Widget Sales,” has been published in the *Journal of Widgets* and *Widgetology Today*. This is the third time that Tullbreeze has spoken at the University of Arkansas.

“Dr. Tullbreeze is the foremost researcher in the field of widgets,” said Gail Forswends, chair of the Department of Widgets in the College of Thingamajigs. “Her insights regarding manufacture, design, shipping and sale of widgets have been of immense help to our students when she has spoken in the past. We look forward to hearing what she will bring us this year.”

The panel discussion of “Future Needs of the Widget Industry” will be at 3 p.m. in Vol Walker Hall 113. The panel includes:

- Tim Tayshun, professor of widgets
- Ed U. Katid, president of American Widgets
- Rhett Oracle, director of the U.S. Widget Association

The campus is also invited to a reception at 2:30 p.m. in Vol Walker Hall 110 prior to the lecture. The lecture and reception are supported by a gift from the National Association of Widgets.

About the Department of Widgets: The Department of Widgets in the College of Thingamajigs at the University of Arkansas was established in 1947 to teach students how to critically approach the research of widgets. The department coordinates with professionals in the field so that its curriculum remains current and relevant to graduates seeking a career in widgets.

CONTACTS

For headlines on Newswire, capitalize important words and any words four or more letters long. Use a maximum of 12 words.

A dateline is optional. The first paragraph for an event ideally will tell what the event is and give time, date and place.

A following paragraph or two might expand on the event, giving more background. On second reference, we just use the last name of a person. We italicize names of books and periodicals such as research journals, but use quotes around individual article titles. Between sentences, we use one space.

A quote related to the event is optional but offers a chance to give a more subjective appeal for the campus to come to the event. On first reference, include the full name of your college. On a second reference, you can use a shortened version.

Extra information that is less important or further background can go further down. Anytime you have a list, putting the list into a bulleted form helps readability.

Least important information to the reader but sometimes important for donors or benefactors.

If your department has a “boilerplate” description with basic information about the department, add it at the end of the story.

Add yourself or a departmental person as contact. Add your college’s communications director as a “secondary contact” in the down menu.

Example for an article about students or faculty being honored

Three U of A Students Win Top Awards at National Competition

FAYETTEVILLE, Ark. – Three students from the Department of Widgets at the University of Arkansas — Sarah Bellum, Jill Teddluvver and Brian E. Waters — were honored with trophies during the annual conference of the National Association of Widget Educators.

Nine students and three faculty members attended the annual conference at Columbus, and the students competed in poster presentations and “elevator-pitch” sessions.

Bellum, a junior from Clarksville, won first place in the national competition for best overall poster. Her topic was a “Radical Redesign of Widgets.” Teddluvver, a senior from Tyler, Texas, placed third overall in poster competition with “Integration of Widgets in Real Life.” Waters, a sophomore from Little Rock, placed second nationally in the elevator-pitch competition.

“Our students prove again and again that they are among the best in the nation,” said Gail Forswends, chair of the Department of Widgets in the College of Thingamajigs. “Professor Sue Dohnim works with them to develop research ideas, and then they make us proud with their thoughtful and innovative projects.”

Other students attending the event included Miles Toogho, Carrie Ahn, Paige Turner, Al Eggehtor, Luke Disway and Luke D. Utterway.

Professor Bob N. Forrapples was elected secretary of the national association and will begin service June 1.

About the Department of Widgets: The Department of Widgets in the College of Thingamajigs at the University of Arkansas was established in 1947 to teach students how to critically approach the research of widgets. The department coordinates with professionals in the field to remain relevant to graduates seeking a career in widgets.

CONTACTS

Professor’s Name, title
Department of Widgets
479-575-5555, mrwidget@uark.edu

College Communicator, job title
College of Thingamajigs
479-575-5555, mrjig@uark.edu

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A dateline is optional. If used it should reflect the location where the story is written. The first paragraph gives the basic news of the story succinctly.

A following paragraph or two might expand on the recognition, giving more background and detail. On second reference, we just use the last name of a person. We only use one space after periods or colons.

A quote related to the story is optional but offers a chance to provide more subjective recognition to students, faculty or staff.

Extra information that is less important or lesser background can go further down.

If your department has a “boilerplate” description with basic information about the department, add it at the end of the story.

You can add yourself or an appropriate departmental person as contact. It’s also good to add your college’s communications director as a “secondary contact” through the drop-down menu.

Example for an article about a student receiving a fellowship or scholarship

Graham Awarded Fellowship for Graduate Study in Widgets

FAYETTEVILLE, Ark. – Anna Graham, a doctoral student in widgetology at the University of Arkansas, has been awarded the Nick O’Thyme Fellowship in Advanced Widgetry. The fellowship includes a \$5,000 award to cover research costs and defray expense of travel to present her research at conferences.

The U.S. Widget Association awards the Nick O’Thyme Fellowship to three deserving graduate students each year. Graham is the fifth U of A student to receive the fellowship since 2005.

Graham’s research focuses on predicting the interlockability of widgets at the nanoscale. She earned her bachelor’s and master’s degrees at Yale University. She is mentored by Lynn DeHand, associate professor in the Department of Widgets in the College of Thingamajigs.

“Anna’s research has the potential to change the entire way we use cogs when creating nanowidgets,” DeHand said. “This well-deserved fellowship will give her a step up in developing and testing interlockability and what’s really going on between cogs.”

About the U.S. Widget Association: Since 1981, the U.S. Widget Association has encouraged wider commercial use of widgets and advocated on behalf of the widget industry. The Nick O’Thyme Fellowship in Advanced Widgetry was created in 2005 to support the next generation of widgetwrights.

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A dateline is optional. The first paragraph for an event ideally will give the name of the recipient and the basic information about the honor.

A following paragraph or two might expand on the award or the background of the student. Titles after a person’s name are always lowercase. On first reference, include the full name of your college. Between sentences, we use one space.

A quote related to the award is optional but offers a chance to give a more subjective description of the award winner.

Extra information that is less important or further background can go further down. Anytime you have a list, putting the list into a bulleted form helps readability.

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Example for an article about a faculty or staff member being hired

Department of Widgetology Hires Fone as Newest Faculty Member

FAYETTEVILLE, Ark. – Mike Rowe Fone, a recent doctoral graduate of Northwestern University, has been appointed an assistant professor in the Department of Widgets at the University of Arkansas, effective July 1.

Fone will teach the history and philosophy of widgets and serve as adviser for the student chapter of the American Widget Society. His research interests include how gender, race and class have affected the development of the widget industry in southeast Arkansas and northern Louisiana.

“Dr. Fone will make a contribution to both the academic and research components of our department immediately,” said Gail Forswends, chair of the Department of Widgets in the College of Thingamajigs. “His theories about the rise and fall of the widget industry in the lower Mississippi River valley are already causing reassessments of the region and will aid Arkansans in developing new widget commercialization.”

Fone has already published a book, *A River of Widgets*, that examines the boom years of widget production in Arkansas during the 1980s and the causes for its decline since 2000.

Fone earned a Bachelor of Widgets from Tulane University and master’s and doctoral degrees from Northwestern University.

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If your department has a “boilerplate” description with basic information about the department, add it at the end of the story.

You can add yourself, the name of the newly hired person or an appropriate departmental person as contact. It’s also good to add your college’s communications director as a “secondary contact” through the drop-down menu.

Editorial Style Guide

The university's editorial style guide is available at brand.uark.edu.

Don't feel as if you must memorize the editorial guide. The most important guide for good communications is to write in plain, declarative sentences. The Newswire editors will watch for technical changes that need to be made.

The university's style guide follows The Associated Press style for most usage, but the university's style guide includes many more entries germane to academia and the University of Arkansas. It also contains a few exceptions to AP style.

The U of A style guide is updated each year, mostly for new entries, such as the name of a new building or research center. Some old usages are occasionally changed as well. The Associated Press in 2010, for instance, changed its preferred spelling of "Web site" to "website," and the university's style guide was updated to match that entry.

The editorial style guide is intended primarily for documents that will have wide and general public consumption. It is not designed to be used for academic papers or research writing, which typically have narrower audiences and, hence, more specific writing guidelines.

The university also has style guidelines for graphics, web, visual media and social media. You can see each of these guides at brand.uark.edu.

Email editor@uark.edu if you have questions.