

TUFTS UNIVERSITY

NAMING CONVENTIONS FOR THE GERALD J. AND DOROTHY R. FRIEDMAN SCHOOL OF NUTRITION SCIENCE AND POLICY AT TUFTS UNIVERSITY

The new name of the nation's premiere graduate school of nutrition science and policy, the Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy at Tufts University, requires a cooperative effort on the part of the entire university in order to build name recognition and to strengthen public understanding of the breadth, depth, and importance of the school's work.

The following guidelines have been established for how the school's name should be used in print, on the Web and for the purposes of identification by faculty, staff, and administration in a range of circumstances from news media interviews to citations in scholarly journals.

Compliance will have tremendous impact for the Friedman School at Tufts if used consistently by all members of our community for whom these conventions apply.

Please review the standards and make certain they are applied in all areas where you are accountable.

Thank you in advance for supporting this important university initiative.

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Business cards and stationery: The full name of the school —The Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy at Tufts University—is carried on all school stationery and business cards, as well as on that of appropriate affiliated departments and faculty at the USDA Human Nutrition Research Center on Aging and other Tufts University schools.

School catalogs, program brochures, alumni magazine, and all print collateral: The full name of the school or its word mark is carried clearly on the covers of all school publications and appropriate affiliated department and school publications in the official type treatment that defines the school's visual identity as created and overseen by Tufts' Office of Publications.

Textual references: References to the Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy in all print, Web, and other electronically published materials and in press releases will reference the school as the Friedman School of Nutrition Science and Policy on first reference. The Friedman School is acceptable upon second and subsequent references.

University Web sites: All university Web sites are subject to the same policies noted above for print publications, including all references to the school and identification of appropriate faculty and researchers. Faculty of the school, including those at the HNRCA, should ensure that their Friedman School of Nutrition Science and Policy affiliations are included in their biographical descriptions and titles.

Friedman School of Nutrition Science and Policy faculty, administration, and staff self-identification: All Friedman School faculty, administration, and staff, as well as affiliated faculty, should use the appropriate identifier. This includes the full name of the school (Gerald J. and Dorothy R. Friedman School of Nutrition Science and Policy) in scholarly journals or research papers, when appropriate (i.e., because it relates to the person's faculty affiliation or teaching and mentoring responsibilities); and the shorter version of the name (the Friedman School of Nutrition Science and Policy) in other circumstances, such as presentations, conferences, or outgoing voicemail messages. Because most faculty of the Friedman School wear several "hats," e.g., researcher at the HNRCA, faculty in another Tufts school, director of a specific lab, institute or center, it is not expected that each faculty member will always use the Friedman School of Nutrition Science and Policy name as an exclusive identifier, but consistency of its use is strongly encouraged.

For example, a director of a named center might refer to him/herself as: Name, Director of XYZ Center at the Friedman School of Nutrition Science and Policy at Tufts. In interactions with the media, it is recommended that faculty of the Friedman School who work at the HNRCA distinguish between interviews where they are being asked to comment generally about nutrition or nutrition science and interviews where they are being asked to comment about special research projects particular to the HNRCA or at Tufts' other schools. In the former, it is recommended that faculty identify their Friedman School of Nutrition Science and Policy affiliation first or solely. In the latter, it is recommended that faculty identify their HNRCA affiliation first.

If you have questions or concerns about various aspects of this policy, please contact Dean Irwin Rosenberg or Executive Administrative Dean David Hastings for clarification. With regard to use of the name with the media, contact Peggy Hayes (Public Relations) or with regard to internal publications, contact Gail Bambrick (Publications) for clarification or advice.