



Douglas A. Ducey  
GOVERNOR

**STATE OF ARIZONA**  
**DEPARTMENT OF EMERGENCY AND MILITARY AFFAIRS**  
**DIVISION OF EMERGENCY MANAGEMENT**

5636 East McDowell Road  
Phoenix, Arizona 85008-3495  
(602) 267-2700 DSN: 853-2700



Major General Michael T. McGuire  
THE ADJUTANT GENERAL

26 January 2017

MEMORANDUM FOR All DEMA Division of Emergency Management (DEMA-EM) Staff

FROM: Wendy Smith-Reeve, Director  
AZ Department of Emergency & Military Affairs, Division of Emergency Mgmt  
5636 E McDowell Road  
Phoenix, AZ 85008-3495

SUBJECT: DEMA-EM Policy 17-004:  
Communication Standards

1. Purpose. All Arizona Department of Emergency and Military Affairs (DEMA) staff should observe industry best practices and brand standards for division communications (e-mail signature blocks and phone). Concluding all e-mail correspondence with a signature block that includes contact number(s) and an e-mail address is a form of customer service that can facilitate more effective communication. The following are ways to create a uniform look throughout the division.

a. **Name, Title (In bold, size 12).**

b. Emergency Management/Section or Branch under which your position falls according to the latest organizational chart (see example below).

c. Arizona Department of Emergency & Military Affairs (DEMA).

d. How to get in touch with you (e.g., work and cell numbers, work address, an e-mail address, and a website URL). Use a pipe or vertical bar "|" (*shift + \*) to separate the phone numbers and URLs on the same line.

2. Use two or three lines to include several ways to get in touch with you, with a maximum of 72 characters per line. Note that many e-mail applications have a maximum width of 80 characters, so limit the length to avoid unsightly wrapping. Do not write in all caps and use a size 10 common serif or sans serif font.

a. Sans Serif Fonts: Arial, Calibri, Tahoma, Verdana, Gil Sans, Century Gothic

b. Serif Fonts: Times New Roman, Cambria, Garamond, Century, **Georgia**, Book Antiqua

3. Mentioning your agency Twitter, Face book or other social media/alternative means of contact in your signature might be useful in attracting new friends, followers and/or "likes" to agency public information technologies.

SUBJECT: Communications Standards

4. Items not to include in the signature block:


- a. Quotations, animation, emoticons, graphics/pictures.
- b. Irrelevant academic credentials, your CV (curriculum vitae)/resume or a list of lifetime achievements in point form.
- c. Personal Twitter, Face book, IM or Skype details, the URL of your personal website or blog; or your home phone number or address.
- d. Your contact information in an image (it's impossible to copy and paste).

5. Use vCards with caution. While vCards are a convenient way to share contact information, in an e-mail, they add bytes and appear as attachments. vCards should be used on a individual basis, not as standard practice.

6. E-mail Sign-Off Options. The following are e-mail closings that you may use. Best, Cordially, Regards, Best regards, Best wishes, Sincerely, Kindest regards, Warmest regards, Thanks, Take care, and Very respectfully

7. Suggested telephone greeting. Answer the phone (including work-issued cell phones) by saying "Arizona Department of Emergency and Military Affairs (or DEMA), insert Title or Section or Office, this is *NAME*, how may I help you? Example; DEMA, Planning Branch, this is Sue, how may I help you? The greeting may be modified when you recognize the caller, but always remain professional and include your name.

Encl  
E-mail Signature Block Examples



WENDY SMITH-REEVE  
Deputy Director, DEMA  
Director, AZ Division of Emergency  
Management

CF:  
Deputy Director DEMA-EM  
Operations and Coordination AD  
Preparedness AD  
Grant Administration AD  
Public Information Officer  
Communication Technology and Assurance Director

## E-mail Signature Block Examples

Very Respectfully,

**Yessica Del Rincon, Public Information Officer** ← **Bold, Size 12, Serif or Sans Serif**

Public Information Office  
Arizona Department of Emergency & Military Affairs (DEMA)  
5636 E. McDowell Road, Phoenix, AZ 85008

(w) (602) 464-6303 | (c) (602) 123-4567  
[yessica.delrincon@azdema.gov](mailto:yessica.delrincon@azdema.gov) | [dema.az.gov](http://dema.az.gov)  
Follow us on Twitter at: <https://twitter.com/azein>

Size 10, Serif or Sans Serif

---

Sincerely,

**Becky Lynn Scott, FEMA Program Coordinator** ← **Bold, Size 12, Serif or Sans Serif**

Emergency Management/Training Branch  
Arizona Department of Emergency and Military Affairs (DEMA)  
5636 E. McDowell Road, Phoenix, AZ 85008

(w) (602) 464-6398 | (f) (602) 464-6206  
[becky.scott@azdema.gov](mailto:becky.scott@azdema.gov) | [dema.az.gov](http://dema.az.gov)

Size 10, Serif or Sans Serif

Section or Branch under which your position falls according to the latest organizational chart

---

Best,

**Darlene Quihuis, Grant Administration Assist Dir.** ← **Bold, Size 12, Serif or Sans Serif**

Emergency Management/Grant Administration  
Arizona Department of Emergency and Military Affairs (DEMA)  
5636 E. McDowell Road, Phoenix, AZ 85008

(w) (602) 464-6454 | (c) (602) 826-8646  
[darlene.quihuis@azdema.gov](mailto:darlene.quihuis@azdema.gov) | [dema.az.gov](http://dema.az.gov)