

CM003 Newsletter Policy

Policy Type: Administrative/Operations
Responsible Administrator: Wonda Riner,
Chief Information and Marketing Officer
Responsible Office: Marketing and
Communications

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LCME Required: No

Approved by:



Marc J Kahn, MD, Dean

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Definitions

Newsletters: A newsletter is a tool to share relevant and valuable information with subscribers. Newsletters provide direct access to subscribers' inboxes to share engaging content. While individuals may be strongly encouraged to subscribe to newsletters, they remain optional. The Kirk Kerkorian School of Medicine at UNLV (the school) and UNLV Health newsletters utilize Constant Contact to communicate with subscribers.

Alerts: Alerts are emails disseminating information that all recipients must receive. Subscriptions to alerts are automatic and utilize the employees unlv.edu issued email address. Employees cannot unsubscribe or be removed from the list.

Statement of Purpose

The purpose of this policy is to ensure content presented in the form of a newsletter meets the branding and editorial standards of the school.

Entities Affected By This Policy

This policy applies to all entities affiliated with the school looking to establish a digital or print newsletter for consumption by employees, students, residents, and/or the community.

Required Acknowledgement

All entities affected are required to acknowledge they have read and understand this policy.

Policy

All entities looking to establish a newsletter are required to submit a request to the marketing and communications department for review and approval. All approved newsletters must:

- Comply with the school's branding policy and guidelines
- Have been granted express permission from recipients, if sent through electronic mail
- Have a clearly identified audience
- Have and maintain a set publication schedule (monthly, quarterly, semi-annual)
- Follow the editorial style guide
- Undergo an editorial review before sending

Related Documents

- [Newsletter Request Form](#)
- [Editorial Style Guide](#)
- [CM003.1 Requesting Newsletter Creation](#)

Contacts

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