

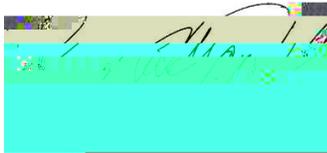


CM003 Newsletter Policy

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

Originally Issued: April 15, 2022
Revision Date: N/A
Training Required: No
LCME Required: No

Approved by:



Marc J Kahn, MD, Dean

Date: January 9, 2023

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

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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