

The Grapevine Guidelines

Purpose

The Grapevine is Pacific Northwest University of Health Sciences' official weekly newsletter. Distributed to our PNWU community every Thursday afternoon, The Grapevine aims to inform our community of the latest ongoings pertaining to PNWU. Original content for The Grapevine is generated daily by the PNWU Marketing and Communications team.

The weekly newsletters informal and original style serves as a unique medium for members of the PNWU community to learn about unique and exciting PNWU news, including student-led initiatives, faculty accomplishments, staff celebrations and upcoming events on campus in the communities we aim to serve.

If you have a story that you'd like to see publicized in The Grapevine, please consider the following tips and guidelines:

Content

1. Subject matter should be directly and immediately relevant to the PNWU community
2. Must be appropriate for a general audience
3. To comply with University Policy, all programs, services, news and events published in The Grapevine must be open to anyone in the campus community and may not discriminate on the basis of sex, gender identity, sexual orientation, race, color, religious creed, national origin, physics or mental disability
4. Underdeveloped news tips may be considered, but the inclusion of all pertinent and available information in submitting a tip is preferred and most effective.
5. Additional content, including photos and outside source links, may be considered for publication
6. The Marketing and Communications Office reserves the right to determine the final content of The Grapevine.

Timing and Consideration

The PNWU Marketing and Communications Office typically delivers The Grapevine to inboxes every Thursday afternoon. To ensure that your content is considered for publication, please submit all pertinent information, including additional sources, photos, links or quotes as soon as possible.

Insightful content submissions received in a timely fashion, well in advance of our publication time, are not only appreciated, but help to foster increased opportunity for full development, effective marketing strategies, audience consideration and fruitful publication.

MarComm officers work to prioritize potential news stories and information, working together to select submission in relation to the University's mission, the time-sensitivity of the message, community-wide scope of involvement and relevance to our general audience. In the end, the Marketing and Communications office determines a submission's eligibility in order to maximize the effectiveness of The Grapevine.