

# COMMUNICATIONS GUIDE



**LIFE**<sup>®</sup>  
University

May 2020

# GUIDELINES FOR SPEAKING WITH THE MEDIA

While the following guidelines are to be observed while you are speaking to the media, please first make sure (from your department head) that you are authorized to speak on behalf of the University. It is vital that the message we convey is on-target and on-brand, and we must make certain we are using the proper language. If a member of the press contacts you and you have not been authorized by the University to speak on its behalf, it is always best to respond in this way: "I have no comment [on the matter], but I can refer you to our University spokesperson who should be able to provide you with more information," and refer the matter to Will Brooks, Communications & Marketing Manager or your supervisor.

Otherwise, to aid in handling inquiries from the press, please refer to the approved language listed below and make sure that you do not stray from them. It is also very important to keep the Life University "big picture" in mind and point out to the media that we are much more than only a "chiropractic school," (i.e., there are varied degree programs that are also offered).

## **University Description**

Life University offers a variety of revolutionary undergraduate and graduate programs rooted in innovation and purpose, along with the world's most extensive and philosophically sound Doctor of Chiropractic program. Life University is breaking boundaries in multiple disciplines across the health and wellness spectrum by impacting and inspiring future leaders to become life-changing revolutionaries.

## **Degrees**

While Life University is most known for its Doctor of Chiropractic program (the largest single-campus chiropractic program in the world), we also offer 15 undergraduate degrees and a pre-Doctor of Chiropractic pathway. Three graduate degrees are available, encompassing areas of sport health science, clinical nutrition and positive psychology. Some degree programs are also offered to distance learners through the College of Online Education.

## **Mission**

The mission of Life University is to empower each student with the education, skills and values to maximize the perfection within, based upon a vitalistic philosophy. Life University is committed to a global vision and excellence in teaching, learning and research, providing an exceptional student experience leading to a life of Integrity and Lasting Purpose.

## Vision

A world centered on vitalistic thinking and action.

## Credo

- *We believe that living systems are self-aware, self-developing, self-maintaining and self-healing.*
- *We understand that living systems function best when operating free of interference.*
- *We recognize that interference results in the diminished expression and quality of life.*
- *Therefore, Life University's programs are designed to educate students to identify and correct interference, allowing living systems to improve expression of their innate potential.*

## Values

- **Lasting Purpose** – To live an inner-directed life, to give, to do, to love, to serve, out of your own abundance.
- **Vitalism** – Our recognition that the Universe itself is self-conscious, and as such, creates itself as a dynamic system wherein living organisms are self-developing, self-maintaining and self-healing.
  - **Vitalistic Ethos** – *We acknowledge that the phenomenon of life is fundamentally original, adaptable and unpredictable. It is original in that life creates its own meaning; adaptable in that it expresses itself through overcoming entropy; and unpredictable as it transforms itself and evolves.*
- **Integrity** – A state of completeness or wholeness; adherence to a set of values, implying wholeness of body, mind and spirit; and in our relationships with people and the planet.

## Tagline

Life University — The not-so-little University that is changing the world

## LIFE.edu

Remember to also remind people that they can go to LIFE.edu to learn more about the University.



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