

**Answers for the Campus Communicators Surveys:  
September 9 & November 2**

1. Which of the following **IS NOT** a goal of the LSU National Flagship Agenda?
  - a. Assess LSU's progress and communicate achievements
  - b. Foster a close relationship with peer and leading universities throughout the country
  - c. Increase research productivity in support of long-term economic development
  - d. Increase quality of undergraduate students and programs
  
2. According to the LSU Graphic Standards Manual, which of the following **IS** acceptable?
  - a. Adding a word, phrase, or name to the LSU logo in order to differentiate a(n) office/department/college
  - b. Using the purple tower symbol with the gold logotype in the LSU signature
  - c. Screening the LSU logo behind text
  - d. Placing the LSU seal on a(n) office/department/college newsletter
  
3. According to PS-10, all of the following are true **EXCEPT**
  - a. Some books and scholarly publications are excluded from PS-10.
  - b. PS-10 does not apply to online materials.
  - c. The purpose is to govern design, content, approval, and production of reputation-defining University communications.
  - d. Communication projects should be initiated through University Relations.
  
4. If Louisiana residents were surveyed, what would they say like best about LSU?  
Atmosphere      **Academic Reputation**      Athletics      Location
  
5. Which college or university do most people in Louisiana prefer their child to enter?  
Tulane      Southern      **LSU**      LA Tech      ULL
  
6. Do the majority of people in Louisiana feel they have benefited from LSU?  
**Yes**      No
  
7. How do Louisiana parents prefer to receive information from colleges/universities?  
Email      **Direct Mail/Brochures**      High School Visits      Internet
  
8. Which of the following **IS NOT** an important element for a news story?
  - a. timeliness of reporting the story
  - b. significance of the story or event
  - c. listing the sponsors of the event
  - d. how the information relates to national current events
  
9. Which of the following story ideas is **LEAST** likely to get media coverage?
  - a. LSU professor wins Nobel Prize
  - b. Groundbreaking for a new building
  - c. LSU researcher discovers new cancer treatment
  - d. SuperMike predicts hurricane landfall along gulf coast