

Campus Communicators Meeting
November 5, 2009
225 Peabody Hall
8:30 a.m, Networking; 9 a.m.-10:45 a.m., Meeting

| item | topic title | description |
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| 1 | Networking | Feedback from Campus Communicators surveys shows that the group wants more time to network and socialize. So, join your fellow Campus Communicators and Office of Communications & University Relations staffers for some coffee and breakfast. |
| 2 | Welcome - Kristine Calongne, Assistant Vice Chancellor of Communications | |
| 3 | Media Relations Beats - Kristine Calongne, Assistant Vice Chancellor of Communications, and Media Relations staff members. | Meet the media relations staff member that covers your college, department, or unit on campus. |
| 4 | What Media Relations can do for you - Ernie Ballard, Senior Media Relations Editor, and Ashley Berthelot, Science Writer | Learn about the role of Media Relations and what the Media Relations team does to promote the University in the media. |
| 5 | The new face of LSU Today - Melissa Foley, Media Relations Editor | Learn about the exciting changes to <i>LSU Today</i> and its plans to go online. These changes are in result to a campus-wide readership survey that was administered in September. |
| 6 | Working with the media - Kristine Calongne and Media Relations staff members | Receive tips for working with the media, what to do when the media calls & understanding the media's needs. |
| 7 | Developing a highlight/feature story - Holly Phillips, Web Editor | Learn best practices for writing for the Web and what elements make up a good feature story. |