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MONTHLY MARKETING TIP

Do You Have a Plan?

Advertising should be done according to a plan and constantly be reevaluated for effectiveness.

Ask yourself:

Who am I targeting?

Is my message talking to them?

Is this publication reaching them?

Remember, it's not the quantity of dollars you spend, but rather how you coordinate them.

—STAMATS



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THERE IS A PLAN!

As you are setting strategic marketing and public relations goals for your department, know that there is a central marketing plan for LSU. Following along with the mission of the Flagship Agenda, University Relations has written a three-year integrated marketing plan. This plan outlines the following two strategic goals:

- To position LSU as a nationally competitive flagship institution
- To increase knowledge and awareness of the outstanding quality of LSU

For each of these goals, there are specific target audiences and action steps. If you have questions regarding LSU's Integrated Marketing Plan please contact Holly Houk at hhouk@lsu.edu or 578-3872.

RECEIVING QUESTIONNAIRES?

Have you received questionnaires or surveys from publications such as *Princeton Review* or *U.S. News & World Report* requesting information about LSU? Often, the information we provide through these questionnaires is published in state or

nationally circulated publications. To ensure that we are presenting accurate and well-defined image messages to the appropriate publications, please check with Holly Houk, University Relations, before submitting any such information. Holly can be reached at hhouk@lsu.edu or 578-3872.

LSU4ME



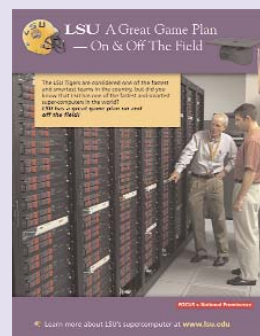
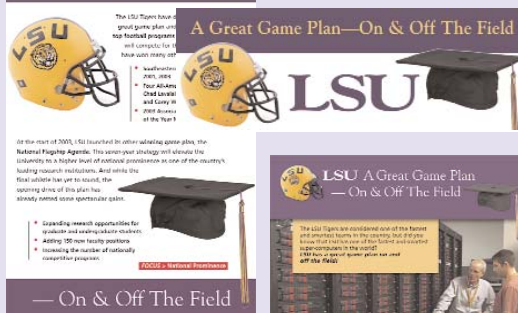
Another piece of LSU's recently launched recruiting campaign is now complete. LSU4Me is enrollment management's new Web site that is referenced throughout all the new recruiting materials. LSU4Me is a one-stop-shop for high school students, college transfers, international students, parents, counselors and advisers, alumni, and nontraditional students. The site also includes links to frequently asked questions, an online application, and a campus photo album. Visit www.lsu.edu/lsu4me to explore this invaluable resource that will facilitate communicating with potential students.

ACADEMICS PLUS ATHLETICS EQUALS SUCCESS

Universities sometimes try to keep athletics separate from academics, treating them as if they were two independent functions and marketing them independently. However, what many fail to recognize is the dynamic value of joint marketing, especially during a great athletic season within a prominent academic community. At LSU, we realize the potential for capitalizing on our successes, both on and off the field, and have designed an advertising campaign around this concept.

You may remember the "Great Game Plan" campaign that ran for the first time during the Sugar Bowl earlier this year. In a recent LSU Image Study conducted by LSU's Public Policy Research Lab, 42 percent of Louisiana residents recalled the Great Game Plan campaign nearly four months after the Sugar Bowl. The campaign, which focuses on the academic and athletic success of the LSU community, is sending a strong, positive message to the public. Because of this, UR will continue to carry this theme through the fall advertising campaign. It's great that LSU is the home of nationally ranked athletic teams, but the power lies in the fact that they reside on an equally successful academic campus!

LSU A Great Game Plan



— The **LSU Fire & Emergency Training Institute** received extensive media coverage around the state for its July 30 search-and-rescue training exercise at Graham Hall. The exercise was the culmination of a three-day course for first responders, titled “The Terrorist Aftermath Rescue Training.” Since LSU is in the process of tearing down Graham Hall, the building was used as the site of the exercise, and was partially demolished to simulate a building collapse or terrorist attack. Participants in the course had to put out fires, stabilize the building, and rescue “victims” of the collapse. The LSU Health Sciences Center and local hospitals also ran a medical triage and treatment drill at the site, and the Louisiana National Guard performed a mock weapons of mass destruction drill. Other University, city, and state agencies, including LSU Police and LSU University Relations, participated in the exercise and tested their crisis management plans. Media coverage included WWL Radio in New Orleans, which airs across the Southeast; *The Advocate*; WWL-TV, WVUE-TV, and WDSU-TV in New Orleans; and WAFB-TV and WBRZ-TV in Baton Rouge.

— The LSU School of Veterinary Medicine and **Konstantin Kousoulas**, director of the school’s Division of Biotechnology & Molecular Medicine, were featured in *The Advocate* and the New Orleans *Times-Picayune*. Both papers ran lengthy articles on a new \$9.9 million grant from the National Center for Research Resources, a division of the National Institutes of Health. The *Times-Picayune* article appeared on August 4, while *The Advocate’s* appeared on August 5. The grant, part of the Center of Biomedical Research Excellence (COBRE) program, is the largest grant in the school’s history and will be used to establish the Center for Experimental Infectious Disease Research. The new center, a joint project of the School of Veterinary Medicine, the College of Basic Sciences, and the Tulane National Primate Research Center, will be located at the LSU School of Veterinary Medicine. In addition to the initial article, *The Advocate* ran an editorial singing the praises of the grant on Sunday, August 7. That same Sunday, the *Times-Picayune* ran a congratulatory remark in their editorial page’s “Jazz and Razz” section.

— **Zhijun Liu** of the School of Renewable Natural Resources, **David Baker** of the School of Veterinary Medicine, and **Frank Greenway** of the Pennington Biomedical Research Center were featured in *The Advocate* on August 8 in an article about their research on eucommia trees. In Liu’s native China, the tree has long been considered a remedy for relieving stress and promoting good health, but the LSU researchers want to find medical proof of the tree’s health benefits. They are studying an extract of the tree’s bark to see if it can reduce blood pressure. So far, test results have been encouraging, which could mean the LSU researchers could develop a new treatment for high blood pressure, a condition that affects millions of people worldwide.

— **Brad Schaefer**, Department of Physics & Astronomy, was quoted in an August 11 article in *The Advocate* about the recent Perseid meteor shower that was visible in Baton Rouge. In the article, Schaefer explained how meteors are formed and how best to view them. The meteor shower appeared to originate from the constellation Perseus, which is visible in the early morning in the northeastern part of the sky.

— *The Advocate* ran a story about the August 5 death of LSU Boyd Professor Emeritus **William Patrick**. Patrick retired from LSU in 2003, 50 years after joining the LSU faculty. At the time of his retirement, he was the longest-tenured faculty member at the University. He established LSU’s Wetland Biogeochemistry Institute, and served as the institute’s director for some 23 years. Together with his wife, Ruth, he established the Patrick Lecture Series in 1999 through an endowment to the LSU Foundation, and he is also the namesake of the William Patrick, Jr., Outstanding Student Presentation Award.

— **Alma Roy**, associate director of the Louisiana Veterinary Medical Diagnostic Laboratory at the LSU School of Veterinary Medicine, was featured on the WBRZ-TV evening news in a story about West Nile virus and the testing done at the School of Veterinary Medicine. Roy is LSU’s West Nile virus expert. The story aired in late July.

