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DID U KNOW?

The National College Learning Center Association Board selected the Center for Academic Success at LSU to receive the 2004 Frank L. Christ Outstanding Learning Center Award for the four-year college or university category

The top 100 programs featured in the 2005 edition of *U.S. News & World Report's America's Best Graduate Schools* included three from LSU's College of Engineering: chemical engineering ranked 50th; civil engineering ranked 65th; and mechanical engineering ranked 82nd.



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2004 IMAGE STUDY REVEALS LOUISIANA PERCEPTIONS

In April 2004, the Office of University Relations (UR) joined forces with the LSU Public Policy Research Laboratory (PPRL) to examine Louisiana citizens' perceptions of higher education in general and specific LSU issues. LSU conducted its first image study in 2002, and some questions from that study were used in the 2004 survey to gauge changes in perceptions.

PPRL surveyed 1,003 Louisiana residents 18 years of age or older. The findings offer very positive information about the public's recognition of the value of higher education and the importance of LSU as an agent of change in Louisiana. The following are a few highlights of this year's survey:

- When asked which Louisiana college first came to mind, 50% of respondents identified LSU.
- When asked which Louisiana university they would most prefer to send their college-bound children, 45% of the respondents selected LSU (an increase from 38% in the 2002 image study).

- Of those surveyed, 65% said they support higher admission standards for LSU.
- For 34% of respondents, academic reputation was the major reason for wanting to send their college-bound children to a particular college or university.
- Of those surveyed, 95% reported that LSU is important to the overall quality of life in Louisiana
- When asked if LSU helps to create jobs in Louisiana, 82% of the respondents agreed, compared to 54% in 2002.
- When asked what they liked best about LSU, 38% of the respondents said academics.
- LSU faculty received a positive evaluation from 88% of those surveyed.
- For 92% of the respondents, the quality of LSU research was rated as positive (and increase from 73% in 2002).

For additional information about the 2004 LSU Image Study, contact Holly Houk at hhouk@lsu.edu.

CAMPUS COMMUNICATORS' FIRST MEETING

The first meeting of Campus Communicators was a great success! On September 9, more than 85 LSU employees joined System President and Interim Chancellor William L. Jenkins and representatives from the Office of University Relations to discuss campus communication. The goal of the campus-wide organization is to coordinate communication efforts and to promote LSU both locally and nationally.

The initial forum offered an overview of current marketing efforts on campus, but future sessions will be more focused and training-oriented. The next session is scheduled for Wednesday, November 3, at 8:30 a.m. and will address media relations. Invitations will be distributed once a venue has been selected.

Visit www.lsu.edu/university_relations, to view the presentation from the first meeting

NEW TELEVISION SPOT ONLINE

Tiger fans across the country saw LSU's new "A Great Game Plan" television spot during CBS's broadcast of LSU-Auburn football game



in September. If you missed this 30-second advertisement, if you want to see it again, or if you want to share it with a friend, go to www.lsu.edu/university_relations to view the spot online. You can also watch it on upcoming broadcasts of LSU football games.

UR EDITOR, HISTORIAN, AND FRIEND RETIRES

Libby Paxton has retired from LSU with 33 years of dedicated service to the University. In addition to her duties as an editor and as UR's assistant director of publications, Libby has also shared her wealth of information regarding the history, traditions, trivia, and general knowledge of the LSU campus. Libby and her expertise, talents, and generosity will be missed.

If you have questions or projects that were previously directed to Libby, contact Holly Houk, hhouk@lsu.edu or 578-3872, for assistance.



IN THE SPOTLIGHT

— **J. Gerald Kennedy**, William A. Read Professor of English Literature, was quoted in the *The New York Times* on September 27 in an article about the discovery of a previously unknown story and letter written by Ernest Hemingway. Kennedy is an expert on Hemingway and Edgar Allan Poe and is a member of the Hemingway Society.

— Researchers with the LSU Hurricane Center provided several media outlets with expert opinions and commentary surrounding this year's active hurricane season. **Greg Stone**, director of the Coastal Studies Institute and James P. Morgan Distinguished Professor of Coastal Sciences, was quoted in *The Washington Post*, and **Marc Levitan**, director of the LSU Hurricane Center and Charles P. Siess, Jr., Professor of Engineering, was quoted in the *The New York Times*, both on September 15.

— *The Times-Picayune* of New Orleans ran numerous articles during the past month featuring LSU experts such as **Levitan** and **Ivor van Heerden**, director of the Center for the Study of Public Health Impacts of Hurricanes, deputy director of the LSU Hurricane Center, and associate professor of civil and environmental engineering. van Heerden was prominently featured on *The Weather Channel* prior to and during Hurricane Ivan's strike on the Gulf Coast and the Florida panhandle. A CBS Evening News crew came to LSU to interview van Heerden, who took them to see SuperMike. CBS News, ABC News, and *The Weather Channel* used storm-surge prediction animations and interviews provided by LSU experts. The Associated Press also interviewed van Heerden for an article on the potential dangers Ivan posed to the city of New Orleans. That article ran in newspapers around the country in mid-September. Other news organizations that interviewed LSU hurricane experts during the approach of Ivan included *The Dallas Morning News*, *Bloomberg News*, the *Palm Beach Post*, and the *Sun Herald* of Biloxi, Mississippi. **Greg Stone** was also quoted at length in *The Advocate* on August 22 in an article about a proposed 10-year plan to help restore Louisiana's coast.

— The fall 2004 issue of *pdnedu*, *Photo District News'* magazine for emerging photographers and photo educators, included a profile on LSU's M.F.A. program in photography. Popular among the nation's photographers and photography teachers, the magazine's profile spoke highly of LSU's program and its faculty. **Thomas Neff**, professor of photography in the School of Art, was quoted in the piece.

— LSU received extensive news coverage when Governor Kathleen Babineaux Blanco announced the approval of a \$40 million state-wide technology investment. The announcement was made during a forum for the **Louisiana Optical Network Initiative, or LONI**, on September 2. LONI will create a high-speed computer connection throughout the state, joining LSU with other Louisiana universities. LONI will also branch off to the National Lambda Rail, which connects the state to computational power available throughout the nation and the world. *The Advocate*, *The Times-Picayune*, and the Associated Press have published several articles on LONI and LSU's involvement

in the project. Additional coverage of the topic appeared in *USA Today*, the *Houston Chronicle*, and the *Baton Rouge Business Report*.

— **Daniel Lane**, research associate for the Museum of Natural Science, continues to receive news coverage for his recent discovery of a new species of bird during an expedition in Peru. In addition to the media coverage he initially garnered, an Associated Press story about his discovery also appeared in *The New York Times*, *Newsday*, the *Los Angeles Times*, *The Atlanta Journal-Constitution*, the *Seattle Post-Intelligencer*, *The Philadelphia Inquirer*, *The Sacramento Bee*, *The Kansas City Star*, *Minneapolis' Star Tribune*, and others.

— Seventeen current and former LSU track-and-field athletes represented eight countries at the 2004 Olympic Games in Athens, Greece. During the media coverage of these athletes in their events, television commentators frequently mentioned LSU and its impressive track-and-field program. Some of the most notable mentions occurred during coverage of former Tiger Derrick Brew, LSU junior Bennie Brazell, and senior John Moffitt. **Derrick Brew's** bronze medal in the men's 400 meters sealed a U.S. sweep of the event, and he went on to help the U.S. win gold in the men's 4x400-meter relay. LSU sophomore **Kelly Willie** competed with the winning relay team in the preliminary rounds and also received a gold medal. In a brief NBC segment, national audiences were shown a good luck card **Bennie Brazell** received from his teammates on the football field. In addition to competing in hurdles and relays for LSU's track program as well as for the U.S. in the 2004 Olympics, Brazell is also a wide receiver for the Tigers. LSU senior **John Moffitt** broke his personal record in the long jump in Athens and landed a silver medal in the event and a coveted spot on the podium. A complete list of past and current LSU athletes who competed in the 2004 Olympic Games is available at www.lsusports.net by first selecting "Track and Field/CC" and then choosing "The 2004 Olympics."

— Several researchers from the School of Veterinary Medicine were featured in *The Advocate* in an article about West Nile virus. **Alma Roy**, associate director of the Louisiana Veterinary Medical Diagnostic Laboratory and assistant professor of veterinary microbiology and parasitology, and research associates **Heather Lampinen** and **Tara Harden-Joseph** were all mentioned in the story.

— **Nancy Mathews**, head of the LSU Campus-Community Coalition for Change (CCCC), spoke with Dave Curtin from the *Denver Post*, who is writing a story on recent overdose/binge-drinking deaths of college students around the nation. Mathews discussed all the measures taken at LSU in the past several years to prevent such a tragedy from recurring at LSU. She also spoke with Matt Clough of WAFB about the work the CCCC has done at LSU. The CCCC also recently received coverage in *The Advocate* because LSU was credited by the Harvard School of Public Health for reducing high-risk drinking rates among students.

