

DECEMBER
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DID U KNOW?

UPDATES NEEDED

The new *Did U Know* brochure is now in production. Don't forget to send your new facts to be considered for inclusion to Todd Miller at vmille2@lsu.edu by January 21.



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LSU PROMINENT IN NATIONAL GEOGRAPHIC SPECIAL

While preparing for President George W. Bush's arrival to the 2004 spring commencement ceremony, LSU staff members were busy helping a production crew from *National Geographic* capture footage for the TV special, *Inside the Secret Service*.

The commencement ceremony provided *National Geographic* the major event needed to illustrate the intricate details that the Secret Service must carefully prepare for prior to any presidential visit.

The special gives the viewer an opportunity to go "on-duty" with agents of the U.S. Secret Service as they take defensive precau-

tions to ensure the safety of the president. Many members of the LSU staff, including individuals from the LSU Police Department, Office of University Relations (UR), Office of the University Registrar, Facility Services, and the Pete Maravich Assembly Center (PMAC), provided invaluable support to make the *National Geographic* special a success, giving the University yet another opportunity for positive national media exposure.

Visit www.nationalgeographic.com/channel/secretservice for more information and broadcast dates, or call UR to borrow a copy of the DVD. LSU is prominently featured in the special, so try to tune in soon!

PUBLIC RELATIONS POWER AT YOUR FINGERTIPS

The most powerful public relations tool your department has is your own knowledgeable faculty and staff. You can gain free publicity and prestige by putting your faculty experts front and center to the media and public, which is why UR has created the powerful online resource, *LSU Experts Guide & Speakers Bureau*.

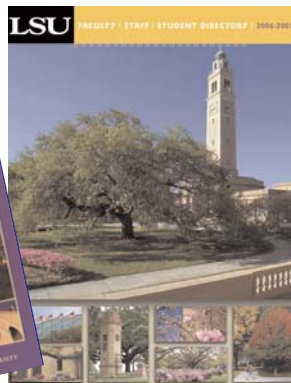
Faculty who sign up to become **LSU Experts** are included in the list, which is distributed to media outlets, and may be called on when expert sources are needed for local and national news stories.

Those who sign up as **LSU Speakers** will be included in the list distributed to the general public and may be called upon to speak at professional or civic organizations. This is a valuable resource for the media and the general public, but an even greater asset to you and your department.

If you would like to have your faculty members listed, visit www.lsu.edu/expertsandspeakers. If you already have faculty members listed as experts or speakers, please review their current information on the site and send any updates or revisions to Kristine Calongne at kcalong@lsu.edu or 578-5985.

GET YOUR TOUR BOOKS AND LSU DIRECTORIES!

The second shipment of *The Tour Book* has arrived at UR. If you are interested in getting additional *Tour Books* for your department's promotional efforts, please contact Rebecca Acosta at racosta@lsu.edu or 578-4675.



The new *LSU Faculty, Staff, and Student Directories* are also here. To obtain additional copies, please contact Jennifer Cristina at jcristi@lsu.edu or 578-3874.

In the Spotlight ▶

STRENGTHENING FOR SUCCESS

Creative and strategic writing is a vital part of any marketing and PR effort. Because of this, UR has hired a new Web editor and a new creative writer/editor. The Web editor position is a new position that will add a fourth member to our powerful Web team.

■ Effective January 1, **Josh Duplechain**, former media relations and *LSU Today* editor, will take on the role of UR Web editor and will focus on writing creative copy for the LSU Web site.



■ On November 1, **Todd Miller** joined the UR staff as a creative writer/editor. Todd comes to UR from Blue Cross and Blue Shield of Louisiana, where he served as the Communications Coordinator for Network Development. Todd joins our two veteran creative writers/editors, Teresa Devlin and Marybeth Pinsonneault.

IN THE SPOTLIGHT

■ **Mary Manhein**, director of LSU's Forensic Anthropology and Computer Enhancement Services (**FACES**) Laboratory, was featured on WVLA's *Morning Baton Rouge*. On the show, she promoted a major forensics workshop, which was held at LSU in early November. The workshop, co-sponsored by the American Academy of Forensic Sciences and Court TV, was highlighted on the evening newscasts of WBRZ and WAFB on Friday, November 6. In addition, *The Advocate* covered the workshop extensively in its November 6 edition. Manhein also appeared on WBRZ's *2une In* morning show on November 8 to provide a wrap-up of the workshop.

Manhein and the FACES Lab were also featured in a story broadcast on WBRZ in late October. The topic was a recent grant the lab received to aid in building a comprehensive database of missing and unidentified people in Louisiana.

■ **LSU Police**, in conjunction with several other campus units and local businesses, kicked off a program on November 8 to help U.S. soldiers overseas call home for free. The "Cell Phones for Soldiers: Operation Callin' Baton Rouge" program collects previously used cell phones, which are traded in for cash, to buy pre-paid calling cards for U.S. soldiers overseas. The program was featured on WAFB and WBRZ on November 8 and in *The Advocate* on November 9.

■ LSU's Decision Evaluation and Complex Information Development Environment (**DECIDE**) Boardroom was featured in *The Advocate* on November 16. The article featured several faculty members from the **E.J. Ourso College of Business Administration**, and quoted **Professor Thomas Clark**, director of virtual organization and commerce, at length. The room allows up to 30 executives to have a virtual meeting and is linked to the LSU Securities Market Analysis Research and

Training lab so that financial data is always available to participants.

■ **LSU's Ed Overton**, professor of environmental studies, received coverage in *The Advocate* on November 24 for his invention that can be used to detect chemicals that contribute to Baton Rouge's occasionally high ozone levels. His invention, the MicroFast GC, could help the Department of Environmental Quality identify many of the sources of the city's ozone problem.

■ **Kaye Trammell**, assistant professor at the **Manship School of Mass Communication**, was quoted in an October 21 article in *The Cleveland Plain Dealer* about the influence of Internet Web logs, or blogs, in the 2004 U.S. presidential election.

■ **Ye-Sho Chen**, information systems and decision sciences professor and associate director of the International Franchise Forum, was interviewed by Julie Bennett of the *Wall Street Journal* for a story titled "Service Franchises are Going Global." The article, which appeared in October, talks about how service companies, such as Century 21 and others, are moving into international markets.

■ **David Perlmutter**, associate professor in the Manship School of Mass Communication and senior fellow with the **Reilly Center for Media and Public Affairs**, was interviewed by Adam Causey of the *Scripps Howard Foundation Wire* for an October article about the second *politics@media* series book, *Telling Others What to Think: Recollections of a Pundit*. The book is the memoir of Pulitzer Prize-Winning journalist, Edwin Yoder.

Perlmutter, who is also the book's editor, explained that the memoir gives insight into Yoder's life and the journalism profession.

