

**MAY
2005**

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DID U KNOW?

LSU Honors College senior Jacob Landry was named a recipient of the nationally competitive Truman Scholarship. Landry, a mass communication and animal sciences major from Hathaway, is LSU's second recipient of the award.

Honors college sophomore and biology major Nneamaka B. Agochukwu was awarded the prestigious Barry M. Goldwater Scholarship. The nationally competitive scholarship provides \$7,500 per year for educational expenses to sophomores and juniors majoring in math, science, and engineering.



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NEW POSITION WILL HELP COORDINATE MARKETING MESSAGES

In an effort to upgrade and better align communication efforts, Chancellor O'Keefe has created a new position – Vice Chancellor of Communications and University Relations. The Vice Chancellor will oversee the communications and marketing of the University to its key constituencies, coordinate fund-raising efforts with LSU's affiliated foundations, and offer direction to government relations operations.

While the Vice Chancellor will have many responsibilities, one of great importance to LSU's communicators is the responsibility of strategic communications. "I created this position to help ensure maximum utilization

of resources and to make certain all the positive energy and enthusiasm for promoting the University to its many external audiences is directed in the best possible way," explains Chancellor O'Keefe.

The ultimate goal of this new hire is to increase the visibility of the LSU brand, nationally and internationally. The creation of this position was announced in mid-April and the application deadline is May 16. Dr. Jerry Baudin, vice chancellor of finance and administrative services and head of the search committee, hopes to identify a qualified candidate as early as June.

CAMPUS COMMUNICATORS: A MEETING OF THE MINDS

Campus Communicators met on April 20 for roundtable discussions on topics such as marketing their department, communicating with students, dealing with PR issues, and advancing the flagship agenda. Each group had thirty minutes to discuss their designated topic and then gave a brief presentation to the room about their conversations.

"We were able to talk about issues specific to our individual jobs," said Melissa Longino, assistant director of marketing and public relations at University Recreation. "It was personal and a great format to get to know your colleagues."

To read the notes from April's Campus Communicators meeting and other past meetings, visit www.lsu.edu/university_relations/cc.

LSU RECEIVES MARKETING AND PUBLIC RELATIONS ACCOLADES

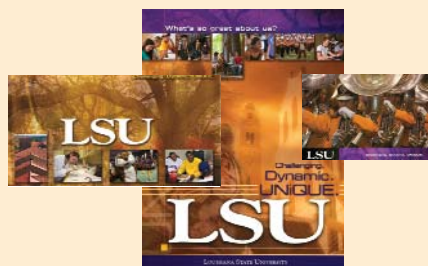
The Council for the Advancement and Support of Education (CASE) recently held its annual District IV conference and award ceremony in Houston, Texas. The Office of University Relations earned five regional awards for the following: A Gold award for the "Great Game Plan" television spot, a Silver award for the LSU Unique Recruiting Publication Design Series, a Bronze award for the LSU Residential Life Web site, a Pewter award for the LSU Unique Recruiting DVD, and a Silver award for the general feature writing piece entitled, "LSU Professor Specializes in Daydream Communication."

Kudos to all who participated in creating these award-winning marketing communication tools! To learn more about CASE, visit www.case.org.

LSU'S CASE AWARD-WINNING WORK



"Great Game Plan" – Gold Medal



LSU Recruiting Series – Silver Medal



Residential Life Web site – Bronze Medal

IN THE SPOTLIGHT

— **Heather McKillop**, LSU associate professor of **Geography and Anthropology**, recently announced that she had discovered the only known surviving wooden structures of ancient Maya civilization, as well as an ancient, wooden Maya paddle. The details of her finds were published in the *Proceedings of the National Academy of Sciences*. McKillop's discovery has been covered by the *Los Angeles Times*, *Reuters*, Discovery Channel's Discovery News, ABC News Online, and the Associated Press. In addition, she discussed her finds in interviews on National Public Radio's *All Things Considered* and on the Canadian Broadcasting Corporation.

— The **LSU Museum of Art** and its new location in the Shaw Center for the Arts was featured in *USA Today* on Friday, April 15. The write-up mentioned the museum's collections and the fact that it has increased in size since being relocated to the Shaw Center. A photo of the Shaw Center accompanied the story.

— LSU alumnus **Eduardo Aguirre**, director of U.S. Citizenship and Immigration Services at the Department of Homeland Security, was featured in an Associated Press article on Sunday, April 10, that ran in several major newspapers, including the *Washington Post*.

Aguirre has been nominated by President Bush as the new U.S. Ambassador to Spain and Andorra. His nomination must be confirmed by the U.S. Senate. Aguirre, who earned a bachelor's degree from **LSU's E. J. Ourso College of Business**, was inducted into the business college's Hall of Distinction in 2004.

— **LSU School of Music** senior **Lisette Oropesa** was one of four winners of the prestigious Metropolitan Opera Competition. The competition received national coverage with articles appearing in the *Houston Chronicle*, *Philadelphia Daily News*, and *The Advocate*. Associated Press articles ran on Web sites for ABC News, The Star, Cox Entertainment, and *Andante*, a classical music magazine.

Oropesa recently appeared in LSU Opera's production of *Werther*, which received coverage in *The Advocate* and on the WVLA-TV morning show.

— **Joe Hair**, professor of marketing and director of the **Entrepreneurship Institute** at the **E. J. Ourso College of Business**, was interviewed by Bob Christopher of the Bob Christopher Show on BizRadio 990 FM in New Orleans about the college's entrepreneurial programs being ranked in the top 50 nationally by *Entrepreneur Magazine*. The interview aired on Monday, April 4.

— Construction of the Habitat for Humanity home designed by **LSU architecture students** as part of LSU architecture's student design/build competition began in April. The project received coverage in *The Advocate* and appeared on both WAFB-TV and WBRZ-TV's weekend news broadcasts.

— **LSU's Center for Community Engagement, Learning and Leadership (CELL)** organizes the service-learning efforts of our campus. They were instrumental in LSU being named in "Colleges with a Conscience: 81 Great Schools with Outstanding Community Involvement." On April 10, they were highlighted with a feature article in *The Sunday Advocate*.

— In early April, print and broadcast media from across the state ran stories on the research findings of the 2005 Louisiana Survey, conducted by the **Manship School of Mass Communication's Reilly Center for Media & Public Affairs**. Some of the news outlets that carried the story included the *Baton Rouge Business Report*, *NewOrleansChannel.com* and *Bayou Buzz* in Metairie.

— **LSU Art History Professor Mark Zucker**, who specializes in Italian Renaissance art, presented a slide show and lecture April 1 on Leonardo da Vinci's painting "The Last Supper." During the presentation, Zucker addressed Dan Brown's 2003 novel, *The Da Vinci Code*, using his expertise in art history to disprove many of Brown's assertions in the book. *The Advocate* covered the lecture and wrote about it in an article that appeared on Saturday, April 16.

— **Greg Stone**, director of the **Coastal Studies Institute** and professor in the **Department of Oceanography and Coastal Sciences**, was featured in *The Advocate* on Monday, April 11, in an article about his current research. Stone is studying the feasibility of transplanting sand from a large sand body in the Gulf of Mexico, known as Ship Shoal, to the state's barrier islands to help protect the coastline. The study, funded by the Mineral Management Service and the Louisiana Department of Natural Resources, will examine the effects that mining the sand might have on the habitat around Ship Shoal.

— **The Center for Computation & Technology (CCT)** at LSU has received extensive coverage in *The Advocate*, *Daily Reveille*, *Dallas Morning News*, and *Times Picayune* for its Red Stick International Animation Festival. The three-day festival was designed to bring together the entertainment industry's leading animators and directors for lectures, workshops, and film screenings. Many festival events were open to the public including children's activities.

