

**JUNE
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LSU'S SUMMER READING PROGRAM TAKES AN INTERESTING TURN

LSU's Summer Reading Program (SRP), now in its second year, is growing beyond the campus. Not only will the 2005 incoming freshman class read the selection, *Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World*, by Tracy Kidder, but the University is encouraging the city to read along with them. When Kidder and Farmer address the freshmen at the Academic Convocation on August 19, the community can simultaneously watch a live broadcast of the presentation on public access channel Metro21.



Robin Dunkin, marketing strategist for the Office of University Relations and SRP Steering Committee member. "University Relations is working to publicize the book, the live broadcast, and begin a grassroots, community-wide promotional plan in June."

How can your campus unit spread the word? "Hang the SRP poster in your department or ask your neighborhood grocery store to post it on their bulletin boards," said Dunkin. "We are in contact with local book stores, area associations, and the media who are very receptive to the concept. But nothing could speak better than LSU faculty and staff promoting the program to their friends and family."

Many communities around the United States have a "One Book" Reading Project (<http://www.loc.gov/loc/cfbook/one-book.html>), where communities come together to read a book of significance. "It seemed natural for LSU to plant a similar seed in Baton Rouge," said

Visit the SRP Web site at www.lsu.edu/srp or contact Robin Dunkin at rdunki1@lsu.edu if you have an idea on how to publicize the project.

DID U KNOW?

LSU is a leader in game day recycling efforts. The University recycled approximately five tons of aluminum, plastic, and glass during the home games of the 2004 football season.



LSU alumnus Eduardo Aguirre Jr., director of U.S. Citizenship and Immigration Services for the U.S. Department of Homeland Security, was appointed U.S. Ambassador to Spain in 2005.

HEY TIGER FANS – KEEP LSU BEAUTIFUL



The fall semester will soon be here and with it will come thousands of screaming Tiger football fans and their litter. The Office of Facility Services, the LSU Athletic Department, and the Office of University Relations are putting together a promotional plan to encourage Tiger fans to take pride in the campus and not litter. Through radio, television, and printed materials, Tiger fans will hear four key messages on what they can do to keep the campus beautiful and safe for all to enjoy:

- Save our oaks...don't park under trees.
- Mike likes a clean yard...use litter cans and bags.
- Keep our families safe...leave glass at home.
- Bring cans and let's recycle together.

"Our fans are doing better about not littering the campus," said Fred Fellner, assistant director of Facility Services. "But we still have a long way to go in terms of changing mindsets. We hope everyone, including students, staff, faculty, and football fans, will join in our effort to keep LSU one of the most beautiful campuses in the country."

NEW DIRECTORY UPDATE FORMS

It's time again to update the Faculty/Staff/Student Directory. University Relations will be sending departments the information for update in the mail shortly. Once all necessary changes have been made, departments will mail the revised documents to Stephanie Legendre, LSU University Relations, 3960 W. Lakeshore Drive. Further information will be included with the information to be updated. Any questions about the process should be directed to Stephanie at slegen2@lsu.edu or 8-3887.

Additionally, please note that there will be no employee data verification sheets sent out this year. Employees may use PAWS to check and/or correct their phone numbers and department addresses for publication in the upcoming campus directory that will be distributed in the fall semester. All changes should be made by July 31, 2005, to be included in the 2005-2006 Faculty/Staff/Student Directory. Questions about verification sheets should be addressed to pechat@lsu.edu.



Office of University Relations
3960 West Lakeshore Drive
Baton Rouge, Louisiana 70808
225-578-8654
225-578-3860 fax
www.lsu.edu/university_relations

NEW DID U KNOW BROCHURES

Did U Know is designed to help us tout your research and accomplishments, as well as your students' outstanding achievements. It is with your help that we become aware of such achievements and are able to load them to the Did U Know Web site as they occur. To increase the awareness of the great accomplishments of the LSU community, a complimenting brochure has been designed and will be available for promotional use by individual departments in late June. To obtain a supply of these brochures, please contact Jennifer at jcristi@lsu.edu or 8-3874.

BRAND MANAGEMENT TEAM

The Brand Management Team held its sixth and final meeting for the spring semester. University Relations is now working to bring all of the suggestions together in a formal document to be presented to the new Vice Chancellor of Communications and Chancellor O'Keefe. All of the suggestions are geared toward

improving the image and visibility of LSU by strengthening its brand identity. Following input and approval from the new Vice Chancellor and Chancellor O'Keefe, University Relations plans to launch the new Brand Manual later this fall.

IN THE SPOTLIGHT

— **Van Remsen**, curator of birds at **LSU's Museum of Natural Science**, received national attention for his role in helping to discover the existence of an Ivory-billed woodpecker in south-east Arkansas. At least one Ivory-billed woodpecker, a species previously thought to be extinct, was recently discovered after a seven-month search. Remsen, an ornithologist, was part of the search team and was a contributor to the article that the team wrote for the journal, *Science*. Remsen also led a similar search in Louisiana a few years ago in the Pearl River Swamp near Slidell, but that search did not provide conclusive evidence of an existing Ivory-billed.

Michael Steinberg, an acquisitions editor with **LSU Press** and an adjunct assistant professor of **geography** at LSU, is writing a book about the Ivory-billed woodpecker, and he was also quoted in several of the news articles as an expert source on the bird. Stories about the discovery appeared in the media primarily on April 28 and 29, and into early May. Major media that covered the story included: a front-page feature in the *Washington Post*; as well as multiple stories from NPR, CNN, *USA Today*, the *Los Angeles Times*, the *Atlanta Journal-Constitution*, the *Austin American-Statesman*, the *Tampa Tribune*, the Associated Press, Knight-Ridder newspaper service, *The Advocate*, the *Times-Picayune*, and the *Hamilton Spectator* in Hamilton, Ontario.

— **Bradley Schaefer**, associate professor of **physics and astronomy**, was mentioned in the June 1 issue of *Sky & Telescope*, published out of Boston, in an article about observing Mercury with the naked eye. The publication, well-known to those in the fields of physics and astronomy, has a national circulation of 120,000 readers.

— On May 17, a news team from ABC 11 WTVD in Raleigh-Durham, N.C., came to Baton Rouge to interview LSU hurricane experts for a hurricane season television special to air in June. **LSU Hurricane Center Director Marc Levitan**, State Climatologist and Assistant Professor of **Geography and Anthropology Barry Keim**, and Assistant Professor of **Civil and Environmental Engineering Hassan Mashriqui** were all interviewed by the ABC 11 team. Levitan showed off LSU's wind tunnel research facility and Mashriqui showed them examples of computer storm surge modeling. Keim discussed research on storm strike locations along the Gulf and East Coasts.

— Four alumni from the **E. J. Ourso College of Business** appeared on Baton Rouge morning shows in May to discuss "Louisiana Looking Up," a seminar highlighting the positives on Louisiana business. Kip Knight, LSU alumnus and vice president of marketing and brand management for eBay, who was the keynote speaker at "Louisiana Looking Up," also did a radio interview with Jim Engster on WRKF to publicize the event.

— **Dennis Ring**, professor of **entomology**, appeared on WBRZ-TV on May 12 to describe the Formosan subterranean termite swarms in New Orleans. **Gregg Henderson**, professor

of **entomology**, and his research associate, **Chris Dunaway**, appeared on WWL-TV in New Orleans on May 11 to talk about Formosan subterranean termites in New Orleans. Dunaway also appeared on WWL-TV on March 15 to speak further on the subject.

Boris Castro, professor of **entomology**, appeared on local channel 22, as well as WAFB-TV in Baton Rouge and KATC-TV in Lafayette, several times in early May to discuss some of the pests that Louisiana rice farmers have to face. Castro spoke about both the rice water weevil, the most prevalent pest faced by the state's rice farmers, and the newest rice pest found in the U.S.—the South American rice leaf miner.

— On May 8, LSU Professor of **Geography & Anthropology Kam-biu Liu** was featured in a National Geographic television special called "Violent Earth." Liu was featured for his work in the field of paleotempestology, or the study of past tropical cyclone activities by means of geological techniques.

— In its Sunday, May 8 edition, *The Advocate* ran an article about the Open House at **LSU's Center for Advanced Microstructures and Devices (CAMD)**. The article featured interviews with visitors to the center, as well as CAMD researchers, such as **Roland Tittsworth**, **Vadim Palshin**, and **Amitava Roy**.

— On May 2, **David Dismukes**, associate director of **LSU's Center for Energy Studies**, was quoted in several newspapers across the country about gas prices and the possibility of using nuclear power or liquefied natural gas in order to lower fuel prices. Dismukes was quoted at length as an expert source, particularly on the subject of liquefied natural gas. The article appeared in such papers as *The New York Times* and the *Sarasota (Fla.) Herald-Tribune*.

— LSU's celebration of the centennial of **Robert Penn Warren's** birth was covered by *The Advocate* on April 24. LSU commemorated the anniversary with a series of events involving the **English department**, the **creative writing program**, and **LSU Press**. Warren, author of "All the King's Men" and three-time Pulitzer Prize winner, was on the faculty at LSU for eight years.

— The **LSU ceramics program** received a nod in the *Atlanta Journal-Constitution* on April 17 in a review of a ceramics show by LSU faculty and alumni. The show was well-received, and touted the influence of **Joe Bova**, a longtime faculty member in the LSU ceramics program who shaped the program and brought it national attention.

— **Leonard Moore**, associate professor of **history**, was quoted in the *San Jose Mercury News* in March in an article about racism in professional sports. Moore teaches a course on the history of the African-American athlete and studies the connection between pop culture and sports.

