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INTERNAL AND EXTERNAL COMMUNICATIONS/ADVERTISEMENTS

PURPOSE

To state the policy governing the design, content, approval and production of “reputation-defining”* University communications (such as communication with the mass media, marketing, graphic design, photography, Web sites, and messages generated through electronic media) that reflect, support, or promote the mission and vision of LSU as a whole, or with regard to specific departmental programs, regardless of media type.

This policy exists to preserve, protect, and enhance LSU’s image by presenting the University in a clear, unified, consistent, and memorable manner, and to ensure compliance with state law (R.S. 43:111) regarding the expenditure of funds for advertising.

The mission of the Division of Strategic Communications is to build informed support for LSU by creating and communicating the University’s key messages to targeted audiences, while preserving and advancing the image of LSU. The Division of Strategic Communications strives to provide strategic communication direction and support as LSU seeks to become a nationally recognized flagship university.

The Office of Procurement is responsible for ensuring that any expenditure of University/state funds for publicizing Strategic Communications-approved communication through external media sources is statutorily authorized and audit-compliant pursuant to R.S. 43:111, based on the general purpose and intent of the communication/advertisement.

SCOPE

This policy applies to all materials classified as “reputation defining,” and may include, but is not restricted to the following:

- Recruitment materials targeted to potential students and faculty, including LSU and/or department listings in professional/discipline-specific directories (print and electronic/web). (Note: This does not apply to announcements of employment opportunities. Such advertisements require the prior approval of the Office of Human Resource Management.)

- Advertisements for statutorily authorized purposes pursuant to R.S. 43:111, regardless of media type (print, broadcast, posters, outdoor (billboard), etc.).
- Fundraising events and materials.
- Promotional materials (Note: Purchase of imprinted items that are silk-screened, embroidered or printed with the University logo or wordmark are governed by policy through the Office of Procurement and require prior approval through the Vice President for Finance & Administration and CFO.)
- Electronic media productions for the purpose of recruiting, fundraising, or promoting LSU or any of its departments, programs, or people (video, CDs, DVDs, etc.).
- Online publishing via the World Wide Web (links to the main LSU website, www.lsu.edu, hiring of outside hosting services, deep links to external commercial enterprises, and non-education-related sites, etc.).
- Media relations.
- Photography.
- Stationery items (letterhead, envelopes, business cards, mailing labels, etc.).
- Use of University logos, wordmarks, and symbols (see Addendum A).
- Uniform shirts (see Addendum B).

Exemptions from PS-10

The following are exempt from PS-10 and the Division of Strategic Communication's approval and release authorization. However, any expenditure of funds to place or advertise any such materials with external media remain subject to purchasing rules and regulations and require prior approval from the Office of Procurement.

- Books published by the LSU Press, as well as press releases, advertisements to promote book sales, and other information issued by the LSU Press regarding its publications.
- Scholarly publications by members of the faculty and staff.
- Official publications produced and released by the Office of Student Media.
- Publications produced and released by students for student organizations or as learning experiences.
- Established periodicals such as The Southern Review.
- Publications and press releases produced by the Athletic Department regarding athletes and athletic events. (Note: This exemption does not apply to crisis situations that have University-wide impact.)
- Publications and advertisements produced by the Division of Continuing Education Evening School designed to increase public awareness and interest in available courses/programs. (Note: This exemption does not apply to the "Independent Study Bulletin.");

(*Reputation-defining work produced by Strategic Communications may include, but is not limited to, major strategic programs and campaigns, as well as projects for the Office of the President, Foundations of Excellence

programs, the Office of Enrollment Management, and the Office of Research & Economic Development. Any questions about what constitutes a reputation-defining program should be directed to the Vice President for Strategic Communications, 225/578-8654.)

POLICY

The Division of Strategic Communications engages primarily in the production of major reputation-defining image campaigns and individual print and video productions that support the University's most significant strategic objectives, as defined in the University Planning Document and associated with the Flagship Agenda.

To ensure that all of the University's reputation-defining materials intended for internal and external distribution accurately reflect the goals, image, and policies of LSU, it is essential that uniform practices be followed in planning, editing, designing, and producing such materials. Therefore, supervision and production of all reputation-defining pieces are centralized in and coordinated by Strategic Communications. All reputation-defining materials must strictly adhere to the LSU Graphic Standards Manual and must be approved by Strategic Communications to ensure that they reflect favorably upon the University.

The LSU Graphic Standards Manual is a companion piece to PS-10.

GENERAL PROCEDURE

As the strategic marketing arm of the University, the Division of Strategic Communications focuses its energy and resources primarily on producing communication campaigns and collateral materials that support the University's reputation-defining programs, people, and services. To use resources most efficiently and effectively, and to ensure consistent and appropriate messaging, Strategic Communications has adopted the following procedure to review and approve requests for Strategic Communications-produced applicable communication/materials (defined above in SCOPE), regardless of media type.

All communication projects should be initiated through Strategic Communications. Once a job is accepted, Strategic Communications usually will handle all aspects of production related to bringing the project from initiation to fruition. This may or may not include writing copy, editing text for accuracy and style, graphic design, photography, and videography. If a communication project is executed by an external public relations firm or advertising agency, Strategic Communications still must review the project before final production is completed.

If Strategic Communications determines a requested project does not meet its guidelines for production, Strategic Communications will refer the request to Digital Services, a unit of LSU Graphic Services.

Additionally, this policy specifically governs design and printing of departmental letterhead and business cards. Stationery items, letterhead, envelopes, business cards, mailing labels, note paper are primary, instant identifiers of the institution to the outside community. They ensure that a clear, consistent visual image is projected. The LSU logo must be used prominently on all LSU stationery items.

Specific procedures regarding the Internet, Media Relations, Photography, and Electronic Media, and Stationery follow below.

Internet

The University's official Web site (www.lsu.edu) serves as a centralized repository to provide electronic access to a wealth of information and related web links for use by LSU students, prospective students, faculty, staff, and the general public. As such, colleges, schools, and departments should be aware that their Web sites and content therein are subject to review and approval by Strategic Communications. (Note: Personal Web sites of faculty, staff, and students are not subject to this policy or Strategic Communications review and approval.)

In order to ensure that LSU has a single, responsible, consistent, and official source of information for publication on the Internet, and to avoid misrepresentation of information or unauthorized material, Strategic Communications serves as the official clearinghouse for the design and editorial content of Web sites for colleges, schools, and departments designated as reputation-defining. Strategic Communications reserves the right to evaluate design and content of sites that are not specifically designated as "reputation-defining," yet still have a bearing on the image and perception of the University.

All new requests for Web design, editing of material, or use of new technology (including multimedia or proprietary software programs) to be placed on the Web should be submitted initially to Strategic Communications. Strategic Communications will evaluate the request and handle or refer the request to the Office of Computing Services. To ensure brand reinforcement, Strategic Communications will determine the type of multimedia technology that is appropriate for a particular site(s) during the design process (e.g., use of animation, video, panoramic photography, etc.), as well as design templates to be used.

It is the responsibility of colleges, schools, and departments to review their sites' information on a frequent basis to ensure that the information remains valid, accurate, and current. Additionally, all colleges, schools, departments, or other

units contracting with an independent Web-hosting service or content provider must consult with Strategic Communications prior to negotiating the final contracts. Many campus units use the Internet for information dissemination and recruitment. Any Web site designed, whether on or off campus, to represent or promote University programs is subject to review by Strategic Communications to ensure that the site reflects favorably upon the University. Any such website must conform to guidelines established by Strategic Communications and the Office of Computing Services. No commercial enterprise may be advertised on official LSU Web pages without the express permission of the Office of the Vice President for Finance & Administration and CFO.

The University's Web Policy is available by going to www.lsu.edu/university_relations/webpolicy/. Web Standards, guidelines all web pages linked to the main LSU Web site must follow, are available by visiting www.lsu.edu/university_relations/webstandards.

Media Relations

To provide accurate and timely information to the mass media, it is essential that LSU maintain a centralized news effort so there is an organized flow of information consistent in style, quality, and content. Therefore, the planning, research, writing, and distribution of reputation defining news stories, statements, public service announcements, feature articles, and other informational materials (including photographs) released to the media must be coordinated by Strategic Communication's Media Relations staff. Faculty and staff who want news releases written and distributed to the media should contact Media Relations and provide full details to enable Media Relations editors to develop the releases and handle distribution. This contact should be made as soon as possible prior to any news event or announcement to ensure that the release can be prepared and disseminated to the news media in a timely manner.

This policy is not intended to restrict faculty and staff from expressing opinions or providing information to media representatives regarding their research and/or areas of expertise. It does apply, however, to questions of University policy that should be referred to an appropriate administrator or the executive director (or associate director) of Strategic Communications.

Faculty and staff are encouraged to notify and collaborate with Media Relations editors when a faculty member is asked to respond to a national media query, since positive national exposure is a critical part of the University's strategic plan. Timeliness of the response is also important because most reporters have immediate deadlines.

If a reporter contacts a University employee directly, the faculty or staff member may ask to call the reporter back and then contact Strategic Communications for advice and counsel before consenting to interviews, particularly on sensitive

questions. Employees should always state that views given are their personal opinions and not necessarily those of their colleagues or the University. In an emergency situation, either the executive director or the associate director of University Relations will serve as the University's spokesperson. However, in some cases, it may be appropriate to also appoint an additional spokesperson with specialized knowledge of the issue at hand. In those instances, Strategic Communications will refer the media calls to that specific spokesperson. (Strategic Communications will remain engaged in the process and, when appropriate, will assist the spokesperson in responding to the media query.)

Photography and Electronic Media

The photographic and electronic media services provided by Strategic Communications support the mission of Strategic Communications and are used for visual and informational purposes. Photography taken by Strategic Communications photographers is done to obtain high-quality photographs that will be used in reputation defining communications for the University, e.g., for LSU Today, brochures, newsletters, Web sites, electronic media, or to support the efforts of Media Relations. Similarly, electronic media productions are intended for use in coordinated strategic marketing campaigns or as important collateral devices to support those campaigns.

Photographs released by the University to the mass media must be for illustration of LSU-related news or feature stories. Any other use (including but not limited to use as a poster, on a sports event schedule, on a calendar, or otherwise as a product for sale or free distribution or in association with an advertising specialty or promotional product with or without the sale of advertisements) is expressly prohibited without written authorization from the Office of the Vice President for Finance & Administration and CFO. Please refer to the following link for authorization forms related to Filming or Videotaping on Campus and Use of LSU Images: www.fas.lsu.edu/fas/forms/. The rights of all photographs, video programs, and promotional spots produced by Strategic Communications (or by contracted vendors) are held by LSU. The unauthorized sale of any such material is prohibited. This policy applies to photographs, news, public service, recruiting, and promotional radio and television programs originated by the University for internal or external use.

Stationery Items

University standards and guidelines exist to ensure uniformity in stationery items (e.g., LSU/department letterhead, envelopes, business cards, mailing labels, etc.) to visibly portray instantaneous authenticity and recognition of LSU. The LSU Graphic Standards Manual may be accessed electronically at www.lsu.edu/university_relations/standards. A hard copy is available from Strategic Communications upon request. Departments/units should contact LSU Graphic Services for all stationery needs.

ADDENDUM A

Guidelines for Promoting and Maintaining Brand Identity at Louisiana State University

Administrative offices and academic departments represent integral units of the University, and, therefore, are required to use the LSU wordmark and/or tower logo, and only these two symbols, on all University publications.

The University wordmark/tower logo is the centerpiece of a system of visual elements that make up LSU's "corporate identity." The University's name, logo, colors, and typography are important elements related to LSU's public image or identity. To ensure consistency, these visual elements are applied to stationery, signs, brochures, vehicles, advertising, and many other items. Other design items may not be used instead of the LSU logo.

If an administrative office or academic department has a particular need to communicate with a specific audience and wishes to establish visual recognition with that audience, it should use a coordinated design package, not a unique logo, to accomplish that goal. A coordinated design establishes repeat recognition through the use of elements such as a coordinated color palette, specific typefaces, and/or overall design elements that appear on all communications. A design package has the significant advantage of setting design parameters so that new designs do not need to be created for subsequent pieces. This is in contrast to a logo which, when placed on a page, does not provide any basis for the overall design.

Exceptions: Due to their unique nature and the longevity of their association with their current marks, the following units, and only these units, will be permitted to continue using symbols other than the LSU tower symbol or LSU wordmark.

LSU Press
The Southern Review
LSU Fire and Emergency Training Institute

Words, letters, colors, graphic devices, and other indicia associated with Louisiana State University are protected against unauthorized use by means of usage, federal and state trade or service mark registration, and/or state statute. Questions regarding the use of LSU indicia should be directed to the Office of the Vice President for Finance & Administration. (Please see PS-93, Use of University Name and Indicia.)

ADDENDUM B

Uniform Shirt Policy

LSU recognizes that employees of many departments wear uniforms daily. Those departments are required to follow the guidelines for uniform wear as adopted by the Division of Strategic Communications, the Vice President for Finance & Administration and CFO, and the Office of Procurement. Regardless of how shirts are paid for, if worn to work as a uniform shirt, the shirt must conform to the strict guidelines established by Strategic Communications and the Vice President for Finance & Administration and CFO. See the LSU Graphic Standards Manual, Addendum B, for more information and examples of how the University logo and departmental name must appear on uniform shirts worn to work.