

POLICY STATEMENT

COORDINATED BY:
Office of Media & Public Relations

EFFECTIVE DATE: April 27, 1992

REVISED: March 20, 2014
NO. 5 00.01

SUBJECT: Internal and External Communications

PURPOSE:

The Office of Media & Public Relations is responsible for communicating the university's message to its various constituencies – on and off campus – by establishing and increasing awareness of LSUS programs, policies, opportunities, goals and achievements. The purpose of this document is to establish policies governing internal and external communication.

POLICY:

The LSUS Communications Policy deals with publications, graphic standards, Media Relations, photography, and guidelines on how to submit request through the Office of Media & Public Relations.

Publications

To provide service to the divisions of LSUS and to ensure that printed matter for public distribution reflects the image and goals of this institution, it is desirable that uniform practices be followed in designing, producing and purchasing these materials.

While the university allows wide-ranging freedom for departments to generate their own communications, limited guidelines are recommended in several areas. Therefore, oversight of all university publications is centralized in and coordinated by the Office of Media & Public Relations. The Director of Media & Public Relations is charged with ensuring that all university publications contribute to and reflect favorably on the university and its mission.

Publications requiring approval of the Office of Media & Public Relations

All publications distributed off campus that are intended for general audiences and that communicate a message about the university must be cleared through the Office of Media & Public Relations prior to printing.

Publications covered include: catalogs, handbooks, pamphlets, calendars, booklets, class schedules, athletic schedules and media guides, brochures, posters, fliers, newsletters, athletic programs, advertisements, other similar printed materials and electronically published external publications.

Neither the Purchasing Department (for externally printed materials) nor the University Bookstore (for materials printed on campus) – or any other department or division – shall reproduce or authorize reproduction of such materials without the approval of the Office of Media & Public Relations. Advice on obtaining quality publications within reasonable time frames is available from the Office of Media & Public Relations, as are the university’s graphic standards and elements.

Funding

The department requesting issuance of a publication shall be responsible for providing the necessary funds for its production and distribution.

Approvals required for statements about educational policy, program offerings and/or admission to the university.

The department requesting issuance of a publication shall be responsible for demonstrating that the Office of Academic Affairs has reviewed and approved the publication for academic content, especially statements about educational policy and program offerings. The department shall also be responsible for determining that the Office of Admissions & Records has reviewed and approved any publication containing statements related to admission to the university.

Exempt Publications:

1. Scholarly publications by members of the faculty and staff.
2. Official student publications such as The Almagest and Spectra.
3. Publications produced by students for internal use by student organizations, or those produced as “learning experiences” by students.
4. Established periodicals such as the North Louisiana Historical Journal.
5. Publications and program guides of the Red River Radio Network and KDAQ Public Radio (noting that all publications must include the wording: “A community-supported service of LSUS.”)

Desktop Electronic Publishing

Many campus departments have access to desktop electronic publishing systems that can produce camera-ready documents. Any desktop publishing documents planned for distribution to off-campus publics should be approved by the Office of Media & Public Relations.

The procedures for electronic publishing are the same as those for printing documents by conventional means in order to ensure accurate information, clarity of editing, consistency in style and pleasing design that projects the university in the best possible light.

Letterhead, logo, seal and other university graphic elements

Design of letterheads (both stationery and envelopes) for any university unit is to follow standard guidelines enumerated in the LSUS Graphic Standards Manual (published electronically at: <http://www.lsus.edu/news/publications/graphics/index.asp>). The Office of Media & Public Relations must review any proposed letterhead that deviates from the standards prior to its submission for printing.

Use of the university logo, seal and other graphic elements must follow standard guidelines enumerated in the LSUS Graphic Standards Manual (published electronically at: <http://www.lsus.edu/news/publications/graphics/index.asp>). The official name of the university is Louisiana State University Shreveport and should be used where appropriate. The only other permissible display of the university's identity includes LSU Shreveport, LSUS, LSUS Pilots or LSU Shreveport Pilots,

Personalized Printing

Printing of letterhead, memoranda stationery or similar materials containing the name of an individual is contrary to state law and university policy if printing costs are paid for by any university account. Grant or contract funds may be used for personalized printing if specifically permitted by the terms of a grant or contract in which the grant or contract is the sole source of funding. Requests should be addressed to the Office of the Vice Chancellor for Business Affairs.

University business cards are available, with proper authorization, to all faculty and staff and are to be printed in accordance with the guidelines published in the university's Graphic Standards Manual, which is published online at: <http://www.lsus.edu/news/publications/graphics/index.asp>.

When university graphic elements are not used, there is no restriction on the printing of personalized business cards or letterhead if private (non-university) funds are used. However, the design of these pieces should reflect consistency in image and goals of the university. The Office of Media & Public Relations will provide guidance in the design.

Media Relations

To provide consistent, accurate information to the public and the mass media, it is essential that LSUS maintain a centralized effort to coordinate the flow of information. Uniform procedures must be followed in preparing and releasing statements and news releases so the media will receive information that is consistent in style, quality and content. The distribution of news stories, statements, public service announcements, feature articles and other informational materials – including photographs – released to the media should be approved and coordinated by the Office of Media and Public Relations.

All university-generated news releases about programs, activities and people of the university shall be approved by the Chancellor. The Director of Media & Public Relations shall assist the Chancellor in this regard, and the Director of Media & Public Relations may be delegated the authority to approve by the Chancellor as s/he deems appropriate.

This policy is not intended to handicap or 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, with regard to questions of university policy, which should be referred to an appropriate administrator or the Director of Media & Public Relations. University employees are encouraged to exercise their Freedom of Speech through participation in public debate by writing letters to the editor of area newspapers. Unless letters to the editor have been authorized and approved by the Chancellor through the Office of Media & Public Relations, employees

writing letters may not identify themselves as employees of the university either in the context of the letter or in signature blocks.

In cases of direct media contact, faculty and staff members are expected to use their best judgment in determining whether to grant interviews. Employees may wish to call the reporter back and contact the Office of Media & Public Relations for advice and counsel prior to consenting to interviews, particularly on sensitive questions. Employees should always state that views given are personal opinions, not those of the university. The Office of Media & Public Relations should be advised of all contacts with the media and all media visits to the campus.

The Director of Media & Public Relations is the official spokesperson for the university. In the event of an emergency, crisis, or controversy, the Chancellor may designate a spokesperson for that particular event. If that occurs, all media calls regarding the particular situation should be referred to the spokesperson through the Office of Media & Public Relations.

Due to the time sensitive nature of information that comes from the Athletics Department, all press releases, game scores and updates coming from the Athletics Department are exempt from the Media Relations aspect of this policy.

Exempt from this policy are news releases and other information issued by KDAQ/Red River Radio Public Radio Network regarding its activities and publications. However, in all circumstances which may have an impact upon academic and/or university policy, the Director of Media & Public Relations shall be consulted. 5 00.01

Photography

The Office of Media & Public Relations will provide counsel and assistance in contracting for on-campus photographic services and for photographic services for official university functions held off campus.

Photographs released by the university to the mass media shall be for illustration of news or feature stories. Any other use is expressly prohibited without written authorization from the Office of Media & Public Relations.

If you take photos on or off campus with the intention to use them in a publication, you are advised to get the person(s) in the photo to sign a photo release form. You may download a copy of this form at www.lsus.edu/pr

Submitting requests through the Office of Media and Public Relations (M&PR)

If you have submissions of any nature, you should fill out a Media Request Form online at www.lsus.edu/pr by noon on Friday. All submissions will be sent out on the following Monday in ONE broadcast e-mail, (“LSUS News and Notes”) which will be maintained by the Office of Media and Public Relations. In addition, the requestor will have the option in the form to request social media coverage, press releases, media coverage outside of LSUS, and coverage on the official LSUS calendar. The requestor will also have the option to submit information early in order to receive more coverage. (In these instances, the submission will appear in the most appropriate version of “LSUS News and Notes” as decided by the Office of M&PR.)

To provide accurate and timely information to LSUS faculty, staff and students, as well as the mass media, it is essential that LSUS maintain a centralized news effort so there is an organized flow of information consistent in style, quality, and content. All requests must adhere to the following guidelines:

- Requests must be from a LSU Shreveport department or office, a registered student organization or other LSU Shreveport affiliated program and will be accepted only from LSU Shreveport faculty, staff and students with email addresses ending in lsus.edu.
- The content of all submissions must be directly related to the university and must not contain commercial advertising, solicitation or religious or political editorials, or events not pertaining to LSU Shreveport.
- Submitted content will be reviewed within 72 hours (excluding weekends). Coverage request for events (where a M&PR presence is necessary) must be submitted two weeks prior to the event. M&PR encourages you to submit content as soon as it comes available to you for maximum promotion.
- All submitted information must provide full details to enable M&PR staff to develop the appropriate distribution.
- Approved news will be edited as necessary and posted to the LSU Shreveport website and/or sent out as a news release at the discretion of M&PR.
- M&PR will edit approved news for accuracy, brevity, clarity and suitability. If a submission is better suited to a different communication vehicle, M&PR will communicate that with the submitter. Items that are incomplete or inaccurate or do not meet guidelines will be e-mailed back to the submitter with an explanation. Submitters are encouraged to make necessary changes and resubmit the item. The university reserves the right to review, suspend or deny announcement requests for any reason.
- Anyone submitting more than (7) calendar events per year will be required to submit these calendar entries through the LSUS Content Management System, but should continue to use the media request form for any additional requests or promotions.