



SOUTHEASTERN

L O U I S I A N A U N I V E R S I T Y

University Communications and Creative Services

The Director of the Office of University Communications and Creative Services, serving directly under the Executive Director of Public and Governmental Affairs, is the liaison between the University and the news media. The director serves as an official news source for the University, advises the administration and departments in their working relationships with the news media, and assists in developing marketing and advertising plans for the University and its various units. The Office of University Communications and Creative Services performs the following functions: news media relations, publication design and production, web content development, photography, and advertising.

NEWS

The Office of University Communications and Creative Services is responsible for all news releases from the University, both general curricular and extra-curricular. It serves as a conduit between the University and the news media, and coordinates emergency news releases and announcements in times of crisis. Members of the University community wishing to announce or promote a program or event through the media should contact the Office of University Communications and Creative Services as far in advance as possible in order to properly promote the event or program. This allows for timely notification of the media, appropriate placement of stories and follow-ups. Moreover, the office should be consulted about press coverage during the planning stages of any major events or programs in order to maximize news coverage.

PUBLICATIONS

The Office of University Communications and Creative Services is responsible for the design and production of University publications. This office, time permitting, is available to assist individual departments with other publications, such as theatre programs, posters, brochures, and other materials. The Director should be contacted several months in advance to schedule a publication. When events or programs are being formulated, the Director should be contacted regarding prices, schedules, and other important information.

PHOTOGRAPHY

The University Photographer works under the Office of University Communications and Creative Services. Duties include taking photographs of University activities that the Director of the Office of University Communications and Creative Services deems necessary for athletics, general news releases, University publications, and other valid purposes. Requests for photographs should be made at least 48 hours in advance. Although this office will do all it reasonably can to assist, not all events can be photographed.