




To: All CCT
From: Dr. Edward Seidel, Director 
Date: 22 February 2006
Subject: CCTPS-15 Public Relations (PR) Communication Policy

The CCT seeks to strongly encourage effective public relations communication related to the discoveries, developments, events, and strategic activities of the Center. It is essential, however, that all public relations communication efforts are consistent with and clearly aligned to the strategic vision, mission, and goals of the CCT. The PR Communication Policy provides a framework to facilitate the necessary consistency in the Center's public relations communication activities.

CCTPS-15

- All CCT faculty, staff, and students must contact the CCT Assistant Director of Strategic Advancement and the CCT PR Manager to notify the Center of any media communication related to official CCT activities. The notification should be sent via e-mail to pr@cct.lsu.edu, and it should include the name and contact information for the appropriate media contact(s), as well as a brief description of the focus of the inquiry/discussion.
- Once reviewed by CCT PR staff, all media communication notifications must be discussed with the CCT Director and/or Deputy Director before a final communication release approval decision is made.
- CCT PR staff are responsible for notifying LSU Public Affairs of anticipated press releases and for providing internal, "allcct" announcements concerning new, CCT press releases.

This policy should be considered effective as of the date of this memorandum. Any modifications to this policy must be in writing and must be approved by the CCT Director.