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LSU RECEIVES NEW ORLEANS PRESS CLUB HONORS

Baton Rouge (July 30, 2009) – The LSU Health Care Services Division (HCSD) Office of Communications and Media Relations received multiple honors from the Press Club of New Orleans in its 2009 annual journalism and public relations competition.

In the category for “Best TV PSA” for an agency or staff of five or fewer employees, HCSD received the first place award for “LSU Behavioral Health.” This PSA highlights the comprehensive LSU behavioral health services in greater New Orleans. HCSD also received third place for “LSU Trauma Center,” which gives wide exposure to the preeminent services of the Level 1 Trauma Center of the Interim LSU Public Hospital.

In the category for “Best Electronic Newsletter,” HCSD received second place for “LSU Health System,” the internal newsletter for HCSD employees. First place was not given in this category.

In the category for “Best Public Relations Campaign” for an agency or staff of five or fewer employees, HCSD received third place for “LSU Community Clinics.” The campaign featured the quality outpatient health care services of LSU clinics in New Orleans.

Staff of the LSU HCSD Office of Communications and Media Relations include Marvin McGraw, director; Michael Higgins, coordinator; Shawn Taylor, public information officer 3; and Stephanie Aymond, administrative assistant.

Marcia Kavanaugh, with Interim LSU Public Hospital media relations, participated in the production of the PSAs. Korry Melton and Kevin Barraco, with KSM Advertising, provided production services, and Jere Hales served as on-camera spokesperson.

The LSU Health System - Health Care Services Division is one of the largest public health care delivery systems in the country. It has over 35,000 inpatient admissions, nearly 196,000 inpatient days, 515,500 outpatient clinic visits, 894,000 outpatient encounters, and nearly 244,000 emergency department visits. Each year nearly 500 residents and fellows from the LSU and Tulane Schools of Medicine and Ochsner Health System and 2,200 nurses and allied health students from many colleges and universities are trained in LSU facilities.

LSU is the largest single provider of uncompensated inpatient care in Louisiana. LSU HCSD hospitals have an economic impact of over \$1.4 billion in asset business activity, \$568 million in personal earnings, and generate over 12,000 jobs.

For more information, contact Marvin McGraw, Director of Communications and Media Relations, LSU Health Care Services Division, 225.922.1424 or mmcgra@lsuhsc.edu.