

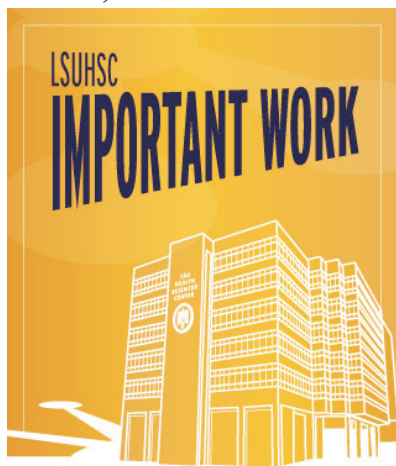
CHANCELLOR'S Notes



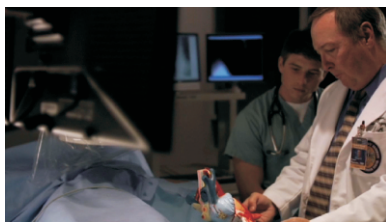
August 15, 2008

LSUHSC important work highlighted

The Foundation for LSU Health Sciences Center has engaged Zehnder Communications to conduct an advertising campaign to recognize our dedicated faculty and students. The campaign includes a thirty second television commercial, a website, and a video.



The campaign launches Monday, August 18, as a six-week schedule of television advertising begins and the website goes live.



The two and a half minute video, taped in July, will be posted on the website at www.lsuhsimportantwork.com. It can be posted on personal web pages such as My Space and Facebook and can also be downloaded to some cell phones.

LSUHSC television spots to begin August 18

So that you and your family can be sure to catch the :30 LSUHSC television commercial, the complete schedule of air dates and times follows.

	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Program Name
	Mon	Mon	Mon	Mon	Mon	Mon	
	8/18	8/25	9/1	9/8	9/15	9/22	
	'08	'08	'08	'08	'08	'08	
WDSU-TV							
NBC							
Su 10a-11a	1	1	1	1	1	1	MEET PRESS-SUN
M-F 12n-12:30p	1	1	1	1	1	1	WDSU NWSCH6-NN
M-F 5p-5:30p	1		1		1		WDSU NWSCH6-5
Sa 5p-5:30p	1		1		1		NCH6 Sat-5 news
Su 5p-5:30p		1		1		1	NCH 6 Sun @5
M-F 6p-6:30p		1		1		1	WDSU NWSCH6-6
F 8p-10p		1					DATELINE Friday
M-Su 10p-10:35p	1	1	1	1	1	1	WDSU NWSCH6-10<
Su 10:30p-11p	1		1	1		1	6 NEWS ON YOUR SIDE
M-Su 12m-5a	3	3	3	3	3	3	Bonus Overnight Spots
M-F 5a-6a	1	1	1	1	1	1	WDSU NWSCH 6 E
M-F 6a-7a	1	1	1	1	1	1	WDSU NWCH6-MRN
Su 6a-7a	1		1		1		NCH6 SUN MORNG
Su 8a-10a		1		1		1	NCH6 SUN MORNG/NCH6
Sa 9a-10a	1	1	1		1	1	NCH6 SAT MORNG
WGNO-TV							
ABC							
Bonus							
M-Su 5a-3a	9	10	9	9	10	10	
M-F 5p-5:30p	1	1	1	1	1	1	ABC 26 NEWS-5P
M-F 6p-6:30p	1	1	1	1	1	1	ABC 26 NEWS-6P
Su 5p-5:30p	1	1	1	1	1	1	ABC 26 SUN NEWS -5p
Su 10p-10:30p		1			1	1	ABC 26 SUN NEWS -10p
Sa 5p-5:30p	1	1	1	1	1	1	ABC 26 SAT NEWS -5p
M-F 10:35p-11:05p	1	1	1	1	1	1	ABC-NITELINE
M-F 10p-10:35p	1	1	1	1	1	1	ABC 26 NEWS-10
WVUE-TV							
FOX							
M-Su 5a-4:45a	5	5	5	5	5	5	1 for1 Bonus Spots
M-F 5a-6a	1	1	1	1	1	1	FOX8 9:00NW R
M-F 7a-8a	1	1	1	1	1	1	FOX 8 NEWS@7AM
M-F 5p-5:30p	1	1	1	1	1	1	FOX8 5:00 NEWS
M-F 5:30p-6p	1	1	1	1	1	1	FOX8 LCL-5:30P
M-F 9p-10p	1	1	1	1	1	1	FOX8 9:00 NEWS<
WWL-TV							
CBS							
M-F 12n-12:30p	1	1	1	1	1	1	EYEWIT NOON
M-F 5a-6a	1	1	1	1	1	1	EARLY-EYEWIT NW
M-F 6a-7a	1	1	1	1	1	1	EYEWIT MORN ED
M-F 7a-8a	1	1	1	1	1	1	EYEWIT MRN NWS7
M-F 8a-9a	1	1	1	1	1	1	EYEWIT MRN NWS8
Su 5a-5:30a	1	1	1	1	1	1	»WALL ST. JOURNAL
Su 8a-9:30a	1	1	1	1	1	1	SUNDAY MRN-CBS
Su 9:30a-10a	1	1	1	1	1	1	FACE NATN-CBS
M-F 5p-5:30p	1		1		1		EYEWITNESS-5
M-F 6p-6:30p		1		1			EYEWITNESS-6
Sa 6p-6:30p		1		1		1	SA EYEWIT NW-6
Sa 6p-6:30p	1		1		1		SA EYEWIT NW-6
Su 6p-7p	1			1			»60 MINUTES
M-F 10p-10:35p	1	1	1	1	1	1	EYEWIT NWS-10<
Sa 10p-10:30p		1				1	EYEWIT NWS-10
Su 10p-10:30p			1		1		EYEWIT NWS-10