TELLING MSU’S STORY:
The Office of Public Affairs
The Office of Public Affairs at Mississippi State University serves as the university’s print, broadcast and multimedia newsroom, social media platform, strategic marketing and advertising agency, photography and videography studio, and graphic design operation, in addition to producing MSU’s premier print publications including Alumnus magazine.
MSU Public Affairs is also charged with managing and populating the university’s website, rapid response to outside media requests, and the management of crisis information during emergencies. The staff of professional communicators in Public Affairs works each day to tell the land-grant institution’s stories to not only the media, but to students, employees, parents, alumni and friends.
Providing information on MSU’s eight colleges and the many departments, institutes, centers, and outreach programs, Public Affairs uses state-of-the-art technologies to reach a vast community with special interest in the countless successes of the institution.
For more information on Public Affairs, contact Chief Communications Officer/Director Sid Salter at ssalter@opa.msstate.edu or Associate Director Harriet V. Laird at hlaird@opa.msstate.edu.
Services of interest to MSU alumni:

**NEWS RELEASES** are written and disseminated daily to local, state, regional and national media who are most interested in “value-added” stories relating to future impact, prominence, exceptional quality, human interest, out-of-the-ordinary, and timeliness. To submit a story idea, email **Allison Matthews** at **amatthews@opa.msstate.edu**
Services of interest to MSU alumni:

**NEWS DIGEST** is a daily “must-read” email of coverage about MSU and higher education by news organizations. To subscribe, email **Jim Laird** at [jim.laird@msstate.edu](mailto:jim.laird@msstate.edu)
Services of interest to MSU alumni:

Public Affairs leads MARKETING AND BRANDING for the university and is an integral player in its current repositioning.

Contact Checky Herrington at cherrington@opa.msstate.edu
Services of interest to MSU alumni:

MSU FACEBOOK (facebook.com/msstate), TWITTER (twitter.com/msstate) and INSTAGRAM (instagram.com/msstate) the university’s social media accounts, promote the many activities and events associated with the university.

For more information, contact Nick Wilson, Information Technology Coordinator at nwilson@opa.msstate.edu or Erin Nesbit, Social Media Specialist at enesbit@opa.msstate.edu
Services of interest to MSU alumni:

**ALUMNUS** magazine is produced three times each year and contains features on noteworthy alumni, campus news, and information from the MSU Foundation and Alumni Association. To submit feature story ideas, contact **Harriet Laird** at hlaird@opa.msstate.edu. To submit Foundation or Alumni Association information, contact **Heather Rowe** at hrowe@opa.msstate.edu.
Services of interest to MSU alumni:

WWW.MSSTATE.EDU is the university’s home page which is maintained in Public Affairs. For more information, contact Heather Rowe at hrowe@opa.msstate.edu
Services of interest to MSU alumni:

Publication design is offered free of charge to university entities. Designers can also coordinate printing with campus clients. For more information, contact

Eric Abbott at eabbott@opa.msstate.edu

Hayley Gilmore at hgilmore@opa.msstate.edu

Tim Myers at tmyers@opa.msstate.edu
Services of interest to MSU alumni:

WMSV (91.1 FM) is the university’s non-commercial radio station and features Alternative, Jazz and Blues formats. For more information, contact station manager Steve Ellis at sellis@wmsv.msstate.edu
Services of interest to MSU alumni:

**OTHER SERVICES:** Public Affairs provides multi-media graphics, photography, and videography for on-campus departments and organizations.
Services of interest to MSU alumni:

MSU’s VISUAL IDENTITY:
Recognizable university symbols create brand consistency for the institution. The university’s visual marks/symbols must be clearly identified each time they are used in any situation – printed material, websites, commercial goods, etc. For more information about these symbols and their use, please visit www.msstate.edu/web/visualid/
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Thank you for your time.