

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **University Research Association Seeks New Breakthrough in Branding**

*Southeastern Universities Research Association enlists The Design Channel to establish stronger brand voice*

WASHINGTON, DC, February 22, 2014—Southeastern Universities Research Association (SURA) has chosen The Design Channel (TDC) to help the organization create a more impactful brand and messaging platform, announced David Franek, TDC president and chief creative officer.

“SURA enables many of today’s leading universities to collaborate on research that expands the frontiers of knowledge or leads to applications that improve and save lives,” said Franek. “This is a unique opportunity to give an organization that serves the greater good a solid foundation with which to communicate its value proposition.”

TDC will be embarking on an information-gathering phase with internal and external SURA stakeholders to gain a more in-depth understanding of the organization’s communications processes and issues. A second phase is planned to leverage the findings and resulting messaging strategies in new marketing materials, including a new website.

SURA is a consortium of over 60 member research universities, primarily located in the southeastern U.S. The Washington, D.C.-based organization was originally established in 1980 to design, build, and operate what is now the Thomas Jefferson National Accelerator facility, a U.S. Department of Energy national research laboratory. In addition to managing the lab today, SURA facilitates partnerships and collaborative efforts between its member universities and government agencies to advance knowledge in nuclear physics, coastal environment phenomenon, and information technology.

With offices in Washington, DC, Baltimore, Maryland and Charleston, SC, The Design Channel ([www.thedesignchannel.com](http://www.thedesignchannel.com)) provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.

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