



PUBLIC AFFAIRS

Robert Hill

Vice Chancellor

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Call concerning breaking news and potentially controversial matters and emerging issues.

► UNIVERSITY NEWS AND MAGAZINES

The Department of University News and Magazines handles contacts and relations with local, regional, national, international, and University print and electronic media on behalf of the University administration and all schools, departments, and centers not covered by the health sciences or sports information bureaus. The department works with faculty, staff, and administrators in planning and implementing programs to inform various external and internal audiences of news about, and events taking place at, the University of Pittsburgh.

The department publishes *Pitt Magazine*, *Pitt Med* magazine, and the *Pitt Chronicle*, the weekly University newspaper.

Call us...

Contact the Department of University News and Magazines when you:

- Are ready to announce a research breakthrough
- Receive a major grant
- Institute a new research lab or center
- Publish a paper in a professional journal
- Begin a new educational or research program, or make major curricular changes
- Earn a professional award or are elected to a professional society
- Have unique expert insight into a current event or news item
- Are contacted directly by the media regarding a news story
- Publish a book, especially one of interest to the general public
- Have a human interest story to tell, such as an “against all odds” type of story

Almost everything is news. Your news representative will work with you to determine who the audience is and the appropriate level of media coverage for an announcement, whether it is a national story or one of interest to local, campus, or hometown communities.

News communications vehicles:

- News releases
- “Pitch” e-mails
- News conferences
- Media availabilities
- Media advisories
- Letters to the editor or op-ed articles
- News’ Web site
- Facebook: upitt
- Pitt Twitter: @PittTweet

We’ll call you...

The department will sometimes call on you or your office when the media are seeking expert commentary on a news story. You do not have to be the definitive expert in a field to qualify—the local media, especially, are seeking commentary from regional experts, and as a University of Pittsburgh professor with expertise in your field, your commentary is valuable.

Reporters are usually on tight schedules, since electronic media such as radio and television almost always have same-day deadlines, and daily newspapers frequently do, too. Therefore, it is important to respond quickly—even if it’s to decline to participate or to recommend another expert—when a Pitt news representative calls.

News and Magazine Representatives

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Pitt Chronicle

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News Beats

Admissions and Financial Aid

Alumni Association

Arts and Sciences

Africana Studies
Anthropology
Biological Sciences
Chemistry
Classics
Communication
Computer Science
Economics
English
Environmental Studies
Geology and Planetary Science
History
History of Art and Architecture
History and Philosophy of Science
Linguistics and Languages
Mathematics
Music
Neuroscience
Philosophy (but not the Center for Philosophy of Science)
Physics and Astronomy
Political Science
Psychology
Religious Studies
Sociology
Statistics
Studio Arts
Theater Arts
University Art Gallery
Women's Studies

Board of Trustees

Center for Energy

Center for National Preparedness

College of General Studies

Office of Veterans Services

Commencement

Computing Services and Systems Development

John Fedele
Patricia Lomando White

Sharon Blake
Patricia Lomando White
B. Rose Huber
B. Rose Huber
Patricia Lomando White
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Sharon Blake
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Sharon Blake
Sharon Blake
Sharon Blake
Sharon Blake
John Fedele
B. Rose Huber
Audrey Marks
Sharon Blake

Linda Schmitmeyer
John Fedele

Development/Capital Campaign

Facilities Management/Capital Projects

Governmental and Community Relations

Graduate School of Public and International Affairs

Center for Disaster Management; Ford Institute for Human Security; GSPIA Nonprofit Clinic; Innovation Clinic; Johnson Institute for Responsible Leadership; Matthew B. Ridgway Center for International Security

Heinz Chapel

Honors College

Honors Convocation

Institute of Politics

Joseph M. Katz Graduate School of Business and College of Business Administration

Learning Research and Development Center (LRDC)

Nationality Rooms

Office of Child Development (School of Education)

Petersen Institute for NanoScience and Engineering

Pitt Mobile Science Lab

Public Safety/Police

Research

Office of Technology Management; Technology Commercialization Alliance

ROTC

School of Information Sciences

School of Education

School of Law

School of Social Work

Social Media

Stephen Foster Memorial

Center for American Music

Student Affairs

Swanson School of Engineering

University Administration

University Center for International Studies

African Studies, Asian Studies, European Union Center of Excellence/ European Studies Center, Global Studies, Latin American Studies, Russian and East European Studies, Study Abroad

University Center for Social and Urban Research

(UCSUR)

University Library System

Video and movie location filming requests

John Harvith
John Fedele
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Audrey Marks
Patricia Lomando White
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Linda Schmitmeyer
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► NATIONAL MEDIA RELATIONS

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The associate vice chancellor for national media relations directs Pitt's national news program. The Department of National Media Relations focuses on creating national media strategies and enhancing Pitt's reputation by developing and placing positive stories in the major national media that illustrate the University's excellence and commitment to research, education, and regional development.

► UNIVERSITY MARKETING COMMUNICATIONS

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The Department of University Marketing Communications provides the University of Pittsburgh with graphic design, typesetting, scanning, illustration, writing, editing, marketing consultation and research, Web design, advertisement design, promotional video production, and printing services.

Writers, editors, designers, communications managers and representatives, and production coordinators work with University faculty and staff to plan, edit, design, and produce effective communications materials. The department also governs and advises on institutional identity issues, coordinates use of the University's logo on print materials, and provides editing for University writing style as well as University writing style training seminars. The University's printed forms and stationery items are also produced through University Marketing Communications. For more information, visit www.umc.pitt.edu.

Campus Locations

Graphics and marketing, Web design, stationery materials

200 Forbes Pavilion, 3525 Forbes Avenue
412-624-0409

Publications, advertising, marketing research

400 Craig Hall
412-624-4147

Print shop

B-10 and B-50 Cathedral of Learning
412-624-0812

Stockroom

B-10 Cathedral of Learning
412-624-0927

UMC online store for business cards, envelopes, and letterhead
<http://store.umc.pitt.edu>

► EXECUTIVE COMMUNICATIONS

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The Department of Executive Communications works closely with the chancellor of the University to articulate and disseminate the University's key messages. Priority areas include:

- Written communications
- Oversight of the chancellor's public speaking engagements and presentations
- Consultation on matters of executive positioning
- Maintenance of the chancellor's Internet presence
- Oversight of the development and distribution of publications that articulate the chancellor's vision