PUBLIC AFFAIRS

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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

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

• 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

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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News beats on reverse side
News Beats
Admissions and Financial Aid John Fedele Patricia Lomando White
Alumni Association Sharon Blake Patricia Lomando White
Arts and Sciences B. Rose Huber B. Rose Huber
African Studies Sharon Blake Patricia Lomando White
Anthropology Patricia Lomando White B. Rose Huber
Biological Sciences B. Rose Huber Patricia Lomando White
Chemistry Patricia Lomando White B. Rose Huber
Classics Sharon Blake Patricia Lomando White
Communication B. Rose Huber Patricia Lomando White
Computer Science Patricia Lomando White B. Rose Huber
Economics Sharon Blake Patricia Lomando White
English B. Rose Huber Patricia Lomando White
Environmental Studies Patricia Lomando White B. Rose Huber
Geology and Planetary Science Patricia Lomando White B. Rose Huber
History Sharon Blake Patricia Lomando White
History of Art and Architecture Patricia Lomando White B. Rose Huber
History and Philosophy of Science Patricia Lomando White B. Rose Huber
Linguistics and Languages Patricia Lomando White B. Rose Huber
Mathematics Patricia Lomando White B. Rose Huber
Music B. Rose Huber Patricia Lomando White
Neuroscience B. Rose Huber Patricia Lomando White
Philosophy Sharon Blake Patricia Lomando White
Philosophy (but not the Center for Philosophy of Science) Patricia Lomando White
Physics and Astronomy Patricia Lomando White B. Rose Huber
Psychology Patricia Lomando White B. Rose Huber
Religious Studies Patricia Lomando White B. Rose Huber
Sociology Patricia Lomando White B. Rose Huber
Statistics Patricia Lomando White B. Rose Huber
Studio Arts Patricia Lomando White B. Rose Huber
Theater Arts Patricia Lomando White B. Rose Huber
University Art Gallery Patricia Lomando White B. Rose Huber
Women's Studies Patricia Lomando White B. Rose Huber
Board of Trustees B. Rose Huber Patricia Lomando White
Center for Energy B. Rose Huber Patricia Lomando White
Center for National Preparedness B. Rose Huber Patricia Lomando White
College of General Studies B. Rose Huber Patricia Lomando White
Office of Veterans Services B. Rose Huber Patricia Lomando White
Commencement B. Rose Huber Patricia Lomando White
Computing Services and Systems Development B. Rose Huber Patricia Lomando White

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