UNIVERSITY OF PITTSBURGH
UNIVERSITY MARKETING COMMUNICATIONS
RESOURCE GUIDE

ALL THE SKILLS OF A
world-class
agency ...

PUBLICATIONS • PRINTING • WEB SITES • ADVERTISING • MARKET RESEARCH • VIDEO PRODUCTION
University Marketing Communications (UMC) professionals facilitated the photo shoots for the cover shot of the Cathedral of Learning, this group shot of UMC staff in the Commons Room, and original photography throughout this guide.

... WITH inside knowledge OF OUR ONLY CLIENT
YOU AND UMC: Partners in showcasing your strengths and enhancing Pitt’s image

VICE CHANCELLOR

Robert Hill
VICE CHANCELLOR FOR PUBLIC AFFAIRS

Robert has led Pitt’s Office of Public Affairs since 1996 as chief communications officer. He is responsible for the University’s overall communications strategy, news and information, national media relations, publications, marketing communications, Web site development and administration, institutional advertising, video communications, chancellors’ communications, printing services, and University spokesperson duties.

A higher education administrator for nearly four decades, Robert was Syracuse University’s vice president for public relations for 10 years prior to joining Pitt. Under his leadership at Pitt, the staff of the Office of Public Affairs has won more than 350 awards.

412-624-8891 • hillr@pitt.edu

ASSOCIATE VICE CHANCELLOR

Madelyn A. “Maddy” Ross
ASSOCIATE VICE CHANCELLOR
National Media Relations
and University Marketing Communications

A Pitt associate vice chancellor since 2006, Maddy previously worked at The Pittsburgh Post-Gazette from 1979 through 1986; she was one of the first women managing editors in the United States, serving in that position at The News from 1983 to 1986. She became the Pittsburgh Post-Gazette’s managing editor in 1993, after an eight-month strike resulted in the merger of the two newspapers. Projects within Maddy’s domain at the Post and Post-Gazette win every major national journalistic award, including three Pulitzer Prizes.

60 people with just one client to serve: the University of Pittsburgh.

412-624-4379 • maross@pitt.edu

Excellence is synonymous with the University of Pittsburgh.

Because of the outstanding students who choose Pitt; because of our high-achieving faculty and staff, recruited from the best institutions from around the world; and because of the inspirational leadership that has helped transform Pitt into one of the world’s finest universities, our name and our image evoke quality without compromise.

The impact of our good name derives from the high level of human attainment we have demonstrated and, at the same time, paves the way to ever-higher levels of accomplishment. Pitt’s reputation is powerful and priceless.

That’s why every public presentation of Pitt—through our publications and Web sites, in our advertising and use of institutional identity elements—must reflect the quality standards and values of our University. That’s why the University has made available to you the services of the University Marketing Communications department (UMC), a multi-faceted organization of world-class communicators charged with working with all of Pitt’s academic and administrative departments to ensure high-quality communications, inside the University and out.

UMC is your resource for all of your public communication needs, from printing, Web site development, alumni magazines, in-depth academic journals, video documentaries, and strategic plans to department letterhead, brochures, business cards, and banners. Think of us as a top-notch advertising, public relations, and communications agency of 60 people with just one client to serve: the University of Pittsburgh.

Our award-winning professionals have experience working at other universities, including Duquesne, Ohio State, Seton Hill, Syracuse, and Wayne State; at major corporations, including United States Steel, Alcoa Inc., Westinghouse Electric Company, Boeing Rockwell, Bank of New York Mellon Corporation, China Unicom, Lycos Inc., and H.J. Heinz Company; at major publications, including People magazine, Pittsburgh Magazine, the Pittsburgh Post-Gazette, and the Pittsburgh Tribune-Review; and at national institutions including the March of Dimes, the National Museum of Wildlife Art of the United States, and Habitat for Humanity.

More importantly, UMC’s creative team understands the University of Pittsburgh better than any other agency can. It’s both our passion and our home.
Communicating effectively with any audience means planning and implementing creative strategies to maximize your message. From publications to advertisements, from direct mail to media relations, University Marketing Communications assists the University community in its efforts to:

- Recruit students and faculty
- Raise funds
- Reach alumni
- Communicate its accomplishments and innovations
- Promote its schools, departments, and programs

UMC works to customize projects to meet your needs while consistently promoting and advancing the University's reputation and image to its respective audiences. Depending on your needs, we can serve as your project committee or consult on your project from inception through implementation.

From business cards to professional journals, from strategic planning to delivery, UMC's print marketing team designs, produces, and prints more than 5,500 Pitt projects annually.
**FROM START …**

UMC communications managers are strategic thinkers. They work with the University’s schools, departments, and programs to develop marketing strategies and determine the best way to reach your target audience and elicit the response you want. The communications managers group offers marketing consultation and planning, writing, editing, fact-checking, and proofreading services and teams with UMC art directors to create attractive and effective publications ranging from simple one-color postcards to 300-page academic journals.

Among our communications managers’ services and products are:

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- **Bill Young**  
  UMC’s senior director of publications and marketing. Bill joined Pitt in 1999 as director of special projects. Before that, he worked at Cramer Chilson-Roest and Ketchum Inc. He began his career with the March of Dimes Foundation in 1981.  
  412-624-4205 • wky@pitt.edu

- **Terry Capp**  
  With more than 30 years of communications experience, Director of Publications and Marketing Terry Capp focuses on publications, project management, and communications consultation at Pitt. Before joining the University in 2001, she worked at Ketchum Inc., Sewickley Valley Hospital, and the Medical Center—Beaver.  
  412-624-7139 • tlc@pitt.edu

- **Peggie Miller Dunkin**  
  Peggie, who has been with UMC since 1997, is director of operations and nine business. She also directs communications managers at the Pavilion office. From 1988 to 1997, she was an administrator in the University’s Mailing Services and Surplus Property offices.  
  412-624-0844 • mmid@pitt.edu

- **Jane Dudley**  
  A UMC staff member since 2002, Jane dedicates double-duty as a communications manager and an art director. She brings expertise gained from working at a number of agencies and in-house communications departments. She has extensive knowledge of the design and writing aspects of marketing communications projects.  
  412-624-0344 • jad9@pitt.edu

- **Marygrace Reder**  
  Marygrace has more than two decades of communications experience that includes copywriting, public relations, event planning, and fundraising. Before joining UMC, she was a communications manager at HealthAmerica and a senior account executive at Descone & Associates.  
  412-624-4359 • reder@pitt.edu

- **Sarah Jordan Rosenson**  
  Sarah knows when to use a comma (not here) and when to use a semicolon; she is one of UMC’s experts in grammar and Pitt writing style. She has been a proofreader for UMC since 2006. Before joining UMC, Sarah was an elementary school teacher.  
  412-624-5640 • sdj10@pitt.edu

- **John Schnupp**  
  John has been a UMC customer service representative since 1999, managing projects and working with clients to ensure that they receive first-rate service. He came to Pitt in 1981 as a staff member in the print shop, where his duties over the years included printing, binding, specification writing, scheduling, and billing.  
  412-624-0825 • schnupp@pitt.edu

- **Kelly Sjol**  
  A writer, editor, and project manager who specializes in magazines and special projects. Kelly has overseen the production of numerous award-winning University publications, including Pitt Engineer, Bridges, and Blue Gold & Black. Before coming to UMC in 2004, she worked in athletic media relations at the Ohio State University.  
  412-624-4360 • ksk31@pitt.edu

- **Al Taffoni**  
  Al landed his first job in a print shop at age 16. Today, as UMC’s customer service and production supervisor, he oversees print projects from their beginning stages to delivery. Before Al joined UMC in 1985, he completed his degree in education and also worked in construction and as a coal miner.  
  412-624-6687 • taffoni@pitt.edu

- **Jolie Williamson**  
  Jolie previously worked for 16 years as a reporter and editor, most recently for the Pittsburgh Post-Gazette. Featuring subjects that included government, medicine, and the arts. She joined UMC as a communications manager in 2007.  
  412-624-0361 • jw12@pitt.edu

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**412-624-0409 • www.umc.pitt.edu**
To Design …

UMC’s experienced design group works closely with the communications managers to understand the purpose of your project and your goals. It is our art directors’ ability to combine the high standards of the University, cutting edge techniques, and your department’s aspirations that results in stunning publications that effectively convey your message.

UMC’s experienced and internationally as a leader in the design world of higher education and the marketplace at large.

Among our design services and products are:

- Advertising
- Annual reports
- Brochures
- Calendars
- Certificates
- DVD design
- Exhibition/trade show displays
- Flyers
- Framing
- Greeting/note cards
- Illustrations
- Invitation packages
- Journals
- Logos
- Magazines
- Mailers
- Newsletters
- Novelties

- Packaging
- Posters
- Photography
- Postcards
- Power-point presentations
- Printing coordination
- Publications
- Reports
- Special event decor
- Stationery packages
- Seals/stickers

and much more …

Design/Preproduction Staff

Marcie Belchick
Executive Creative Director Marcie Belchick is the leader of UMC’s design and production team. She launched her career in graphic design, advertising, and marketing communications in 1989, and was creative director of an advertising and design firm based in Pittsburgh and Seattle. Wash., prior to joining Pitt in 2002. Marcie has developed creative strategies, award-winning design work, and successful campaigns for companies such as Boeing Rocketdyne, Starbucks, PNC Bank, and Transitions Optical, Inc.

412-624-1043 • belchick@pitt.edu

Don Henderson
Don, assistant creative director, came to UMC as an art director and later was promoted to senior art director. Before coming to Pitt in 1996, Don ran his own graphic design business, where he did work for McElhiney, H.J. Heinz Company, and many other companies and agencies. Before branching out on his own, Don was creative director for the W.M. Bradford Co., a Pittsburgh-based design agency.

412-624-4355 • dgh2@pitt.edu

Christopher Marble
Production Art Manager Christopher Marble previously was the advertising production manager for the north division of Trib Total Media. Prior to that, he was the design and production manager for Canada-based Gilmore Global and Nortel Networks. Christopher has more than 15 years of experience in print media design and print production management.

412-624-1086 • marke@pitt.edu

Rainey Opperman-Dermond
Prior to joining UMC, Art Director Rainey Dermond was a project manager at three Colorado Associates, designing products, packaging, signage, exhibits, and a wide variety of print projects. Rainey’s expertise is in both graphic and industrial design.

412-624-4149 • dermond@pitt.edu

Chuck Dinsmore
As production manager, Chuck is responsible for the print production of UMC projects as well as Pitt Magazine and Pitt Med responsive. Prior to joining the University in 1993, Chuck worked for several agencies in Pittsburgh, including Ketchum Advertising and Blattner Brunner, producing projects for clients such as Respinovics and Duquesne Light Company.

412-624-4146 • cdisf@pitt.edu

Jane Dudley
Jane serves as both an art director and a communications manager. Before coming to Pitt, she worked as a graphic designer, art director, and communications manager for Donnelley & Associates, Forbes Health System, and G. Heileman Brewing Company, among other agencies and in-house communications departments.

412-624-9844 • jad9@pitt.edu

Sarah Nelson
As an art director, Sarah brings extensive experience in print and Web design, print production, and marketing from California, Wyoming, and Pennsylvania. She previously designed for a wide range of clients including the Phoenix Art Museum, and Habitat for Humanity.

Sarah was also responsible for the creative direction for the National Museum of Wildlife Art of the United States.

412-624-2354 • nel@pitt.edu

Sarah Nelsen
As an art director, Sarah brings extensive experience in both graphic and industrial design. Prior to joining UMC as an Art Director, Sarah Nelsen owned and operated a freelance design firm. She also brings design experience from her work with industry and a nonprofit organization.

412-624-4375 • snb5@pitt.edu

Amy Porta Kleebank
Before joining UMC’s design group as an art director, Amy owned and operated a freelance design firm. She also brings design experience from her work with industry and a nonprofit organization.

412-624-4375 • abp6@pitt.edu

Alison Butler
Prior to joining UMC as an Art Director, Alison Butler managed several inhouse design departments. She was responsible for the development and marketing of various wholesale brands to be distributed nationwide, including packaging design, e-commerce support, advertising, mobile signage, and catalog production.

412-624-4358 • butlera@pitt.edu

Don Henderson
Prior to joining UMC, Devon Henderson worked for several agencies in Pittsburgh, including Ketchum Advertising and Blattner Brunner, producing projects for clients such as Respinovics and Duquesne Light Company.

412-624-4146 • cdisf@pitt.edu

Karen Gibbs
Karen has extensive experience in both graphic and industrial design. Prior to coming to the University, Karen freelanced for a number of agencies, such as Blattner Brunner, Quest Forie/Malcolm Burke, and Habitats Marketing Communications, working on a variety of print projects.

412-624-8889 • kgibbs@pitt.edu
print shop/stockroom staff

Mark Galway
Mark, the administrative supervisor of printing, has worked in printing since 1974 and joined UMC in 1986. Having knowledge and experience in graphics, printing, and binding has given him the ability to provide leadership in all areas of the print shop’s operations.
412-624-0812 • galway@pitt.edu

Roy Ruggieri
Production Supervisor Roy Ruggieri started at UMC in 1989 as a paper cutter and began work in production supervision two years later. He works closely with Mark Galway in overseeing the entire print shop operation.
412-624-0413 • ruggieri@pitt.edu

Daniel “Murph” Murphy
Murph, the UMC print shop’s purchasing administrator since 2003, started work with UMC in 1985. He also has expertise in the bindery department, including in the operation of the Muller Martini booklet maker.
412-624-0927 • murphy@pitt.edu

John Ruggieri
Production Administrator John Ruggieri has worked in the UMC print shop since 1986. Before being promoted to his current role, John spent 15 years in the bindery department, where he excelled in operation and production supervision.
412-624-2774 • ruggieri@pitt.edu

Joseph “Spive” Barca
Lead Bindery Operator Spive Barca has worked in the UMC print shop since 1986. He is the lead operator on all bindery equipment and assists in tracking paper stock inventory.

John Martin
Production Operator John Martin has worked in the UMC print shop since 1989. He is the lead operator on all duplicator presses.

Mike Palmieri
Press Operator Mike Palmieri started his career in printing in 1990 and joined UMC 10 years later. He works in the bindery area but also has the expertise to run UMC’s duplicator presses.

Mike joined UMC as a press operator in 2008. For 27 years before that, he worked for printing operations in Pennsylvania and Massachusetts. Mike runs all of UMC’s duplicator presses.

Joseph Gardner
Press Operator Joseph Gardner began his career in printing in 1984, having worked for several companies in Western Pennsylvania. Tami’s expertise is in file preparation and plate production for all of UMC’s presses.

Paul “Moon” Mahouski
Moon is the shipper and stockroom manager and is a press operator whose areas of expertise include the duplicator presses. He has worked in the UMC print shop since 1989.

Tami Haskett
Tami, the print shop’s pressroom technician, began her printing career in 1984, having worked for several companies in Western Pennsylvania. Tami’s expertise is in the preparation and plate production for all of UMC’s presses.

Scott Ruia
Scott, senior press operator, began work in the print field in 1991, gaining experience with print shops in Pittsburgh and Virginia. Scott is one of the lead operators on UMC’s Ryobi four-color press, and he has the knowledge to repair all of the print shop equipment.

Paul Martin
Press Operator Paul Martin began his career in printing in 1990 and joined UMC 10 years later. He works in the bindery area but also has the expertise to run UMC’s duplicator presses.

Denise Gardner
Denise started her career in printing in 1986 and joined UMC’s print shop as a press operator in 2000. She specializes in envelope production. Her many skills include running the Jet press.

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UMC's Web team works with clients to build and maintain informative, attractive, and easy-to-navigate Web sites—powerful engines for recruiting students and faculty members; reaching alumni; raising funds; and generally promoting Pitt schools, departments, and centers.

Team members can create a Web site or e-newsletter with the design and functions appropriate for your goals, audience, and budget. The Web team also provides site updating and maintenance services.

Among our Web services and products are:

**Web site creation**
- Blogs
- Calendars
- Content management
- Content migration
- Custom functionality
- Database creation
- DNS routing
- E-commerce setup
- Event management
- File management
- Flash
- Forums
- Graphic design
- Graphic identity
- Information architecture

**Site updating**
- Overall site strategy
- Password protection
- Photo galleries
- Photography
- Proofreading
- Site search
- Site statistics
- Spam protection
- Standards
- Surveys
- Testing
- URL redirection
- Writing/editing

**E-newsletters**
- Audience segmentation
- Detailed statistics
- Graphic design
- Graphic identity
- List management
- Overall strategy
- Photography
- Proofreading
- Site statistics
- Spam protection/compliance
- Standards
- Testing
- Text versions
- Training
- Web versions
- Web-based subscription forms
- Writing/editing

**Overall site strategy**

**Password protection**

**Photo galleries**

**Photography**

**Proofreading**

**Site search**

**Site statistics**

**Spam protection**

**Standards**

**Surveys**

**Testing**

**URL redirection**

**Writing/editing**
Web Designers

Professional Web design involves more than posting pretty pictures. While UMC Web designers are indeed experts in choosing images that look good on a computer screen, they also work with clients to set just the right visual tone as well as enhance functionality for each site. Designers bring together images, content, page navigation, and graphic identities (University or unit-specific ones) into a harmonious whole.

Web Developers

Developers see to it that each site meets UMC’s exacting Web standards, which ensure that sites are accessible, easy to update, and compatible across various operating systems.
UMC services include market research and advertising production and placement.

Whether it is a newspaper, magazine, Internet, radio, transit, outdoor, or television ad, UMC will work with you to strategize messages, identify the best vehicle to reach your target audience, and create and place the ad. UMC’s placement contracts with the city’s major newspapers provide the best possible ad rates.

To achieve the most effective communications, it is important to know what audiences and potential audiences think. By using focus groups; mail, e-mail, and telephone surveys; one-on-one interviews; and more, UMC gives University departments a candid insight into their students, faculty, donors, alumni, and community audiences. Focus groups are conducted by UMC staff; for other survey tools, we use trusted outside market research firms.

Among our advertising and market research services are:

**Advertising**
- Internet
- Magazine
- Newspaper
- Outdoor
- Radio
- Television
- Transit

**Market research**
- E-mail surveys
- Focus groups
- Mail surveys
- One-on-one interviews
- Telephone surveys
Among the many UMC resources is video production. From documentaries about alumni and University history to 30-second commercials for research studies, UMC’s broad range of experience gives University departments looking to use video a proven, award-winning resource. Partnering with creative and innovative outside production houses to provide the best value and best way to target the University’s multiple audiences, we oversee the process from concept to scripting to production and postproduction, involving the client in every step. UMC serves as the eyes and ears for the University to ensure that each production meets the needs and wants of the client.

We produce video for a variety of University needs, including:

- Commercials
- Conferences
- Department programs
- Documentaries
- Events
- Fundraising
- Student recruitment
The administrative and billing services team is your partner—sometimes, a silent partner—as your print, Web, or specialty project moves through the system and to completion within UMC.

The team’s involvement starts when UMC receives notification that your job is about to launch and continues through job delivery and billing. Team members will date-stamp and document all requisitions, schedules, and deadlines to track and monitor your job and make the process simple and quick, even providing a messenger service to deliver or pick up your materials.

The administrative and billing team, composed of experts in the Pitt billing system, processes the billing for the more than 5,500 projects designed and printed through UMC every year. We are responsible for handling printing purchase orders through PRISM. We work closely with communications managers and customer service representatives to ensure that jobs are billed accurately and in a timely manner. We store billing records for retrieval and can access these files for up to seven years after your job has been billed.

Contact the team with questions about:
- Arranging a meeting with customer service personnel
- Backup documentation for projects on your monthly financial statements
- Backup documentation for UMC projects
- Delivery or pickup of materials
- Requisitions for new print jobs
- Subcodes for UMC services
- UMC charges that appear on your monthly financial statements
ONLINE TOOL KIT AT UMC.PITT.EDU

ONLINE TOOL KIT

CONTACT

John Cooper
412-624-4353 • jcooper@pitt.edu
(See biography on page 15)

Downloads, forms, and standards
- Graphic identity standards and form for use of the University seal
- Official Pitt e-letterhead
- Official Pitt PowerPoint templates
- Photo gallery downloads
- Requisition form to start a job
- Web maintenance agreement
- Web project questionnaire
- Web templates

Also:
- Sign up for the UMC e-newsletter to stay up to date on new tools.
- Take our customer satisfaction survey to help us improve.