



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
- 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.

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