

**Attachment 25: Campus Organization Contact List**

ATTACHMENT __: Campus Organization Contact List				
CONTACTS FOR UNIVERSITY STAFF				
UNIVERSITY	ORGANIZATION/CLUB	NAME	TITLE	EMAIL
University of Pittsburgh	Student Organization Resource Center	---	---	sorc2@pitt.edu
	Student Union Staff	---	---	katytufts@pitt.edu johnbh@pitt.edu
	Student Leadership, Involvement, and Civic Engagement & Student Affairs	---	---	slice@andrew.cmu.edu
Carnegie Mellon University	Student Activities, Involvement, and Leadership	---	---	sail@pointpark.edu
	Student Government Association	---	---	sga@pointpark.edu studentconcerns@pointpark.edu
	Student Life	Douglas Frizzell	Senior Vice President	frixell@duq.edu
Allegheny College	Student Programming	Gloria Burgess	Student Life Coordinator	gburgess@allegheny.edu
	Fraternity & Sorority Life	Eric Stolar	Student Life Coordinator	estolar@allegheny.edu
	Student Association, Incorporated (SAI)	---	--	sai@calu.edu
Chatham University	Office of Student Engagement	---	--	studentengagement@chatham.edu
Community College of Allegheny County	Student Life & Engagement	Benjamin William	Director of Student Life & Engagement	studentengagement@ccac.edu bwilliams2@ccac.edu
	Student Life, Conferencing Sevices	Julie Makuta	Executive Assistant to the Vice President of Student Life, Conferencing Services	julie.makuta@laroche.edu
Penn State University	Student Organization and Affairs	---	--	studentorg@psu.edu

## Attachment 26: Campus Staff Email Blast

### NOT YOUR GRANDMA'S OPERA POP-UP

**SUBJECT:** On-Campus Pop-Up Event: Not Your Grandma's Opera

Dear \_\_\_\_\_,

Often, the opera is stereotyped as boring, expensive, or something only your grandma would attend. The Pittsburgh Opera believes the opera is made for everyone – young and old – especially college students.

The Pittsburgh Opera offers Cheap Seats, a program for university students, faculty and staff to receive discounted tickets to opera productions. To encourage a new wave of opera attendees, we're hosting a Not Your Grandma's Opera pop-up event at XXX University in the Pittsburgh area. The goal of the pop-up is to bring the opera to college students as a way to encourage and entice them to join us at one of our various productions.

We want to hold one of our events at (INSERT UNIVERSITY NAME) on (INSERT DATE) at (INSERT TIME). Reaching university students face-to-face would benefit the university students, faculty and staff. Opera performers will distribute flyers about The Pittsburgh Opera and Cheap Seats during the pop-up. Wigs, costumes and makeup will be available to share with students to try on and share photos on social media. Students can also participate in a raffle to win two complimentary tickets to a production of their choice.

We are happy to meet with you to discuss the Not Your Grandma's Opera Pop-Up. If you are interested in hosting us on your campus, please let us know your availability to meet and discuss more. In the meantime, if you have any questions or concerns, please feel free to reach out.

We look forward to working with you!

Best Regards,

Chris Cox  
Account Executive  
[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)  
(412) 427-7088

**PITTSBURGHOPERA**

**Attachment 27: Pittsburgh Events Organization Contact List**

ORGANIZATION/BUSINESS	FIRST NAME	LAST NAME	TITLE	EMAIL
Pittsburgh Downtown Partnership	Deana	Lorenzo	Digital & Online Content Manager	dlorenzo@downtownpittsburgh.com
	Jack	Dougherty	Director of Special Events	JDougherty@DowntownPittsburgh.com
	André	Henry	Special Events Coordinator	AHenry@downtownpittsburgh.com
	Richard	Hooper	Vice President of Marketing & Communications	RHooper@DowntownPittsburgh.com
StufftoddoinPittsburgh	Elizabeth	McElhaney	Pittsburgh City Manager	emcelhaney@unation.com
	Zoe	Sadler	Marketing Manager	zoe.sadler@visitpittsburgh.com
	Courtney	Kuzemchak	Marketing Coordinator	courtney.kuzemchak@visitpittsburgh.com
	Eric	Rummel	Visitor Engagement Manager	eric.rummel@visitpittsburgh.com
	Alexandria	Soller	Communications and Public Relations Manager	alexandria.soller@visitpittsburgh.com
VisitPittsburgh	Gena	Inman	Social Media & Marketing Manager	gena.inman@visitpittsburgh.com
The Pittsburgh Cultural Trust	Ashley	Kier	Marketing Coordinator	ashleykier@gmail.com (personal)
	Seth	Culp-Ressler	Digital Content & Engagement Manager	sculpressler@gmail.com

## Attachment 28: Community Email Blast

### PITTSBURGH TABLING EVENTS

**SUBJECT:** Tabling Event Inquiry for The Pittsburgh Opera Cheap Seats

Dear \_\_\_\_\_,

Rumor has it that the Opera is a boring, expensive event that only your grandmother would enjoy. We're here to break that stereotype and share the Opera is *Not Your Grandma's Opera* experience! Whether you're young, enticed by the arts, or on the hunt for something new, the Pittsburgh Opera is home to numerous productions, experiences and more for college-aged students.

To bring awareness to Cheap Seats, a program for university students, faculty and staff to receive discounted tickets to Opera productions, we would like to host a booth at (INSERT NAME OF EVENT) on (INSERT DATE & TIME OF EVENT). The booth will include opera cast members, costumes, wigs, masks and Cheap Seats information on display for people to learn about. The booth will bring the Pittsburgh Opera to the community of Pittsburgh, showcase the productions we have to offer, and show students what makes the Opera an experience made for everyone.

Your event would be an excellent opportunity to get college students invested in the program. Could you please provide us with the information needed in order to move forward with a table set-up and what you may need from us?

In the meantime, if you have any questions or concerns, please contact us.

Best regards,

Chris Cox  
Account Executive  
[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)  
(412) 427-7088

**PITTSBURGH OPERA**

Attachment 29: Cheap Seats Flyers



A flyer for the Pittsburgh Opera's Cheap Seats program. The background is bright yellow. At the top, the words "PITTSBURGH OPERA" are repeated three times in a bold, black, sans-serif font, each on a white rectangular background. On the left, there is a black and white photograph of an elderly woman with short, curly hair and glasses, wearing a dark dress with a white lace collar. She has her hands raised in a gesture of surprise or excitement. To her right, a pink banner with a black border contains the word "Presents" in white serif font, followed by "Cheap Seats" in a larger, white serif font. Below this banner, a white cloud-like shape contains the text "A Discount Program For College Students" in a small, blue, sans-serif font. In the center, there is a graphic of a musical staff with several black notes. At the bottom, a blue banner with a white border contains the text "Enjoy a great new season with The Pittsburgh Opera House. Great deals on shows. For more info visit PittsburghOpera/CheapSeats.org." in a white, sans-serif font. In the bottom right corner, there are four social media icons (Instagram, Twitter, Facebook, and YouTube) and a QR code.

PITTSBURGH OPERA  
PITTSBURGH OPERA  
PITTSBURGH OPERA

**Presents**  
**Cheap Seats**

A Discount Program For  
College Students

Enjoy a great new season with The Pittsburgh Opera  
House. Great deals on shows. For more info visit  
[PittsburghOpera/CheapSeats.org](https://PittsburghOpera.org/CheapSeats).

Instagram Twitter Facebook YouTube QR Code

# The Pittsburgh Opera

## Presents Cheap Seats

A Discount Program for  
College Students

**NOT  
YOUR  
GRANDMA'S  
OPERA!**

PITTSBURGHOPERA

Are you looking for a fun way to get  
out and enjoy the arts?

Go to Visit  
[PittsburghOperaCheapSeats.org](http://PittsburghOperaCheapSeats.org) for  
more info on the best prices to see  
amazing shows.



## Attachment 30: Stickers

*Stickers:*



### Attachment 31: Drawstring Bags

*Drawstring Bags:*



**Red**



**Black**





**Attachment 33: Cheap Seats Hotcard**

**Front**



Back

# Opera & Chill?

## MYTHS

Is the opera even worth it?  
It's **expensive**, **hard to understand**,  
and I'll have to **dress up**.

## FACTS

The opera's a blast! They have **discounts**  
for college students and 20-somethings,  
English **subtitles**, and you can **wear**  
**anything** from sweatpants to  
an evening gown!

NOT YOUR GRANDMA'S OPERA! NOT YOUR GRANDMA'S OPERA! NOT YOUR GRANDMA'S OPERA! NOT YOUR GRANDMA'S OPERA! NOT YOUR GRANDMA'S OPERA!

NOT YOUR GRANDMA'S OPERA!  
PITTSBURGH OPERA

**Attachment 34: Campus Media Contact List**

UNIVERSITY	NAME	TITLE	EMAIL	PHONE NUMBER
University of Pittsburgh		<b>Campus Media Contact List</b>		
	Rebecca Johnson	Editor-in-Chief at Pitt News	editor@pittnews.com	---
	Betul Tuncere	Managing Editor at Pitt News	managing@pittnews.com	---
	Punya Bhasin	News Editor at Pitt News	news@pittnews.com	---
	Alexandra Ross	Assistant News Editor at Pitt News		---
	Ryleeigh Lord			---
Carnegie Mellon University	---	The Tartan (general contact info)	contact@thetartan.org	
	---	The Tartan (advertising contact info)	advertising@thetartan.org	
Duquense University	---	The Duquense Duke	theduquduke@gmail.com	
Chatham University	Carson Gates	Primary contact for 'Communique' ---newspaper	carson.gates@chatham.edu	
	Jake Dabkowski	Editor-in-Chief of The Globe	jcdabko@pointpark.edu	---
Point Park University	Erin Yudt	Editor-elect of The Globe	ekyudt@pointpark.edu	---
	---	The Globe	globe@pointpark.edu	---
	Denise King	Marketing Assistant	---	724-938-5938
California University of Pennsylvania	Zach Frailey	Photo Manager/Editor	---	724-938-6038
	John Miller	Web Designer/CMS Coordinator	---	724-938-4273
	Erin Angotti	SEO Coordinator	---	724-938-1673

	Emily Boarts	Creative Proojects Manager	---	724-938-5430
	Tony Sonita	Social Media Manager	---	724-938-5325
	Laurie Bartolotta	Marketing Content Specialist	---	724-938-5424
<b>Community College of Allegheny</b>	---	Marketing & Public Relations Department	success@ccac.edu	
<b>Allegheny College</b>	---	Marketing & Communications Department	---	814-332-6755
<b>La Roche University</b>	Kristin Needham	Graphic Designer, Marketing & Media Relations	kristin.needham@laroche.edu	412-536-1304
<b>Penn State University</b>	Erin Colbourn	Director Media Strategy	ecolbourn@psu.edu	814-470-6232
	Davis Yoshanti	The Daily Collegian	davis.yoshitani@collegianpsu.com	
	Ben Manning	Media Specialist	bmanning@psu.edu	513-312-4289
	Lauren Muthler	Media Specialist	lem5184@psu.edu	814-404-9884

**Attachment 35: Media Pitch Letter**

**PITTSBURGH OPERA**

(Date)

Dear XXX:

Did your grandma ever tell you not to waste a dime or to always pinch your pennies? The Pittsburgh Opera is helping students listen to their grandmas by offering Cheap Seats, a resource for discounted ticket prices for college students. A Not Your Grandma's Opera College Pop-Up is coming to XXX on (date, time, and location) to tell the students more about the program.

We could use your assistance promoting this event to ensure the students on campus know about these great discounts. A story shared on your campus media would be an excellent way to shed light and encourage students to attend the pop-up to learn more about the deals. Part of the pop-up will feature the opportunity for students to get their hair and makeup done. We would like to arrange to have your hair and makeup done by a professional opera artist – similar to what the students will experience at the pop-up. Would you like to do the same to immerse yourself in the opera space?

Please let me know if you want to join us, learn more, or need additional information on this event. I will follow up with you sometime next week.

I look forward to speaking with you to a greater extent.

Take care,

Chris Cox  
Account Executive  
ccox@pittsburghopera.org  
412-427-7088

## Attachment 36: Press Release

To: XXX

Subject: Pittsburgh Opera Discounts



FOR IMMEDIATE RELEASE

(Implement date close to the event)

### **Pop-Up Event at (insert event here)**

PITTSBURGH - Join The Pittsburgh Opera at (\*event name) on (\*date and time) for performances and giveaways to raise awareness of Cheap Seats, The Opera's college student discount program.

The opera of today has evolved into something that is far from the stereotypical experience it has traditionally been. While The Pittsburgh Opera enjoys performing the classics, throughout the season The Opera also features a host of contemporary operas that push the art form forward. Opera is much more than old people in costumes singing in foreign languages; it can be enjoyed by all people across a wide array of backgrounds, including students.

The Pittsburgh Opera is inviting students to check out the pop-up and give opera a try. Our resident artists will be in attendance to perform selections from our upcoming production of (\*insert opera here) and will be happy to talk to any students who may be interested in getting involved with the programs the Opera has to offer. Students will also have the opportunity to learn more about discounts, and take home some Opera swag.

For more information about how to take advantage of Cheap Seats visit [www.pittsburghopera.org](http://www.pittsburghopera.org)

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For more information:

Chris Cox

Account Executive

[ccox@pittsburghopera.org](mailto:ccox@pittsburghopera.org)

412-427-7088



**Attachment 37: Campus Staff Contact List**

UNIVERSITY	NAME	TITLE	EMAIL	PHONE NUMBER
		<b>Campus Staff Contact List</b>		
<b>University of Pittsburgh</b>	Chuck Finder	Executive Director, Media Relations	cfinder@pitt.edu	---
	Nick France	Media Specialist	nfrance@pitt.edu	---
	Lola Johnson	Associate, Media Relations	lolaj@pitt.edu	---
	Jared Stonesifeer	Communications Director/Spokesperson	jts135@pitt.edu	---
	---	Pitts Magazine	pittmag@pit.edu	412-624-4147
	Peter Kerwin	Director of Media Relations	pkerwin@andrew.cmu.edu	412-268-1151
	Lara Steiner	Senior Director, Marketing	laras@cmu.edu	412-268-3359
<b>Carnegie Mellon University</b>	Jean Hayes	Director, Content Strategy	stories@cmu.edu	412-268-1811
	Cassia Crogan	Senior Media Relations Specialist	ccrogan@andrew.cmu.edu	412-268-2900
	Carrie Chisholm	Director, Photo & Video	carriechiz@cmu.edu	412-268-2046
	Sam Webb	Assistant Director, Visitor Experience & Campus Tours	samf@cmu.edu	412-268-4290



			Division of Marketing and Communications	---	412-268-4290
<b>Duquense University</b>	---		General Inquiries	dupress@duq.edu	---
<b>Chatham University</b>	---		General Inquiries	communications@chatham.edu	412-365-1100
	---		Media Inquiries	bcampbell@chatham.edu	---
	Lou Corsaro		Director, University Marketing & Public Relations	lcorsaro@pointpark.edu	412-392-6190
<b>Point Park University</b>	Barbara Vilanova		Media Relations Representative	bvilanova@pointpark.edu	412-260-8729
<b>California University of Pennsylvania</b>	Christine Kindl		VP of Communications & Marketing	---	724-938-5492
	Greg Sofranko		Director, Creative Services	---	724-938-4274
	Jeff Bender		Director, Digital Communications	---	724-938-5344
	Wendy Mackall		Director, Communications & PR	---	724-938-5640
	Keli Henderson		Director, Marketing	---	724-938-5985
<b>Community College of Allegheny</b>	---		Marketing & Public Relations Department	success@ccac.edu	412-237-310
<b>Allegheny College</b>	---		Marketing & Communications Department	---	814-332-6755

<b>La Roche University</b>	Kristin Needham	Graphic Designer, Marketing & Media Relations	kristin.needham@laroch e.edu	412-536-1304
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