

**Attachment 25: Campus Organization Contact List**

<b>ATTACHMENT __: Campus Organization Contact List</b>				
		<b>CONTACTS FOR UNIVERSITY STAFF</b>		
<b>UNIVERSITY</b>	<b>ORGANIZATION/CLUB</b>	<b>NAME</b>	<b>TITLE</b>	<b>EMAIL</b>
<b>University of Pittsburgh</b>	Student Organization Resource Center	---	---	sorc2@pitt.edu katytufts@pitt.edu johnbh@pitt.edu
	Student Union Staff	---	---	
<b>Carnegie Mellon University</b>	Student Leadership, Involvement, and Civic Engagement & Student Affairs	---	---	slice2@andrew.cmu.edu
	Student Activities, Involvement, and Leadership	---	---	sail@pointpark.edu sga@pointpark.edu studentconcerns@pointpark.edu
<b>Point Park University</b>	Student Government Association	---	---	frixxeld@duq.edu
	Student Life	Douglas Frizzell	Senior Vice President	gburgess@allegheny.edu
<b>Duquesne University</b>	Student Programming	Gloria Burgess	Student Life Coordinator	estolar@allegheny.edu
	Fraternity & Sorority Life	Eric Stolar	Student Life Coordinator	
<b>Allegheny College</b>	Student Association, Incorporated (SAI)	---	---	sai@calu.edu
<b>Chatham University</b>	Office of Student Engagement	---	---	studentengagement@chatham.edu
<b>Community College of Allegheny County</b>	Student Life & Engagement	Benjamin William	Director of Student Life & Engagement	studentengagement@ccac.edu bwilliams2@ccac.edu
<b>La Roche College</b>	Student Life, Conferencing Services	Julie Makuta	Executive Assistant to the Vice President of Student Life, Conferencing Services	julie.makuta@laroche.edu
<b>Penn State University</b>	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
<b>Pittsburgh Downtown Partnership</b>	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
	Elizabeth	McElhaney	Pittsburgh City Manager	emcelhaney@unation.com
<b>StufftодоinPittsburgh</b>	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
	Gena	Inman	Social Media & Marketing Manager	gena.inman@visitpittsburgh.com
<b>VisitPittsburgh</b>	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

**PITTSBURGHOPERA**

Attachment 29: Cheap Seats Flyers



# 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

**Attachment 34: Campus Media Contact List**

UNIVERSITY	NAME	TITLE	EMAIL	PHONE NUMBER
<b>Campus Media Contact List</b>				
<b>University of Pittsburgh</b>	Rebecca Johnson	Editor-in-Chief at Pitt News	editor@pittnews.com	---
	Beril Tuncere	Managing Editor at Pitt News	managing@pittnews.com	---
	Punya Bhasin	News Editor at Pitt News	---	---
	Alexandra Ross	Assistant News Editor at Pitt News	news@pittnews.com	---
	Ryleigh Lord		---	---
<b>Carnegie Mellon University</b>	---	The Tartan (general contact info)	contact@thergartan.org	
	---	The Tartan (advertising contact info)	advertising@thergartan.org	
<b>Duquense University</b>	---	The Duquense Duke	theduqduke@gmail.com	
<b>Chatham University</b>	Carson Gates	Primary contact for 'Communique'---newspaper	carson.gates@chatham.edu	
		Jake Dabkowski	Editor-in-Chief of The Globe	jcdabko@pointpark.edu
		Erin Yudt	Editor-elect of The Globe	ekyudt@pointpark.edu
<b>Point Park University</b>	---	The Globe	globe@pointpark.edu	---
		Denise King	Marketing Assistant	---
		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 Projects 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
	Erin Colbourn	Director Media Strategy	ecolbourn@psu.edu	814-470-6232
<b>Penn State University</b>	Davis Yoshanti	The Daily Collegian	davis.yoshitani@collegianpsu.com	814-470-6232
	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**



(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](mailto: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>				
	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 Stonesifer	Communications Director/Spokesperson	jts135@pitt.edu	---
	---	Pitts Magazine	pittmag@pit.edu	412-624-4147
<b>University of Pittsburgh</b>				
	Peter Kerwin	Director of Media Relations	pkerwin@andrew.cmu.edu	412-268-1151
	Lara Steiner	Senior Director, Marketing	laras@cmu.edu	412-268-3359
	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
<b>Carnegie Mellon University</b>				
	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	---
---	General Inquiries	communications@chatham.edu	412-365-1100
<b>Chatham University</b>	Media Inquiries	bcampbell@chatham.edu	---
---	Director, University Marketing & Public Relations	lcorsaro@pointpark.edu	412-392-6190
	Media Relations Representative	bvilanova@pointpark.edu	412-260-8729
<b>Point Park University</b>	VP of Communications & Marketing	---	724-938-5492
Christine Kindl	Director, Creative Services	---	724-938-4274
Greg Sofranko	Director, Digital Communications	---	724-938-5344
Jeff Bender	Director, Communications & PR	---	724-938-5640
<b>California University of Pennsylvania</b>	Director, Marketing	---	724-938-5985
Keli Henderson	Marketing & Public Relations Department	success@ccac.edu	412-237-310
<b>Community College of Allegheny</b>	Marketing & Communications Department	---	814-332-6755
<b>Allegheny College</b>	Marketing & Communications Department	---	

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