I. Overview

1. **Name of Activity Area:** Office of University Communications and Marketing
2. **Name of Activity Area Lead:** Ellen Moran, Vice Chancellor for University Communications and Marketing
3. **Name of individual submitting Activity Area Plan:** Michael Balderson, Director of Administration
4. **Date of Submission:** 10/22/2020
5. **Revision of a previously approved Activity Area Plan?** Yes
6. A brief summary of the most critical pieces of your plan (a few bullet points).
   - The majority of staff will continue to work remotely for the duration of the pandemic
   - Photography and Videography: Required on campus and other sites with Pitt employees or students in order to accurately capture images and tell Pitt stories for University channels and archival purposes.
   - Media Operations: In-person, on-site media interviews may be necessary at times in order for the writer to fully understand the experts' point of view and see relevant workspace. Media relations staff may be required to be on campus for critical or emergency situations and to work with the senior leadership team in person.
   - Filming on Campus: In-person filming activities will be conducted on a case-by-case basis by outside entities, and/or guests, to shoot video or still photography on the University of Pittsburgh Campus. Filming and photography by outside entities will be done in full compliance with the Meetings, Events and Guests Standards and Guidelines, which vary by operational posture. Filming necessity to be determined by Office of University Communications and Marketing leadership team.
   - Print Checks: Staff look at samples of printed documents to ensure quality. This can be done remotely via US mail or delivery but occurs much more quickly in person.
   - Equipment or Files: Retrieving required equipment or files from offices.
7. We confirm that the Office of University Communications and Marketing will commit to following the Healthcare Standards and Guidelines, the Personnel Standards and Guidelines, and the Facilities Standards and Guidelines.

II. Functions in Each Operational Posture

1. **High Risk Posture**
   a. Photography & Videography (N/A)
   b. Media Operations
      i. Media interviews are held remotely.
   c. Filming on Campus (N/A)
2. Elevated Risk Posture
   a. On-campus Photography & Videography
      i. **What is being done?** The UCM photographers and videographers will have limited access to campus to schedule photography that is populating University channels or required for university-wide publications or digital assets. Outdoor photography is the priority, with minimal photography taking place in campus facilities.
      ii. **How it is being done?** The photographers and videographers will be deployed to campus by assignment only. Photography and videography shots will be assigned and vetted by authorized individuals who head these units. Final deployment will be cleared by either VC or Director of Administration. Requests will include:
         1. Date
         2. Time
         3. Space Details include who is providing building access if necessary
         4. Photographer
         Work will be done in compliance with established standards, such as social distancing, face covering, etc.
      iii. Pitt faculty, staff or student names and email addresses. **Number of people/positions required on campus?** 1-2 people
      iv. **Buildings** – Bellefield Hall (Photography Services Office) + TBD location(s) by assignment
   b. Media Operations
      i. **What is being done?** Pitt Staff members of the Media Relations team or the University Times will need to be on campus when and in-person interview is essential to the assignment: (1) to conduct in-person interviews with Pitt faculty experts (2) to interact with outside media who show up to campus uninvited (3) to facilitate interviews or photo shoots under special circumstances. Media interviews will be held outdoors unless absolutely necessary.
      ii. **How it is being done?** Required staff will be deployed to campus by assignment only. Projects will be assigned and vetted for essential designation by authorized individuals who head these units. Final deployment will be cleared by either VC or Director of Administration. Work will be done in compliance with established standards, such as social distancing, face covering, etc.
      iii. **Number of people/positions required on campus?** 1-2
      iv. **Buildings:** TBD by specific assignment(s).
   c. Filming on Campus
i. **What is being done?** In-person filming activities will be conducted on a case-by-case basis by outside entities, and/or guests, to shoot video or still photography on any of the University of Pittsburgh Campuses.

ii. **How is it being done?** The Office of University Communications and Marketing will review requests to determine if filming is warranted and permissible. A [University Guest Request](#) Form will be submitted and, if approved, the filming will proceed. A staff representative from UCM will coordinate on-campus access with outside entities and/or guests and ensure they have reviewed our expectations, completed the Daily COVID-19 Health Check and remain in compliance for the duration of their time on campus. Filming will be done in compliance with established standards, such as physical distancing, face coverings, etc.

iii. **Number of people/positions required on campus?** No more than 4

iv. **Buildings:** TBD by specific assignment(s).

d. **Print checks**
   i. **What is being done?** Print checks happen via US mail or home delivery.
   ii. **How is it being done?** Print checks happen via US mail or home delivery.
   iii. **Number of people/positions required on campus?** N/A
   iv. **Buildings:** N/A

e. **Equipment or Files**
   i. **What is being done?** The executive leadership team and administrative staff may need to travel to campus to gather necessary equipment or files.

   **How it is being done?** On a case-by-case basis to be determined by the nature of urgency. Will only travel to campus if there is no way to accomplish remotely. Final determination will be made by head of unit Vice Chancellor for the Office of University Communications and Marketing. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

   ii. **Number of people/positions required on campus?** 1-2

   iii. **Buildings:** Craig Hall, Bellefield Hall, or Forbes Pavilion.

3. **Guarded Risk Posture**

   a. **On-campus Photography & Videography**
      i. **What is being done?** The University photographers and videographers will have limited access to campus for schedule photography that is populating University channels or required university-wide publications or digital assets.

      **How it is being done?** The photographers and videographers will be deployed to campus by assignment only. Photography and videography shots will be assigned and vetted by authorized individuals who head these units. Final deployment will be cleared by either VC or Director of Administration. Requests must include:
1. Date
2. Time
3. Space Details include who is providing building access if necessary
4. Photographer

Work will be done in compliance with established standards, such as social distancing, face covering, etc.

iii. Number of people/positions required on campus? 1-6 people
iv. Buildings: Bellefield Hall (Photography Services Main Office) + TBD location(s) by assignment.

b. Media Operations
i. What is being done? Pitt Staff members of the Medial Relations team or the University Times will need to be on campus (when essential to the assignment) (1) to conduct in-person interviews with Pitt faculty experts (2) to interact with outside media who show up to campus uninvited (3) to facilitate interviews or photo shoots under special circumstances.

How it is being done? Required staff will be deployed to campus by assignment only. Assignments will be made and vetted for essential designation by authorized individuals who head these units. Final deployment will be cleared by either Ellen Moran, VC or Michael Balderson, Director of Administration. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

ii. Number of people/positions required on campus? 1-4
iii. Buildings: TBD by specific assignment(s).

c. Filming on Campus
i. What is being done? In-person filming activities will be conducted on a case-by-case basis by outside entities, and/or guests, to shoot video or still photography on the University of Pittsburgh Campus.

ii. How is it being done? The Office of University Communications and Marketing will review requests to determine if filming is warranted and permissible. A staff representative from UCM will coordinate on-campus access with outside entities and/or guests and ensure they have reviewed our expectations, completed the Daily COVID-19 Health Check and remain in compliance for the duration of their time on campus. Filming will be done in compliance with established standards, such as physical distancing, face coverings, etc.

iii. Number of people/positions required on campus? No more than 8.
iv. Buildings: TBD by specific assignment(s).

d. Print Checks:
   i. What is being done? Pitt staff members will travel to Pitt Printing Services or local print vendors to check the quality of printed materials.
How is it being done? Pitt staff members will personally drive to locations and enter facilities to review printed documents. Time within the facility will be limited to checking printed documents prepared in advance. Authorization must be provided by individuals who head marketing. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

ii. Number of people/positions required on campus? 1

iii. Buildings: TBD based on print vendor

e. Equipment or Files

i. What is being done? The executive leadership team and administrative staff may need to travel to campus to gather equipment or files. How it is being done? On a case-by-case basis to be determined by the nature of urgency. Will only travel to campus if there is no way to accomplish remotely. Final determination will be made by head of unit, Ellen Moran, Vice Chancellor for the Office of University Communications and Marketing. Work will be done in compliance with established standards, such as social distancing, face covering, etc.

ii. Number of people/positions required on campus? 1-6

iii. Buildings: Craig Hall, Bellefield Hall or Forbes Pavilion.

III. Transitions between Operational Postures

As the environment shifts, the University’s Senior Leadership Team will make determinations about when the University’s operational posture must also shift to either more or less restricted.

As risk levels decline:

1. Shift from High Risk Posture to Elevated Risk Posture- Senior leadership team and designees will review the Activity Area Plan to ensure that all activities are still deemed critical and accurate.

2. Shift from Elevated Risk Posture to Guarded Risk Posture- Senior leadership team and designees will review the Activity Area Plan to ensure that all activities are still deemed critical and accurate.

As risk levels increase:

3. Shift from Guarded Risk Posture to Elevated Risk Posture- (Step 1) Senior leadership team or designees will review the Activity Area Plan to ensure that listed activities are still deemed critical and accurate. (2) Expanded leadership team will review any changes to the Activity Area Plan to ensure alignment across UCM. Will also discuss any potential areas of concern (3) UCM supervisors will check in with their direct reports to monitor plan for compliance and provide ongoing support.

4. Shift from Elevated Risk Posture to High Risk Posture- (Step 1) Senior leadership team or designees will review the Activity Area Plan to ensure that listed activities are still deemed critical and accurate. (2) Expanded leadership team will review any changes to the Activity Area Plan to ensure alignment across UCM. Will also discuss any potential
areas of concern (3) UCM supervisors will check in with their direct reports to monitor plan for compliance and provide ongoing support.

IV. Stakeholder Outreach

The Office of University Communications and Marketing’s key stakeholders are UCM staff, UCM senior leadership team, The Communications Council, and RC02 unit heads. Primary mode of communication will be through email updates and remote team meetings using the Microsoft Teams platform or Zoom.

V. Monitoring and Amendment

The head of each activity area is responsible for monitoring compliance with their activity area plan.