
COMMUNICATIONS INVENTORY

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UNIVERSITY OF PENNSYLVANIA

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Last spring at an informal luncheon meeting of various University personnel who are formally or informally involved in communications, it was suggested that an inventory of communication services available to the University might be useful.

After many months of research, the Office of Communications has come up with what we hope is a complete inventory.

If there are any other services which are open to the entire University community, please let us know so that we can update this inventory from time to time.



Mary Perot Nichols
Director of Communications

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BIOMEDICAL COMMUNICATIONS FACILITY

The School of Medicine's Biomedical Communications Facility has expanded its services to the entire University community providing illustration and photography to all departments, in addition to the University Medical Center.

The Illustration Section has expanded its services to include graphic design, exhibit and poster design, color schematics and cartooning. Coordinating with the Photography Section, the Facility provides a complete service to all in one location.

A Formal Internship Program in Medical Illustration and Biomedical Photography was initiated this fall and has gotten underway as of January

continued...

1982. In the very near future the Facility will be moving to its new quarters in the Nursing Education Building.

You are invited to visit the Facility, meet the staff, pick up a brochure and see samples on display. Call Art Siegel, Director, extension 6516 for information.

DENTAL SCHOOL: DEPARTMENT OF VISUAL COMMUNICATIONS

The Dental School's Department of Visual Communications can provide a variety of services for the production of an audio-visual presentation, some of these include: pre-planning/design, scripting or flow chart with graphic support and a music library for title music; training for non-professional video presenters; post-production editing with character generator, chroma-key and special effects, film tape transfers and in-house tape duplication in 3/4 U-matic and 1/2 Beta /VHS.

The Department also provides three-month training sessions in educational television production.

For more information call Allan Hoffmann, extension 8957.

BIOMEDICAL LIBRARY MEDIA CENTER

The Biomedical Library Media Center currently provides the following services primarily for the health sciences complex:

Audio-visual equipment for classroom and conference support (large screen video, 16mm film, 35mm slide and overhead transparency projectors); projectionist services; audio and visual duplication.

Production equipment includes: a film chain which transfers 16mm film, super 8mm film or 35mm slides to videotape; character generator; image enhancer; time base corrector.

For more information call Peggy Yet-

ter, Acting Director, Media Center, extension 4221, for prices and more details regarding arrangements for use.

DENTAL SCHOOL WORD PROCESSING CENTER

The Dental School's Word Processing Center provides text editing, transcription, repeat lettering—two or more letters produced in direct typing including individualized addresses, salutations, and variables. The Dental School uses Lexitron word processing equipment and in addition offers the following:

Lanier Tel-Edisette—Author can phone in from a University extension, record a letter and review it through dialing numbers in a given sequence.

Hendrix OCR Type Reader—A time-saving device particularly helpful in the drafting of grant proposals and other documents that need editing. The author is provided with a typing element by the Center to be used on an IBM Selectric typewriter which enables the type reader to present it on a video display terminal.

Xerox 9400—Two-sided copying neat and fast. The machine also does collation. The machine is currently used in production of *Purchasing News*. Turnaround time is negotiable.

For additional information call Catherine Redden, manager, extension 6649.

D.P. GRAPHICS

D. P. Graphics offers mechanical preparation, resumes, personal stationery and typesetting. It also arranges for the services of outside printing for publications.

D.P. Advertising provides ads in its publication, the *Daily Pennsylvanian*, that range from two inches to a full page. Preparation of the ads is done on the premises.

For more details and prices call extension 6581.

FAS AUDIO VISUAL CENTER

The FAS Audio Visual Center offers AV services to the University community, provided that they do not impinge upon required services for FAS departments. These services are:

Facilities: The AVC offers three media classrooms, a post-production room, a video studio, audio studio, two language labs and four private AV tutorial rooms.

Equipment Loan Service: Equipment includes 16mm projectors, slide projectors, video/audio tape recorders, b/w and color video cameras, and p.a. systems.

Technical Services: The technical staff can provide projection services, audio-visual recording and editing services and assistance in the planning of AV conferences, symposiums and/or projects.

For more information call Lydia Messmer, Director, extension 4947.

HOUSTON HALL COPY CENTER

The Houston Hall Copy Center's services include poster production (11 X 17 only), binding and the sale of stock (paper—white, colored or cream packaged in reams). The Center's duplicating is done on a Xerox-9400.

For more information call Jeff Steward, extension 5320.

LOGAN FOUR ADVERTISING

The University's in-house advertising agency offers services which include: advertising concepts, copywriting, design and layout, typesetting, market research, and media buying. As a recognized agency, Logan Four is able to buy advertising space and time for its clients at a reduced rate.

For more details and rates call Ann Bailey, Advertising Coordinator, extension 6185.

PUBLICATIONS OFFICE

The Publications Office exists to provide complete editorial and production services to all schools, departments, programs, divisions, and other entities of the University. The in-house staff and a network of freelance designers, writers, editors, typographers, photographers, and assorted communications specialists make it possible to assemble the most cost-effective team for every assignment.

University policy states that all printing, from business cards to posters, newsletters, and annual reports, should be purchased by the Publications Office. Volume buying of paper and daily contact with the local and regional graphics industry assures the best possible combination of price, quality, and delivery. The Publications Office is also an accredited advertising agency—see Logan Four.

For more information call Ann Duffield, Director of Publications, extension 7798.

Publications Office: Typesetting from Word Processing

In addition to offering planning, coordination, advertising, photography, editing, and design services, the Publications Office is in the process of instituting a telecommunications system within its typesetting to receive manuscripts prepared on word processing equipment.

The present typesetting system entails keyboarding and outputting from a clean manuscript submitted by the client. The new system will be able to interface with WANG, Jacquard, and DEC 10 word processing equipment on campus. The client will be able to submit a manuscript by typing and editing it on a word processor and transmitting it to the Publications Office through a telephone link-up. This manuscript will appear on a screen in the typeroom where typesetters will code it, record it on a floppy disk, and output the cameraready

copy. The costly and time-consuming keyboarding time will be eliminated.

Call Ann Duffield, extension 7798 for additional information about the interface with the Publications Office.

NEWS BUREAU

The public relations agency for the University is responsible for representing the University to the public via the news media and assisting the news media in its dealings with the University community. This entails identifying and promoting the newsworthy activities in all of the University's undergraduate and graduate schools and administrative programs, writing and distributing news releases to the media and using all other means of alerting the media to activities of the University.

The News Bureau also responds to requests for information about the University from the media.

The news officers on the News Bureau staff and freelance writers are assigned to "beats" and are individually responsible for finding stories about the University and its various units that are of interest to the news media.

For more information call Ed Mc Fall, Director of the News Bureau, extension 8721.

WHARTON AUDIO-VISUAL SERVICES

Three types of services are available at Wharton Audio-Visual for classes, conferences and research. This organization was designed primarily for Wharton School-related activities but is available to the University community as Wharton demand permits.

Production services: Video— $\frac{3}{4}$ " or Betamax (I) formats; location or studio (single camera); from computers as well as cameras; microprocessor—based editing ($\frac{3}{4}$ ").

Audio—open reel or cassette and 2 track (including slide/tape synchronization).

Slides—single or multi-projector shows; synchronized audio; limited production of straight E-6 or ortho slides from flat art. Overhead Projection Transparencies—black or color overlays, and self-service.

Playback: either with operators or as equipment loan.

Projection—16mm film, 35mm slide, overhead, multi-projector and/or multi-image.

Audio—portable and auditorium P.A.

Video— $\frac{3}{4}$ " or Betamax (I) playback through monitors or Advent 7" video projectors and computer terminal output projections.

Consulting/design services include: design and scriptwriting for video and slide tape programs and special purpose AV systems. Planning and coordination of projectors or conferences involving closed circuit video distribution, video/computer projection involving multiple sources and types, teleconferencing and other types of multi-location activities are also offered.

Specialties encompass computer/video projection, location video recording and high technology audio-visual consulting.

For more information call, Tom M. Kuhn, Director, extension 5300.

WHARTON DUPLICATING CENTER

A full reprographic center, Wharton Duplicating provides custom work for seminars, bulk packaging, supplementary course materials, and stock, white, colored and packaged in reams. Wharton Duplicating does no typesetting but can process all camera-ready copy.

For additional information call Bill Busch, Manager, extension 7600.

WHARTON WORD PROCESSING CENTER

The Wharton Word Processing Center provides services for the Wharton School and the University at large. These services include: text editing; transcription and repeat lettering—two or more letters are produced in direct typing including individualized addresses, salutations, and variables.

Wharton W.P.C. uses DEC (Digital Equipment Corporation) computer-oriented equipment. The system has unlimited capabilities and list processing.

For more information call Carole Hawkins, extension 8219.

UMIS (University Management Information Systems)

UMIS provides an office information (Word processing system—WANG). The system features list processing, basic programming, math calculation and efficiency related to text manipulation (editing and printing).

The system interfaces with an IBM ink jet printer-system and with the main IBM administration computer.

UMIS offers technical support and training support for those subscribing to WANG Office Systems. In the future, UMIS hopes to interface with other word processing systems through UNI-Coll acting as an intermediary.

For those in need of word processing services but unable to have their own WANG Terminal, UMIS provides such services as letter typing for mass mailings.

UMIS-Field Applications Section handles the display of Management Information of the University on 130 IBM Cathode Ray terminals. Wang network and IBM 3278 network are in the process of being combined to offer MIS data to all terminal users (WANG and 3278).

For more information call Richard Paumen, Assistant Vice President extension 4961.

UTV—University Television

Student-run in-house television station uses access (channel) number 13. The station provides advertising, public service announcements, and purchased air time.

UTV also covers the University's major sports events, drama and performing arts events, does entertainment and talk shows.

For more information call Jim Blaney, Station Manager, 387-6888.

WQHS-AM

WQHS is the campus AM radio station. It provides instantaneous news coverage of campus occurrences, daily campus news summaries, live public affairs forums for University leaders as well as the public service announcements for the students' interest, and audio adjuncts to some University courses. Outside the studio, music and equipment is provided for benefits and University functions.

For more information call Howie Griboff at 387-5405.

WXPN-FM

The University's FM station provides its listeners with a wide variety of services. Some of these services include PSA's (Public Service Announcements); a Rideboard (much like the system in Houston Hall); access to city, social and cultural services and to community leaders; information on a wide variety of music; local concerts, film and other cultural events; special features on safety, housing, finances, etc. relating to the University City off-campus area; coverage of campus speakers, and conferences and training of students and faculty in educational noncommercial radio (fall and spring training sessions).

For more information, call Peter Cuozzo, Station Manager, extension 6677.