



Point Park University's  
**WOOD STREET**  
Communications

"This was my first experience with Wood Street Communications, and it exceeded my expectations. This program is a great resource to nonprofit organizations in Western Pennsylvania, providing professional-level services at no cost."

By using Wood Street we were able to get a beautiful new suite of materials and saved hundreds of dollars on design costs."

"Previously we had paid over \$5,000 for the same service. Using Wood Street Communications, we were able to get the same level of product and that money that would have gone into creating the videos is now going back to support our programs so that we can help more people in the Pittsburgh community."

Point Park University  
Pittsburgh, Pennsylvania  
Heather Starr Fiedler, Program Founder

## Main Activities

Every semester, the initiative focuses on producing the following communications materials

- Press Releases & Media Kits
- Graphic Design - For brand awareness, promotion or events
- Photography - For collateral pieces or events
- Videography - PSAs and organization overviews
- Social Media Strategy - Including analytics, calendars and advertising
- Event Planning
- Storytelling - Stories for publication in area media outlets



## Project Goal

The goal of the initiative is to serve a minimum of 30 nonprofits in the Pittsburgh region each semester, work with at least 25 students each semester and produce successful, useful communications materials

## Project Summary

Wood Street Communication is an initiative in the School of Communication at Point Park University. The initiative partners students in upper-level communications courses with nonprofits in the region to produce communications materials in a mutually beneficial relationship

## Challenges

The biggest challenges for the initiative revolve around availability of student work on a regular basis. Some semesters we do not offer certain classes which are integral to the project (advanced video production for example). Another challenge is the changing landscape and staffing of area nonprofits



## Accomplishments

Wood Street Communications of Point Park University has been in existence since 2014. In that time we have served over 60 nonprofits in the Pittsburgh region. Over 100 students have been involved in Wood Street projects and we estimate that we have completed over \$100,000 worth of work that is able to be used by the organizations toward their program mission

