



Special Collections and University Archives

**Manuscript Group 217
Mark “Arlo” LaRocca Memorial Collection
Class of 1976**

**For Scholarly Use Only
Last Modified February 13, 2017**

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**Mark “Arlo” LaRocca Memorial Collection, Class of 1976; Manuscript Group 217
Indiana University of Pennsylvania; Special Collections and University Archives
1 Box; 1 Linear Foot**

Biographical Note

Mark “Arlo” Julian LaRocca (1955-May 21, 2013) was a 1972 graduate of North Hills High School in Ross Township near Pittsburgh, Pennsylvania. A member of the IUP Class of 1976, Mark LaRocca graduated on [May 16, 1976](#) with a BA in Journalism. Mark LaRocca became a marketing consultant, and he formed the LaRocca Group in 1994.



Scope and Content Note

This collection contains several posters designed by Mark “Arlo” LaRocca, as well photographs developed by him. A copy of the “IUP 1975 First Century” edition of the *Indiana Evening Gazette* published on October 12, 1974, which was removed from the collection and placed in Manuscript Group 70 Box 5 – IUP Centennial Newspaper. Mark LaRocca designed pages and took photographs for this issue of the *Indiana Gazette*. The posters were event publicity for the Activities Board of the [Student Cooperative Association](#).

Provenance

This collection was donated by Mark LaRocca’s brother Mike LaRocca in 2015-2016.

Restrictions

None, this collection is open for research. Property rights reside with Indiana University of Pennsylvania (IUP), and the IUP Special Collections and University Archives. Literary rights are retained by the creators of the records and their heirs. For permissions to reproduce or publish, please contact the [Special Collections Librarian and University Archivist](#).

Processor

The collection was organized and the finding aid was updated by Harrison Wick on February 13, 2017.

Content List

Box 1 (21 items)

1. Folder 1: Biographical Information including biographical notes by Mark LaRocca and 2013 Obituary
2. Poster: The IUP Artists Series, 1975-1976 (see also Record Group 68 College of Fine Arts)
3. Poster: The IUP Activities Board Calendar, Student Union, September-December 1975
4. Poster: The IUP Activities Board Calendar, Student Union, January-May 1976

5. Mounted B&W photograph (not labeled – Petri f16 1/500 (Y-18): birds flying and the sun
6. Mounted B&W photograph (not labeled – teenage boy and young woman sitting on park bench in the city – possibly Pittsburgh
7. Mounted B&W photograph (#2 – Petri f16 12 sec.): windows of the Pizza House in Indiana, Pennsylvania (see Manuscript Group 220)
8. Mounted B&W photograph (#3 – Petri f16 1/500): windows of skyscraper with flags in foreground – possibly U.S. Steel in Pittsburgh
9. Mounted B&W photograph (#7 – Sears f5.6 1/250): Mark “Arlo” LaRocca laying down in a window sill of a campus building, possibly Thomas Sutton Hall, smoking a cigarette
10. Mounted B&W photograph (#8 – Petri f16 1/500): windows of skyscraper, same as #3, possibly U.S. Steel in Pittsburgh
11. Mounted B&W photograph (#9 – Petri f8 1/125): bridge walkway in Pittsburgh
12. Mounted B&W photograph (#10 – Petri f16 1/500): trees with sun in the background
13. Mounted B&W photograph (#13 – Petri f4 1/30): chessboard with chess pieces
14. Mounted B&W photograph (#14 – Petri f16 Y-48): tree with sun in the background, same place as #10
15. Mounted B&W photograph (#15 – Petri f16 1/500 Y-48): flowers with clouds and sun in the background, possibly on campus
16. Mounted B&W photograph (#16 – Sears f4 1/250): branch with leaves and budding fruit
17. Mounted B&W photograph (#17 – Petri f16 30 sec. expose): tree branches with budding fruit, same tree as #16)
18. Mounted B&W photograph (#19 – Sears f8 1/250): Mark LaRocca with sunglasses laughing
19. Mounted B&W photograph (#22 – Petri f11 1/500): elderly gentleman checking the bottom of his shoe on a street bench in Pittsburgh
20. Mounted B&W photograph (#24 – Petri f5.6 1/500 Y-48): boy and girl on playground looking at the camera
21. Mounted B&W photograph (#29 – Sears f11 1/60): dormitory hallway, probably Thomas Sutton Hall or John Sutton Hall annex before these buildings were torn down in the 1970s)

Removed from collection (moved to Manuscript Group 70: Newspapers)

1. *Indiana Evening Gazette*, “Indiana University of Pennsylvania: The First 100 Years,” October 12, 1974