



New Performing Arts  
Center  
Media Kit

To: [Steffie.Corcoran@TravelOK.com](mailto:Steffie.Corcoran@TravelOK.com)

Subject: An exclusive look into OSU's new performing arts center

Ms. Corcoran,

The sounds of the bows flowing across the strings of the symphony orchestra drift through the Seretean Concert Hall. As the speed of the bows increase the resonance sound begins to convey a story, one in which every member of the orchestra is a part of. As the song ends the crowd rises to a standing ovation and the last lingering sounds from the strings float above the cheers.

Our music and theater departments at Oklahoma State University are a beautiful and important part of our community. To continue to create such beautiful sounds and productions the department needs an upgraded facility and technology. OSU/A&M Board of Regents recently selected two architectural firms to plan and design a new performing arts center. We'd like to let Oklahomans know about this exciting development in Stillwater. At Oklahoma Today, your stories capture Oklahoma's essence and history beautifully. We think your editorial team could do a fantastic job of detailing the history of our past and our future. The Seretean Center for Performing Arts, almost fifty years old, produces more than 200 different productions every year. As building starts on the new center we will have many more interesting tidbits to share. We feel Oklahoma today could share these things well with the rest of the country.

We're offering the new performing arts' center story exclusive to *Oklahoma Today*, so I look forward to hearing from you soon. I can guarantee that the vice president of development Jason Caniglia would love to speak with you and answer any questions you have about the project. We can also offer you direct contact with the dean of the College Arts and Sciences, Peter Sherwood. The architect for the project, Becker Design of Tulsa, and the construction manager, Manhattan Construction Company of Oklahoma City, are also available to discuss the preliminary plans of the structure. Let me know how else we might help. My direct phone line is 806-282-0661.

I will call next Tuesday, Oct. 17, to assist in a story about the new performing arts facility. Thank you for your time.

Lindsey Adams

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## News Release

FOR IMMEDIATE RELEASE  
Nov. 20, 2012

FOR MORE INFORMATION:  
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### **OSU Raises Money for New performing Arts Center**

Stillwater, Okla.- Oklahoma State University Board of Regents is raising funds for the new performing arts center. They are hosting a black tie event featuring the presentation of the designs for the new facility on December 4, 2012. Attendees will be the first to see the exclusive designs. The new performing arts center will replace the current Seretean center.

“We are very excited to reveal the designs for the new facility at OSU,” Don Beck, CEO of Beck designs, said. “We think this event is a great way to raise fund for the project.”

The event hopes to increase awareness of the benefits of the anticipated performing arts center. The new facility will include major changes in efficiency and design and a more competitive level of technology. It will serve to benefit both the university and the community of Stillwater, and extend the reach of OSU across the country.

“The Branding Success Campaign is working hard to make this project a success, this event will showcase the best features the new performing arts center and spread the word about this amazing opportunity at OSU,” Jason Caniglia, Vice President of Development, said.

This event is part of the Branding Success \$1 billion dollar campaign at OSU. It offers alumni, community members and corporations the opportunity to purchase a table at the event. The event will be held at the Conoco Philips Alumni Center in Stillwater. Donations will be accepted throughout the night.

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## Fact Sheet

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Nov. 20, 2012

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### New performing arts center

- What:** Oklahoma State University Board of Regents is hosting a fundraising event for the new performing arts center. The event will be black tie and features the reveal of the designs for the new center for performing arts.
- Who:** Oklahoma State University's Board of Regents, The Branding Success \$1 billion dollar campaign, and Beck Designs of Tulsa have all worked together to make this event possible. All Alumni, faculty, community members and passionate corporations are invited to purchase a table at the event and to donate to the cause.
- Where:** The Conoco Phillips Alumni Center at Oklahoma State University in Stillwater, Okla.
- When:** The event will begin at 6:30 p.m. on December 4, 2012.
- Why:** The OSU Branding Success Campaign will sell tables to all donors and will accept contributions to raise money for the project. "The Branding Success Campaign is working hard to make this project a success, this event will showcase the best features the new performing arts center and spread the word about this amazing opportunity at OSU," Jason Caniglia, Vice President of Development, said.
- How:** The event is part of the Branding Success \$1 billion dollar campaign at OSU.

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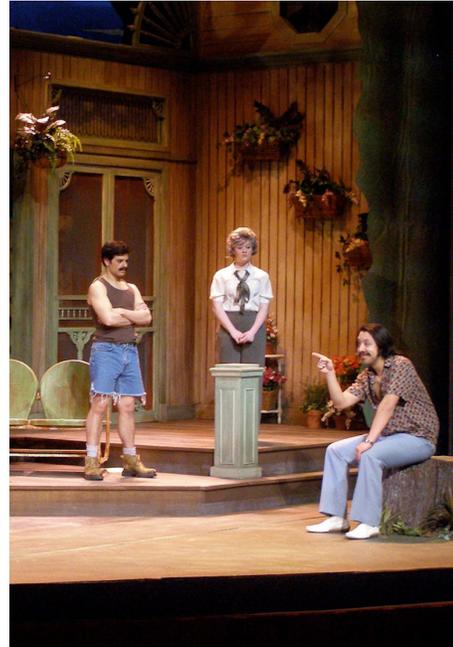
Left: The new performing arts center at Oklahoma State University has designed a recording studio for the facility based off of this studio in India.

Right: Beck Design's projected vision for the new Performing Arts Center at Oklahoma State University.



Left: The Seretean Center for performing Arts, built in 1963, is the current home to the music and theater departments on the OSU campus. The facility has more than 200 activities a year, not including classes and rehearsals held there.

Right: Theater students, from left, Todd Smith, 19, Sarah Vaughn, 18, and Liam Schellinger, 22, rehearse for the third production this year, “Into the Woods,” at the Seretean Center for Performing Arts. In the new facility, with a double the number of seats, students will be able to reach a larger audience.



Right: Beck Design’s projection for the concert hall in the new performing arts center for symphony productions and orchestra performances. The Hall is projected to seat 1,250.



Oklahoma State University  
Official Presentation by Beck  
Designs

*Oklahoma State University and Beck Designs  
Cordially invite you and your guests to the official  
presentation of the designs of the new performing arts  
center. The event is black tie and dinner will be served.  
Donations are being accepted for the project  
throughout the night. If you would like to purchase a  
table or donate to the cause please call OSU branding  
Success at 800-622-4678 or visit OSUgiving .com.*

December 4, 2012  
6:30 p.m.  
Conoco Phillips Alumni  
Center

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