



OKLAHOMA STATE UNIVERSITY

Performing Arts Center

"Branding Success and Stretching the boundaries"

OKLAHOMA STATE UNIVERSITY
Stillwater, Okla. 74078
405-744-5000

To: Steffie.Corcoran@TravelOK.com
Subject: OSU is stretching boundaries

Ms. Corcoran:

The lights dim, the drum roll starts and the curtain separates. The stage is immaculate and the colors are vivid. The voices are clear as day and the live music is as crisp and smooth as a cold one on a Friday evening after a long week's work. Now, the performance is over and the actors told the story to perfection and you have spent your Saturday evening with no regrets.

The Oklahoma State University Foundation is nearing the end of the process of building a new performing arts center and I believe you are the publication for our story. The building will include a high tech performing hall as well as recording studios for learning purposes. We believe that this will be a positive addition to the Arts & Sciences College at OSU by creating new majors and attracting more talented performing arts students. *Oklahoma Today* has proven to capture the essence of Oklahoma, therefore, we believe that your magazine possesses the knowledge, talent and experience to accurately convey our story to a greater audience.

If you so chose to cover this project for us, we can guarantee interviews with the dean of the Arts & Sciences College, Peter M.A. Sherwood, as well as other executive officers working on this project. Along with these interview opportunities, we are willing to give you exclusive insight on the project in detail and tickets to our grand opening and feature performance on Nov. 17. We are offering these incentives exclusively to the *Oklahoma Today* magazine, so I would like to know relatively soon if you are interested. Please let me know if I can provide any further details about this project, and I will be happy to comply. My direct phone line is 405-613-7089.

I will call Oct. 15, to see if I might be of any help on possible coverage of OSU's new performing arts center. Thank you for your time and consideration.

Jaclyn Wiist

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OSU Strategic Communications junior
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News Release

FOR IMMEDIATE RELEASE
Oct. 11, 2012

FOR MORE INFORMATION, CONTACT:
Jaclyn Wiist
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New boundaries for new talent
STILLWATER, Okla. – Oklahoma State University has plans to open a new performing arts center near the Stillwater Campus.

The opening ceremony will include a ribbon cutting ceremony along with a brief information conference and short performance prepared by the performing arts students and faculty. The event starts at 5 p.m. and is open to the public at 6:30 p.m. Admission will be \$3 and refreshments and snacks will be provided.

The new performing arts center will house a technologically sound performance hall as well as recording studios that will provide the tools for our students to excel.

“We have the talent here, it will let us record the performances which will help with the teaching process and work on individual goals,” said OSUF Senior Director of Development of Arts & Sciences, Jason Caniglia. “This will give our students the tools to succeed.”

“This is an opportunity to expose high quality performances,” said Caniglia. “Our new fine tuned building will help us to achieve that.”

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Fact Sheet

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Oct. 11, 2012

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OSU stretching boundaries

- What:** Grand Opening of the new Oklahoma State University performing arts center. There will be a ribbon cutting ceremony as well as a short performance by the performing arts students and faculty.
- Who:** Oklahoma State University Foundation and the performing arts department. The project is funded by the OSU Branding Success Campaign efforts.
- Where:** Near the corner of Husband and University Street.
- When:** Nov. 17, 2012 from 5-9 p.m.
- Why:** The new performing arts center will provide technologically sound recording studios and a new performance hall. The new center will provide the space, technology and equipment needed to better the learning process for performing arts students. This project will also include the addition of a new music business major.

“We have the talent in our students and faculty and we need the talent in a professional structure”

—Jason Caniglia, Senior Director,
Development of Arts and Sciences



New performance hall will provide a fine tuned performance.



The high tech. and unique design makes Oklahoma State's center stand out from the rest.



The Stillwater community takes pride in the new addition to the performing arts center.



OSU Trombones perfecting their notes before the performance Nov. 17.



OSU theater students performing *Hair* in the current performance hall, the Seretean Center.

Resources:

<http://www.schulershook.com/projects/on-the-boards/oklahoma-state-university-performing-arts-center/>

http://article.wn.com/view/2012/04/21/Seth_Jacobs_OSUs_linebacker_signee_from_California_has_TuIsa/

<http://statemagazine.org/?p=739>

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OSUF and Performing Arts Department : ceremony and performance
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