

Taryn Trujillo
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SC 3353
Section 3

OSU's New Performing Arts Center

To: Steffie.Corcoran@TravelOK.com

Subject: Exclusive on OSU's new performing arts center

Ms. Corcoran,

Oklahoma State University is broadening its horizons. The performing arts have always been an important attribute to the school. Due to the music department's success and a rising interest in the performing arts, OSU has begun to plan and design a new performing arts center that will enhance performances and expand student opportunity as part of "Branding Success: The Campaign for Oklahoma State University."

I think Oklahoma Today would be perfect to publish the story presenting the project to the public. The magazine has received numerous awards for its stories featuring events happening in the state. The focus on culture, community and entertainment is what really makes it shine. The new center embodies all of those aspects. The performing arts are a strong part of Oklahoma's culture. The community plays a major role in the project and will be allowed to use the finished facility. The best way for it to be introduced is through Oklahoma Today. Performances will be open to everyone, expanding Stillwater's small entertainment sect. The university hopes this new facility will launch new majors and attract students to the performing arts programs.

We're offering the OSU new performing arts center story exclusively to Oklahoma Today, so I would need to know as soon as possible if you're interested. I can assure you that all project coordinators will fully cooperate with any interviews that you may need. We can also arrange interviews with students, faculty and staff that will be using the facility. Please let me know how we can help. My direct phone line is 580-330-0463.

I will call Monday, Oct. 15, to see if I might be of any help on a possible story on the new performing arts center. Thank you for your time and consideration.

Taryn Trujillo

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News Release

FOR IMMEDIATE RELEASE
Oct. 11, 2012

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OSU announces new performing arts center

STILLWATER, Okla.—Oklahoma State University announced the construction of a new performing arts center.

“Our first priority is the students,” said Jason Caniglia, associate vice president for development. “The facility will be a tool that will help students transform and progress while expressing their talent. It will help project them to the next level of their careers.”

The new facility will include a concert hall, recital hall, multipurpose atrium and recording studios. Recording studios, advanced sound technology and new equipment will also be included.

Funding for the project is from private donations and is estimated between \$40 and \$60 million. Construction is estimated to begin in 2014.

The project is part of “Branding Success: The Campaign for Oklahoma State University,” which focuses on supporting students and expanding their opportunities.

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Fact Sheet

FOR IMMEDIATE RELEASE
Oct. 11, 2012

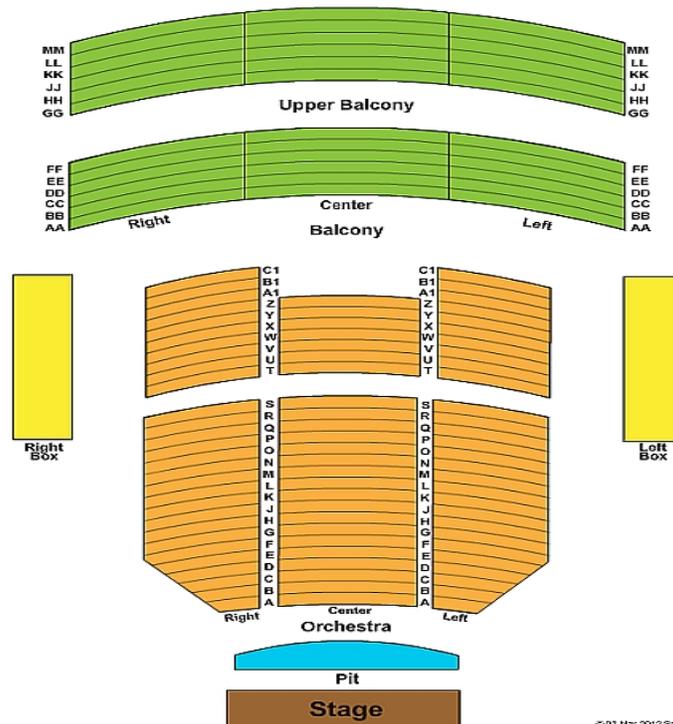
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OSU announces new performing arts center

- What:** The Oklahoma State University Board of Regents has announced it will build of a new performing arts center..
- Who:** Students and the community will benefit from the new facility. It will provide recording studios, advanced sound technology and new equipment that will allow performers to document and share their work. Performances will be open to the student body and the public.
- Where:** The location of the building will be on University Street, south of the ConocoPhillips Alumni Center in Stillwater, Okla.
- When:** Construction will begin when funds are secure and is estimated to last two to three years.
- Why:** “Our music and theater departments have many achievements and have presented outstanding performances in facilities that have been especially challenging. This is an excellent time to provide a world-class facility for two departments that have so much to contribute to OSU, the Stillwater community and the state.”
-Regents Professor Peter M.A. Sherwood,
Dean of the OSU College of Arts and Sciences

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Photo Gallery:



A possible layout for the concert hall in OSU's new performing arts center. The hall will seat 1,250 people. The hall isn't much larger than the former performing arts facility, the Seretean Center, it will be efficient in design, technology and precision to amplify performances.



This is the exterior design for the new performing arts center. Designer, Phillip Reid, wants to embody a modern concept and a "design for the future." The building will have the latest in technology and is of "green design" making it eco-friendly.



This is an example of what the recording studios will be like in the new performing arts center. The studios will allow students to record their work and share it with potential employers. These studios will have the most advanced sound technology and equipment to accommodate musicians.



The inspiration for the main concert hall is taken from the Ford Center in Oklahoma City, Okla. This design incorporates modernism and will allow the audience to get the most out of performances. Technology, spacing and seating will add to the allusion on plays while amplifying concerts.



The new performing arts center will host several events and will include plays, concerts, talent shows, recitals, symphonies, motivational speakers, stand-up comedy and celebrity guests. It will be open to all students and the public to expand audiences and peak interest in the performing arts.

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Backgrounder

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Branding Success: The Campaign for Oklahoma State University

“Branding Success: The Campaign for Oklahoma State University” is a five-year campaign to raise \$1 billion to fund scholarships, faculty positions, research, programs and facilities. It’s the vision of OSU President Burns Hargis.

President Hargis is joined by honorary campaign chair and alumnus T. Boone Pickens and campaign co-chairs Ross and Billie McKnight in leading this remarkable effort to raise \$1 billion in new philanthropic investments.

OSU's campaign is led by a wide variety of supporters, which include OSU alums and non-alums alike. They share a love for the university, an uncompromising insistence on excellence and a confidence in the vision voiced by President Burns Hargis.

As of May 31, the campaign has raised \$887.6 million since its launch on Feb. 26, 2010. The campaign hoped to reach its \$1 billion goal in five years. Oklahoma State University alumnus, businessman and T. Boone Pickens have been helpful in the success of the campaign.

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References

(July 23, 2010). OSU/A&M Regents Select Architects For Future Performing Arts Center and Business Building. In *OSU News and Communication*. Retrieved Sept. 29, 2012, from <https://news.okstate.edu/>

(Feb. 26, 2010) Branding Success: The Campaign for OSU. In *Orange Connection*. Retrieved Oct. 1, 2012, from <http://orangeconnection.org>.

Day, C. (July 14, 2012). Oklahoma State's Branding Success campaign raises \$887.6 million. In *News Press*. Retrieved Oct. 1, 2012, from <http://www.stwnewspress.com/local/>.

Caniglia, J. (press conference, September 24, 2012)