

Megan Horton  
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Section 002

**Oklahoma State University**

**New Performing Arts Center**

**Media Kit**

For more information, contact

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To: Steffie.Corcoran@TravelOK.com  
Subject: Oklahoma State University's new performing arts center

Ms. Corcoran:

Oklahoma State University has recently decided to start raising funds for a new performing arts center for the College of Arts and Science. While the old performing arts center, the Seretean Center is still used today, it is outdated and is no longer reaching the needs of the students.

My story about the need for the new performing arts center and why students should be excited about it, would be ideal for Oklahoma Today. This story would be great for your publication because Oklahoma Today is trying to target a younger audience. By having a story about the new performing arts center, it could encourage younger generations to come to OSU to see concerts and shows in the future. This story would go well in your Okies section because it will affect many Oklahomans now and in the future.

I am offering the new performing arts center story exclusively to Oklahoma Today, so I would need to know fairly soon if you are interested. I can assure you that I will provide high-resolution pictures and videos for your online blog and publication. I know many people, including Jason Caniglia, associate vice president of development and Burns Hargis, university president, would love to be interviewed about the future performing arts center. Please let me know how I can help. My direct phone line is 512-971-0869.

I will call Oct. 15, 2012, to see if I might be of any help on a possible story on OSU's new performing arts center. Thank you for your time and consideration.

Megan Horton

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Oklahoma State University  
Stillwater, Oklahoma 74078  
405-744-5000

# News Release

FOR IMMEDIATE RELEASE  
Oct. 11, 2012

FOR MORE INFORMATION:  
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## **New performing arts center for Oklahoma State University**

Stillwater, Okla. - Oklahoma State University has recently decided to build a new performing arts center. The school plans to break ground within the next two years, but for now the focus is on fundraising. The new building will cost anywhere from \$40 to 60 million. It will be funded by donations through the Branding Success campaign and private donors.

The new performing arts center will be 140,000 square feet, have brand new equipment and technology, multiple sound proof rooms and a large concert hall. It will have many upgrades from the Seretean Center, which is the current performing arts center.

"We have the talent, but not the facilities," Jason Caniglia, associate VP for development, said.

With the new performing arts center, more majors will be added and OSU will be able to continue to grow. For more information please contact Megan Horton at [Megan.E.Horton@okstate.edu](mailto:Megan.E.Horton@okstate.edu) or 512-971-0869.

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# Fact Sheet

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Oct. 11, 2012

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## **New performing arts center for Oklahoma State University**

- What:** Oklahoma State University has announced they plan to build a new performing arts center. The center will be used for multiple purposes and be the new home to most theater and vocal majors.
- Who:** Oklahoma State University's 25,000 students, faculty and staff
- Where:** The new facility will be built off of the OSU campus, south of the alumni center.
- When:** Construction will start within the next two years.
- Why:** "The new performing arts center is needed because we have amazing students and faculty, but we need somewhere for the talent of those faculty and staff to grow."  
- Jason Caniglia, associate VP for development

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The Seretean Center is the current performing arts center at Oklahoma State University. It is outdated and does not reach the current needs of our students.



The Seretean stage is made of gorgeous wood and has been home to many performances. Now in 2012, the technology used to produce from the stage to the audience is out dated.



The draw-up for the new performing arts center shows its gorgeous modern architecture. The tall windows will allow for natural light and the orange exterior wall is to show off our school spirit!



This new concert hall will be able to seat up to 400 people and will have the newest technology and acoustics.



With the new performing arts center, the theater department will be able to continue putting on fabulous productions of musical and plays.

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# Backgrounder

FOR IMMEDIATE RELEASE  
Oct. 11, 2012

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## **New performing arts center**

The idea for a new performing arts center at Oklahoma State University was born in 2010. The theater and music departments at OSU have always put on amazing productions and shows, but have recently started to outgrow their facilities.

In the past five years, OSU's incoming freshman classes have increased by more than 500 students. Many students have decided to pursue a major in theater or music because of the astounding reputation the OSU music and theater departments have. They have won many awards and competitions for the shows and productions the departments have put on over the years. The current theater and music students are dedicated to the departments and work hard to do their best when practicing for recitals and productions.

With the new performing arts center, not only will the theater and music departments be able to use it as a recruiting tool for new students, but also OSU has been discussing creating new majors such as music business and production.

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