



A&S Alumni Success

The College of Arts and Sciences E-Magazine

Sept. 13, 2012

Volume 1 Issue 1

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Tradition is rich

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Goals collide with student council

1997 alum Matt Caves served in [student council](#) during his OSU career. Today he uses that experience at the Oklahoma State Capitol tackling wastewater issues.

Murray Hall renovation inspirational to OSU campus

[Murray Hall](#) opened in 1934. The elegant piece of OSU history went through renovation in 2009. This structure is to help further education with OSU students success.

Dunlap: Right place right time

Scholar, [Riley Dunlap](#), introduced his discipline in the 1970s over environmental sociology issues. Dunlap is part of the faculty at OSU teaching students about the concerns.

Student Council builds leadership skills

1987 alum Marcia Asquith uses her A&S student council skills in D.C. every day. Asquith brings her [leadership skills](#) from OSU to her position as deputy corporate secretary.

Grant brings success

The School of Journalism and Broadcasting has received \$625,000 in

donations, which has made an impact on the program.

Contact Information: Lorene A. Roberson at (405) 744-7497 or lorener@okstate.edu

Also find us at facebook.com/artsandsciencesOSU or twitter.com/ASOSU

To: Steffie.Corcoran@TravelOK.com

Subject: For Steffie Corcoran: Exclusive on Oklahoma State University new performing arts center

Ms. Corcoran:

Imagine a place where people bleed black and orange. Then you experience a musical and want to hear more. Oklahoma State University is building a new performing arts center. Funding for the arts center will come from alumni and the OSU \$1billion Branding Success campaign. The new center is bringing national attention worldwide.

The story of the new performing center will be great for Oklahoma Today. It will help bring national attention to the OSU campus and Stillwater community. Your magazines in the past and present that you have overseen as editor and creative director have been a success. OSU students are thankful to have the new building set in motion.

I am offering the new performing arts center story exclusively to Oklahoma Today. The innovation is still in the silent stages so publishing the story would help get the word out. One of the many project sponsors is OSU alumni. The funds needed for the structure now are \$40-\$60 million. Please let me know if I can be any assistance. My direct phone line is 555-554-3245.

I will call Thursday, Nov.13, to see if I can be of any help on a possible story of the Oklahoma Today. Thank you for your time and consideration.

Todd Epperson

Todd Epperson

Strategic Communications Director

OSU Campus

555-554-3245

teppers@okstate.edu

Tweet: @Steffie OSU is building a new performing arts center furthering success for students and faculty

Oklahoma State University

234 Washington St.

Stillwater, OK 74075

555-876-0864

News Release

FOR IMMEDIATE RELEASE
INFORMATION CONTACT:

Oct. 22, 2012
Epperson

FOR

Todd

Strategic Communications Director

555-622-4333

teppers@okstate.edu

OSU building new performing arts center

STILLWATER, Okla. — Oklahoma State University is building a new performing arts center. It will help further success with the students and faculty at OSU.

“Everyone is very excited about the new building being set in motion,” Jason Caniglia said. He is assistant vice president development/campaign director at OSU.

OSU alumni are expected to fund the project. Other funds will come from donors who are part of the \$1 billion dollar Branding Success Campaign.

“This project is going to make a high impact on the OSU campus,” Caniglia said. “Efficiency and design will be the key difference.” We hope the new performing arts center will strengthen the OSU and Stillwater community.”

Beck Design, an architect company located in Tulsa, Okla. is building the arts center. In the past, OSU has used the Seretean Center, which was built in the 70’s. OSU wants to keep the tradition of music and education strong for years to come.

For information visit the website, <http://OSUnewartscenter/homepage.org>

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555-542-7492

FACT SHEET

FOR IMMEDIATE RELEASE
INFORMATION CONTACT:

FOR MORE

Oct. 22, 2012
Todd Epperson

Strategic Communication Director
555-542-7492

New OSU performing arts center

What: OSU new performing arts center is going to be a state of the art design. This is going to help bring national attention to the campus. The building is also part of the OSU \$1 billion Branding Success campaign.

Who: OSU alumni and donors are funding the new performing arts center building. This music tradition has been strong since 1890.

Where: Oklahoma State University is in Stillwater, Okla.

When: Plans and progress are in motion for the project to start construction in the next two years.

Why: “We anticipate it will launch new majors and we are excited about new opportunities it brings” Jason Caniglia said. He is assistant vice president development/campaign director at OSU.

###

Strategic Message Planner: Maze Energy Drink

Advertising Goal

To develop and deliver the best energy drink that benefits everyone on the go is what Maze energy drinks primary focus is. Maze energy - “ Gets you to the end”

Client Key Facts

- Founded in 2012 by John Dawson in Crescent, Calif.
- First introduction for Maze energy drink will be Dec. 1, 2012
- Dawson started out by manufacturing the energy drink out of his in-house lab in 1999
- Mastered his craft over the past decade to produce worldwide
- Plan for expansion of the company through 2013, with addition of 70+ employees
- Involved with 50 countries throughout the world
- At the end of 2014, we want to expand more than 100 countries
- Mission Statement: To be the best at what we do and achieve the goals set forth accomplishing the task at hand
- Release new styles for the Maze product so it will be exposed differently through season change
- Can product features allow the consumer to relate to the Maze drink in an adrenaline way that gets people motivated to accomplish their goal
- Product is sold in retail stores but is also available on-line at www.mazenergy.com
- Sales in 2013 are projected at nearly \$200 million

Product: Key Features

What is the product?

- Energy drink
- Maze is an energy drink that consists of a self-motivated formula, low calories as well as a boost of energy
- The product is functional and stylish
- Maze has 10 different flavors: cherry, grape, lemon, orange, blueberry, raspberry, lime, mango, peach, and bubblegum Price ranges from \$1 for small size can and \$4 for big gulp can
- Small can that is convenient with a boost of energy that everyone craves
- Price of packaging is 10 cents for small size and 17 cents for big gulp
- Maze gives you the kick you need to get your day, night or event started no matter the time or place
- Releases the special self-motivated formula within the first minute of consumption
- The taste of the product has been studied over the last decade by taste testing specialists to touch the taste buds just right

What is the purpose of the product?

- Product started developing in 1999 by Dawson to help sport athletes who have an extra self-motivated boost of energy
- Dawson found the perfect ingredient that made Maze

What Is the Product Made of?

- Improves performance, stimulates the metabolism
- Increases reaction time
- The ingredients to Maze are: Caffeine- is known for its stimulating effects on the body from speed to performance, Glucuronolactone- occurs naturally through the human body, B-Group Vitamins- are for metabolic and neurological functions, Aspartame-replaced by sucrose and glucose, Acesulfame K and Aucralose, Ozark Spring Water- this is a key ingredient to Maze, and Taurine- amino acid that occurs naturally in human body
- Best to drink before sporting event, game, race, workout stunt

Who and What Made the Product?

- John Dawson created the product Maze in 1999 and introduced it December 2012
- He has came up with the formula in his garage while experimenting with other formulas
- Dawson has a warehouse where he produces the Maze product in Crescent, CA
- He saves a lot of money due to the fact he produces the product
- The product is sold in the United States and more than 50+ countries worldwide

Target Audience: Demographics and Psychographics

- In the early stages of the developmental process Dawson knew he wanted to target adults 18-25
- 18-25 are young adults who need a boost whether they are going to school, work or just working out
- The target audience main focus is for athletes and dare devils 18-25 even though older adults tend to drink Maze to get the boost of motivation they need
- For the products release date December 2012 the target audience is the same 18-25 young adult sport athletes or dare devils

- The affordable price will be established not only for the young adults but to any consumer who wants an extra kick
- The sports athletes buy the product to increase performance, speed, reaction, endurance and intensify workouts
- Dare devils drink Maze to give them the self-motivated kick they need to be driven to success
- Maze energy wants to be loyal to the consumer and help them with performance with the task at hand

Product Benefits:

- Maze energy increases performance and enhances endurance while you get the job done
- Maze energy is affordable and easy to package or take wherever the journey may be
- Maze energy is eye catching and the logo “ gets you to the end” stands out from other competitors
- Accomplishes goals
- Motivates and drives the consumer
- It is fun, exciting and gives you the energy needed to sports athletes, dare devils or just someone who need that extra kick
- The price of Maze energy is less than all other competitors with the small can for \$1 and the big gulp can for \$4
- Save money

Direct Competitors and Brand Images:

- Red Bull Energy Drink company in the world: established, well-known worldwide
- Monster Energy does no advertising for the company but sponsors many events and is also a well-known competitor in energy drinks
- 5- hour Energy has been uprising in the energy drink market lately due to the easy access of the product

Indirect Competitors:

- Include coffee products that have caffeine in the ingredients to help keep people motivated or to accomplish a goal is what the coffee companies such as Folgers, Maxwell House and Starbucks try to do
- Other indirect competitors include candy bars, and soda pop companies that produce caffeine

Product Brand Image:

- Current Brand Image: The target audience believes that John Dawson produces an energy that will boost self-motivation and complete the task at hand. The easy durable cans and affordable price makes Maze stand out from its competitors
- Desired Brand Image: Easy and affordable. Durable can that has two different sizes for easy accessibility. The can is new, creative, and exciting
- Brand Image Challenge: The new Maze energy drink will be introduced December 2012. The new self-motivated formula is ready to hit the market and be useful to its consumers

Strategic Message: The Promise

Maze energy drink is a innovative product that is being introduced functionally in December 2012 and offers a unique self-motivated formula for sports athletes and dare devils across the world. Maze energy drink will accomplish any task the consumer needs to get done. "It will get you to the end."

Supporting Evidence: The Proof

- Maze energy drink product offers the new self-motivated formula founded by John Dawson
- Affordable and durable cans are all you need to accomplish your goal and task at hand
- The Maze energy drink will be researched further after surveys are completed to make any changes necessary to the consumer needs
- We want to make sure the consumer of Maze energy gets the maximum fulfillment out of the formula
- We are here for the consumer and only to help the consumer with their needs to be motivated

Todd Epperson
Fall 2012
SC3353
Sec 1

Radio Spot:

Voice: Remember all the times you needed that boost of energy to get you pumped and nothing worked? Maze energy drink gives you the performance you need to tackle the task at hand. John Dawson focused on specifically increasing the performance of young adult sport athletes and dare devils with his innovative product he developed.

John Dawson is the founder of Maze energy drink and his research of his performance enhancing formula has taken it to the market. Dawson has been perfecting the self-motivated formula out of his garage in 1999.

###

Title: Maze Energy Drink

Client/Sponsor: John Dawson

Length: 120 seconds

Air Date: Nov. 23, 2012 Friday at 11 a.m.

SFX: Sound of motorcycle engine
engine throttle, engine throttle

ANNOUNCER:

Hello everybody and thanks for listening to
KOSU-FM-91.7. We are helping promote
the new energy drink Maze.

SFX: sound of racecar....

Sound of loud racecar driving

JOHN DAWSON:

I am on the air at KOSU-FM to promote my
New energy drink, MAZE! I have finally
Found the formula that will give you that
Extra kick you need to get you to the end

ANNOUNCER:

John Dawson developed an innovative
Product that will give the boost you need.
We here at KOSU-FM-91.7 are promoting
The new MAZE energy drink

SFX: lid or pop bottle opening...

Sound of can being opened.....

ANNOUNCER:

MAZE energy will be available December
2012 in the United States and over
50+ countries worldwide.

SFX: For those about to rock

We salute you! Song by- AC/DC...

ANNOUNCER:

We encourage you to stay tuned
For more information about the
New upcoming energy drink that
Has the kick to get you to the end
Visit the website at
www.mazenergy.com

###

Title: Maze Energy Drink

Client/Sponsor: John Dawson

Length: 60 seconds

Air Date: Nov. 23, 2012

WS- Of ocean waves slowly flowing
Upon to the beach (:07)

Noise:
wind, trees in the wind,
Splashes of waves hitting
Sand.

MS- Zoom towards the ocean....
Ocean fades...black screen (:05)

Noise:
Monster truck starting
Engine loudly....

CU- John Dawson founder of Maze
Bulldozing over cars with monster
Truck. (:05)

MS- John Dawson making the formula
of Maze :05

Announcer:
In this day and age, young
adults and even older need
a boost to get to the end

CU- John Dawson drinking Maze energy :05

John Dawson:
We want sports athletes and
Dare devils or just whoever

Needs that extra kick in
There activity to drink
Maze energy.

MS- racecar racing down drag strip (:03)

MS- visual of logo for Maze energy and 91.7 (:07)

John Dawson:

Stay tuned in this month to
Be eligible for a lifetime
supply of Maze
energy drink or visit us at
www.mazenergy.com for
information or contact our office
at 555-5555 Crescent, California.

Fade To Black AT: 59

RT-:.59

###

Print Ad:

MAZE ENERGY DRINK:

Want to learn more about Maze energy drink? John Dawson is promoting his new product every way he can until the release date December 2012. Sports athletes and dare devils all over the world will be glad Maze is in stores. This high octane energy drink will accomplish your goals.

For more information visit www.MAZEenergy.com

Phone number: 555-554-3221

Todd Epperson

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Education

Oklahoma State University, Stillwater, Okla.

B.A. in Strategic Communication

Degree expected: Fall 2013

Northern Oklahoma College, Stillwater, Okla.

August 2008-2010

Professional Experience

Aug. 2012-present **Oklahoma State University Student**

Aug. 2012-present **Photographer**, In-house studio, photos of sporting events, weddings, and extreme stunts.

For billing visit [/www.teppers@okstate.edu](http://www.teppers@okstate.edu)

Other Employment

Jan. 2008-Aug. 2008 **Electrician**, Wire Nuts Electric, Tulsa, Okla.

- Wired new and old structures, houses.
- Connected transformers, circuit breakers, and other components.
- Specialized in residential work. Met deadlines each day and week. Worked with over 20 clients.

Feb. 2007-Jan 2008 **Newspaper Delivery**, DaVee Inc., Tulsa, Okla.

- Drove work truck and delivered newspapers and magazines.
- Stocked and delivered Tulsa World newspaper.

May. 2006-Jan. 2007 **Waiter**, Red Lobster Seafood restaurant, Tulsa, Okla.

- Served customers each day. Trained employees.
- Distributed food.
- Cleaned tables. Helped with new promotions.

Skills

- Photography, Adobe Photoshop, Adobe Illustrator, Adobe In-Design. Microsoft Excel and audio and video production-editing systems.

Honors

Dean's Honor roll, Northern Oklahoma College, Stillwater, Okla.