



Emily Berwaldt

Fall Semester

SC 3353.001

*Oklahoma State University:  
Composing its Own Symphony*



Oklahoma State University  
Stillwater, Oklahoma 74075

## Pitch

### Oklahoma State University to build new performing arts center

Mr. Gunter,

Take a night to get dressed up in black tie regalia and visit Oklahoma State University. We invite you to hear a concert, dance and dine on the spot of the future performing arts center. We want students, alumni and the Stillwater community to let their dreams run wild with possibilities, so we can build a center that will help make their dreams come true.

I think the story about the fundraising concert and the plans of Oklahoma State University Performing Arts Center, is ideal for *Oklahoma Today*. Your magazine catches the essence of Oklahoma. We hope our new center does the same. The performing arts center will be designed to give students the resources to compete nationally in the music arena. We encourage our students to pursue their dreams and we try to equip them with all the necessary resources to achieve those dreams. The performing arts center will help highlight all of the talent Oklahoma State has, and help them compete on a national level.

We are offering Oklahoma State's story exclusively to *Oklahoma Today*, so I would need to know fairly soon if you are interested. I can assure you that OSU President Burns Hargis, OSU Foundation Associate Vice President for development Jason Caniglia and Arts and Sciences Dean Peter Sherwood will cooperate fully with any writers or photographers you will assign. We can also arrange interviews with current students in the music program, as well as alumni. You can come to the fundraising concert and get original photos. Please just let me know how we might help. My direct phone is 580-716-9986.

I will call Oct. 25 to see if I might be of any help on a possible story covering OSU's plans. Thank you for your time and consideration.

Emily Berwaldt

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Oklahoma State University  
Stillwater, Oklahoma 74075

**Press Release**

FOR IMMEDIATE RELEASE  
Oct. 12, 2012

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Oklahoma State University to build new performing arts center

Stillwater, Okla.— Oklahoma State plans to hold a black-tie benefit gala at 8 p.m. on Nov. 15, on the corner of Knoblock and University streets. The benefit gala will be a concert featuring local artists and Oklahoma State University alumni such as All American Rejects, country singers Garth Brooks and Adley Stump, along with a soprano singer for the Seattle Opera, Sarah Coburn.

Oklahoma State University Foundation is coordinating a campaign to raise funds in support of the construction of a new performing arts center. The foundation invites donors and alumni to attend the event at the site of the future groundbreaking. Jason Caniglia, the Foundation's associate vice president for development, has set his sights high.

“This new facility will produce music that will be heard at a national level,” Caniglia said. “The gala will be an excellent event that will acknowledge the success of the past and encourage the talent of the future.”

Funding for the project will be provided through the OSU Branding Success Campaign. The project will be completely funded by private donors, so students should see no increase in student fees.

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**Fact Sheet**

FOR IMMEDIATE RELEASE

Oct. 12, 2012

FOR MORE INFORMATION CONTACT:

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Oklahoma State University fundraising gala.

**What:** Oklahoma State University plans to build a state-of-the-art performing arts center.

The foundation will host a black-tie fundraising gala on the evening of Nov. 15, at the corner of Knoblock and University streets, where the new performing arts center will be built. The gala will be a benefit concert, featuring successful alumni such as Garth Brooks, Sarah Coburn and Adley Stump.

**Who:** The OSU Department of Music is currently located in the Seretean Center for the Performing Arts, built in the 1970s. The music department is working with the OSU Foundation to raise money for the new project.

**Where:** The black-tie fundraising gala will be held on the field where the new performing arts center will be built, on the corner of Knoblock and University streets.

**When:** The gala will be at 8 p.m. on Nov. 15.

**Why:** “This new facility will produce music that will be heard at a national level. The gala will be an excellent event that will acknowledge the success of the past and encourage the talent of the future.”

-Jason Caniglia, Oklahoma State University Foundation Associate Vice president for development.

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## Photo Gallery



Seretean Center for Performing Arts was built in the 1970s. It currently houses the music and theater departments at Oklahoma State University. After the building of the new performing arts center, the Seretean will be home to the theater department.



The new performing arts center will be about a 140,000 square foot facility with a concert hall, recital hall, rehearsal spaces, practice rooms, full service music library and recording studios.



## Photo Gallery



Although no official groundbreaking date has been set, the golden shovels are being ordered.



Oklahoma State University invites alumni and donors to dine under the white tents, prior to the concert at 8 p.m. on Nov. 15.



Performing arts center fundraising concert will be held at 8 p.m. on Nov. 15. Local artists, alumni and fellow students will be the featured performers.



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**Backgrounder**

FOR IMMEDIATE RELEASE  
Oct. 12, 2012

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Seretean Center for the Performing Arts

The Seretean Center for Performing Arts has housed the department of music since 1970. This facility includes a 600-seat theater and a 900-seat concert hall. Students have access to a music multi-media lab, practice rooms and spaces for studio, classroom and instrument instruction.

Degrees included in the music department are the following: music education, music with elective studies business, music performance and music. Master's programs are offered in pedagogy and performance.

The music department offers professional, hands-on learning. Students can participate in more than 15 large and chamber ensembles. Throughout the year, there are more than 150 concerts and recitals. These shows are presented by students, faculty and guest artists who are known nationally and internationally.

The school is fully accredited by the National Association of Schools of Music. Oklahoma State University gained the title in 2008 of an All-Steinway School with the purchase of 30 new Steinway Pianos.

The OSU Department of Music offers free admissions to concerts presented by faculty, guests and students. Large ensemble concert ticket prices are \$8 for general admission and \$6 for seniors and students. Special concerts, such as the president's concert, are priced at \$10 for reserved seating and \$8 for students.

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Personal interview with Jason Caniglia in class on Sept. 24, 2012.