



Media Kit

To: Steffie.Corcoran@TravelOK.com

Subject: Advanced performing arts center to be built at Oklahoma State University

Dear Ms. Corcoran,

Oklahoma State University president, Burns Hargis, will take part in a ribbon cutting ceremony on Sunday to launch a bold new initiative to raise \$60-80 million to build a performing arts center that will rival the top concert halls in the nation.

As co-chair of the Branding Success campaign, Hargis will team up with three specially selected performing arts students to cut the ribbon to announce the new modular state-of-the-art building. The school is home to more than 400 fine arts students pursuing one of three programs: vocal, instrumental and education. The current building in use for these programs in the Seretean Center that has served OSU student and the community since 1955. However, the new performing arts center will bring the latest technology and amenities to the campus and the city of Stillwater, where community members will be able to utilize the facility.

The new center will draw in students from all fine arts majors, as well as adding various programs to the OSU department of music.

We are offering the story solely to Oklahoma Today, so I need to know fairly soon if you are interested. Please let me know if you are interested or if you have any questions. My phone number is 847-668-6855.

I will call you by Oct. 14 to see if you are interested or if there is anything else I can do to help with this story. Thank you for your time and consideration.

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News Release

FOR IMMEDIATE RELEASE
OCT. 11, 2012

FOR MORE INFORMATION
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Oklahoma State University plans new performing arts center

STILLWATER, Okla. -- A new performing arts center is in the planning stage by two architectural firms at Oklahoma State University. \$60 million is needed to build the facility.

“It is more about the design and architecture changes than expansion,” associate vice president of development Jason Caniglia said.

The modular center will have high tech rooms and technology to enhance the programs.

The process will begin with private conversations with big donors. When the goal is closer to being met, the campaign will go public. They foresee donations from faculty members, students, alumni and the community.

The community is expected to benefit from the building. High school performances, community functions and OSU Greek shows will be all be held in the new performing arts center.

“As the university, we should be providing the high school with a place to perform, not the other way around,” Caniglia said.

The size of the building will depend on the amount in donations received. The plans are modular, which means that some things are not necessary in the building, but if funds allow, additions will be made.

For more information contact Erica McCarthy at 847-668-6855.

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Oklahoma State University
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Fact Sheet

FOR IMMEDIATE RELEASE
Oct. 11, 2012

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Oklahoma State University plans ribbon cutting for performing arts center

What: A ribbon cutting ceremony is planned to celebrate the new performing arts center at Oklahoma State University to kick-off the fundraising process of the new, long-awaited performing arts center.

Who: Burns Hargis will be accompanied by the Branding Success co-chairs, Ross and Billie McKnight, and three selected students from the performing arts program.

Where: The ribbon cutting will be held outside of the Seretean Center, on the north side of the building, on the front steps.

When: On Oct. 21 at 4 p.m. there will be a short press conference with Hargis, followed by the ribbon cutting.

Why: “We hope to get the community, faculty and student body excited about the project, which is why we are having our own version of an opening bell.”

-Burns Hargis, President
Oklahoma State University

How: The Community is invited.

Image Gallery



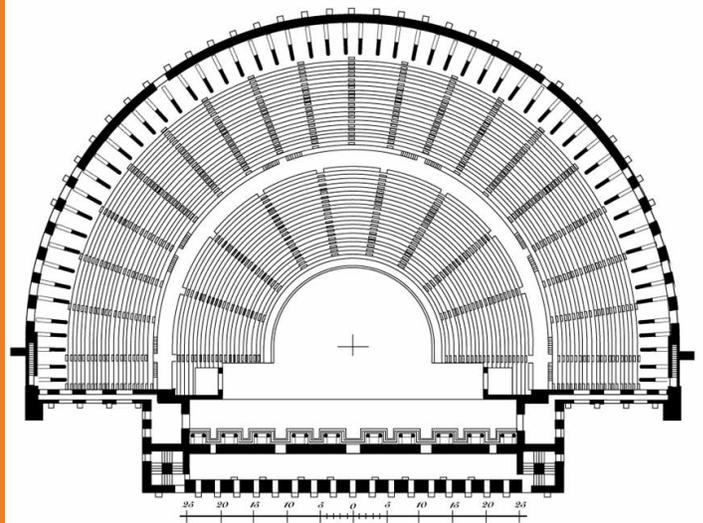
Greek shows, such as freshman follies, are going to bring hundreds of people to the new performing arts center, with three annual shows.



Burns and Ann Hargis, and Ross and Billie McKnight will be representing the Branding Success campaign at the ribbon cutting ceremony



Three students students, all majoring in instrumentals, have been chosen to represent the school at the opening ceremony.
(Left to right: Sally Tu, Jonathon Konz, Marie Miller)



The Theatre at Aspendos, Turkey - Plan View
Date of Construction: ca. 160 AD - Seating Capacity: 15,000
Theatron: 99w X 73 meters - 325w X 240 feet /Orchestra: 24w X 20 meters - 79w X 66 feet / Stage: 49.5w X 7 meters - 162w X 23 feet
(approximate measurements based on reconstruction drawing)

The new center will have a concert hall designed to hold more guests, more orchestra members and more dressing rooms.



The Seretean Center for Performing Arts will continue to house the Oklahoma State University Department of Theatre. More than 15 performances are held at the center each year.

Join us

for the ribbon cutting to begin
fundraising for
Oklahoma State University's new
performing arts center

October 21, 2012

4 p.m.

Burns Hargis will be cutting
ribbon on the north side of the
Sereatean Center, accompanied
by OSU's first cowgirl,
Ann Hargis.

References

1. Caniglia, J. (personal communication, Sept. 24, 2012)
2. Image Gallery. Retrieved Oct. 2, 2012.
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3. Homepage, *Department of Music*. Retrieved Oct. 1, 2012.
from <http://music.okstate.edu/>
4. Campaign People, *Branding Success*. Retrieved Oct. 1, 2012.
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