

## Media Kit

Oklahoma State University's  
new performing arts center

To:

Steffie.corcoran@TravelOK.com

Subject:

OSU Performing Arts Center Groundbreaking  
Event

Ms. Corcoran:

Branding Success, the \$1 billion ongoing initiative developed to raise the academic profile for Oklahoma State, will have its newest project break ground on May 1, 2015.

Through private donations, OSU will build a new state-of-the-art performing arts center that will inspire and develop the talent of our current and future students. This new performing arts center will have technology, it will open up new majors including music business, and it will be ranked among the top performing arts centers in the United States, according to Jason Caniglia, associate vice president of development.

Oklahoma Today incorporates all that is good about Oklahoma and this new performing arts center will add a new level of attraction to the state of Oklahoma. We invite you to join us for the groundbreaking ceremony on the OSU campus on May 1, 2015 at 3 p.m.

Please do not hesitate to contact me for further information or with any questions you may have. My direct phone number is 214-929-2242. If you would like to interview someone on the project team, John Smith, the project coordinator, will take your call. He can be reached at 405-555-5555.

I will follow-up with you on Monday to see if I can be of further help to make this story possible. I look forward to getting a chance to work with you.

Kathryn Drennon

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## News Release

FOR IMMEDIATE RELEASE  
Nov. 1, 2012

FOR MORE INFORMATION CONTACT:  
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### **OSU announces construction of new performing arts center**

STILLWATER, Okla. – Oklahoma State University Board of Regents announces their plan to break ground of the new performing arts center in May 2015.

Alumni are invited to attend the groundbreaking ceremony of the new performing arts center. Alumni and students may meet board members and donors of the new center. The groundbreaking ceremony is on May 1, 2015, at 3 p.m.

The current performing arts center at OSU is the Seretean Center located on campus. It has not been updated since 1970, this new center will provide an arts institution that is adequate for current and future students. “Oklahoma State University is stretching its boundaries,” Jason Caniglia, associate vice president of development said. “This new center is part of the one billion dollar Branding success campaign.”

For more information, [osugiving.com](http://osugiving.com)

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Oklahoma State University  
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405-744-5000

## Fact Sheet

FOR IMMEDIATE RELEASE  
May 1, 2013

FOR MORE INFORMATION CONTACT:  
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### **New performing arts center to begin construction at OSU**

- Who:** Oklahoma State University / A&M Board of Regents release information regarding the new performing arts center to begin construction south of University Avenue
- What:** Construction of the new performing arts center
- When:** May 2015
- Where:** Oklahoma State University, Stillwater, Okla.  
South of University Avenue
- Why:** A groundbreaking event, to create a performing arts center that is up to date and can fulfill the needs of current and future students

Beck Design provides a bird's eye view of the OSU performing arts center  
Courtesy of Beck



Beck Design provides a simulated projection of a performing hall inside the new center.  
Courtesy of Beck



Beck Design provides projected front of the new performing arts center  
Courtesy of Beck





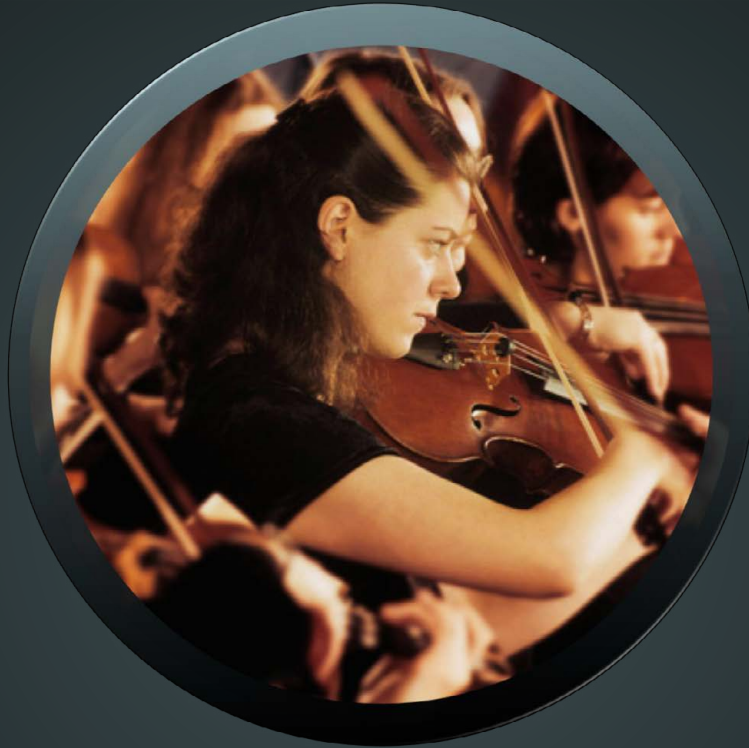
3D map of the OSU Campus, and projected construction site.



Current OSU Performing Arts Center, the Seretean Center

Oklahoma State University Presents

# THE NEW PERFORMING ARTS CENTER BENEFIT CONCERT



*A fundraising performance from OSU's finest*

CONTINUING A TRADITION OF  
EXCELLENCE

OSU Department of Theater

OSU Department of Music

OSU Department of Art, Graphic Design, and Art History

MAY 2015, THE NEW PERFORMING ARTS  
CENTER

References:

- Oklahoma Today
- Beck Design
- Schuler Shook
- Ellen Miller, President, Insider Marketing, Inc. (Dallas, TX)