

## OSU's New Performing Arts Center



To: steffie.corcoran@travelok.com

Subject: New performing arts center marks Oklahoma State University's growth.

Ms. Corcoran,

You once said that Oklahoma frees its people through its vast plains and open skies. This freedom that we Oklahomans experience gives us the essence of true opportunities. For Oklahoma State University, opportunities are what drive the growth and success of students, faculty and the Stillwater community. The university has already grown through its student union renovations this past year. Its next growth spurt is a new performing arts center that will put Stillwater, Okla. on not only the state's radar but also the country's radar.

I think the story of OSU's construction of a new performing arts center will be a creative and exciting story for *Oklahoma Today*. Your magazine shines light on Oklahoma's achievements, arts and entertainment. This performing arts center will surpass both achievements in the arts and the entertainment industry. The center is to be a "precision instrument." It will give music majors the opportunity to showcase their talents beyond the walls of Stillwater. You should see the floor plans and meet the architects who are designing the center. They have more than far exceeded the university's expectations, just as this story will exceed yours.

We are offering Oklahoma State University's story exclusively to *Oklahoma Today*, and I will need to know soon if you are interested. The university and the architects will fully cooperate with your writers and photographers. We have enclosed within this letter a on-site media pass. The pass provides you access to floor plans, access to the construction site and gives you the first look inside the finished product. We also have information for the project coordinators, Jason Caniglia and John Strah, associate vice presidents for development. Construction starts in two weeks, please let me know how we can help. My personal phone number is 918-348-6507.

I will call Tuesday, Oct. 16, to see if I can help with a possible story of Oklahoma State University's performing arts center. Thank you for your time and consideration.

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## **News Release**

FOR IMMEDIATE RELEASE  
Oct. 11, 2012

FOR MORE INFORMATION, CONTACT:  
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### **OSU announces plans for new performing arts center**

Stillwater, Okla.—Oklahoma State University will construct a new performing arts center. Jason Caniglia, associate vice president for development, announced that the center will be constructed south of campus on the corner of Fourth and Hester streets. Construction begins Oct. 18, 2012.

“We are building this performing arts center to give music majors an opportunity to showcase their talent,” Caniglia said. “The center will also be a great recruitment tool for the university.”

The center will be the music department’s new home, which currently resides in the Seretean Center with OSU’s theatre department. The new center will give the two departments separate homes and allow both to focus on their own needs.

Funds for the center come from private donors and OSU alumni. Funds do not come from the university or the state of Oklahoma.

“We will update students, faculty and the Stillwater community as construction begins to progress,” Caniglia said.

For more information contact Caniglia at 405-385-5155 or jcaniglia@OSUgiving.com or visit <http://OSUgiving.com>.

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Oklahoma State University  
202A Paul Miller Building  
Stillwater, Okla. 74078

## Fact Sheet

FOR IMMEDIATE RELEASE  
Oct. 11, 2012

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### **OSU announces plans for new performing arts center**

- What:** Oklahoma State University plans to build new performing arts center.
- Who:** The new performing arts center will house the music department, which currently resides in the Seretean Center.
- Where:** The center will be built on the corner of Fourth and Hester streets.
- When:** Construction will begin Oct. 18, 2012.
- Why:** “Our music and theater departments have many achievements and have so much to contribute to OSU and the surrounding Stillwater community and the state.”  
—Peter Sherwood, former dean of the Arts and Sciences College

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# Seretean Center vs. the New Performing Arts Center



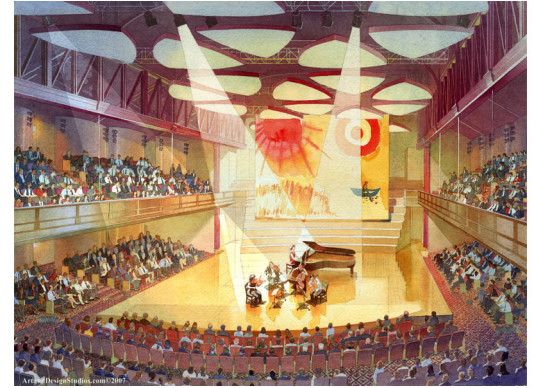
Audience members gaze at the Seretean Center Theatre stage. The theater typically houses recitals and other musical performances.



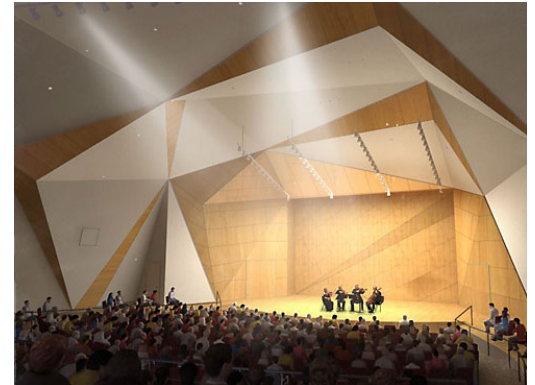
The Seretean Concert Hall gives students a chance to hear their peers sing. The hall is known for its sound dynamics.



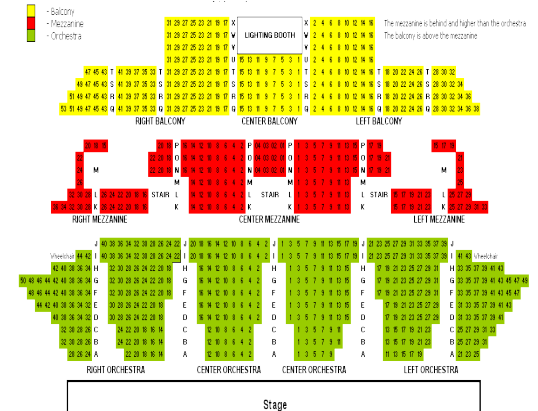
This Seretean Center Concert Hall seating chart shows the capacity and layout of the hall.



This Architectural Rendering of the New Performing Arts Center Theatre depicts a packed theatre eager to see the concert. The new theatre will have balcony seating as well as floor seating.



The Architectural Rendering of the New Performing Arts Center Concert Hall depicts a band playing in front of a live audience. The new hall is designed to create an earful experience.



A potential seating chart for the New Performing Arts Center Concert Hall shows the vastness and capacity of the new building.



**ON-SITE  
MEDIA PASS**



**Steffie Corcoran**  
*Editor of Oklahoma Today*

**10/18/12 - 11.01.12**

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THE CAMPAIGN FOR OKLAHOMA STATE UNIVERSITY





## **References**

Caniglia, J. (personal communication, October 2, 2012)\

Corcoran, S. (personal communication, October 9, 2012)

Sherwood, P. (personal communication, October 10, 2012)