

Kelly Ball

Fall 2013

SC 3353-003

Media Kit Exam

To: Lawrence.Biemiller@chronicle.com

Subject: Oklahoma State University opens new academic building

Lawrence,

Using the Internet to share news and ideas online has made collaboration easier than ever before. Advancement in technology has only enhanced the human experience of sharing with others. Get students learning the same way they communicate outside of the classroom.

Collaboration was one of the main objectives in building a new facility at Oklahoma State University. This building for the School of Media and Strategic Communications features specially designed conference rooms and computer labs for collaboration. The building will be open to the public at noon Nov. 8. OSU President Burns Hargis and School of Media and Strategic Communications director, Derina Holtzhausen, will present a ribbon-cutting ceremony.

I believe The Chronicle of Higher Education will benefit by being the first publication to spread the details about the new building. Your articles explain how a building's design can affect students and the environment. OSU's campuswide commitment to sustainability and the emphasis on collaboration make this event a natural fit into your interesting lineup of news stories. I would like to offer you this opportunity to cover the ribbon-cutting ceremony on Nov. 8.

If you are interested in covering the ceremony, please contact me by Nov. 1. I can provide a photographer and a small film crew on the OSU campus. A section in the front of the crowd will be reserved for you and anyone on your team who wishes to attend. Please let me know whether you can attend.

I will call you on Oct. 31 to see if you have any questions about the event. Thank you for your time and consideration.

Kelly Ball
Director of Media Relations
Oklahoma State University
405-867-5309
kelly.ball@okstate.edu

Oklahoma State University
413 Whitehurst
Stillwater, Okla. 74078
405-744-5000

News Release

FOR IMMEDIATE RELEASE
Oct. 24, 2013

FOR MORE INFORMATION, CONTACT:
Kelly Ball
Director of Media Relations
405-867-5309
kelly.ball@okstate.edu

Oklahoma State University opens new academic building

STILLWATER, Okla.—Oklahoma State University President, Burns Hargis, announced a ribbon-cutting ceremony for the new School of Media and Strategic Communications building.

Derina Holtzhausen, the director of the School of Media and Strategic Communications, will present at the ceremony alongside Hargis. The ceremony will be at the School of Media and Strategic Communications building at noon Nov. 8.

“The new building’s features and technology will foster collaboration among students in our school,” Holtzhausen said.

After the ribbon-cutting ceremony, attendees will be able to tour the new building. A state-of-the-art broadcasting studio and six computer labs will be open for visitors to explore.

The School of Media and Strategic Communications changed its degree programs markedly in the past four years. The new building will satisfy the growing needs of the programs offered in the school.

###

Oklahoma State University
413 Whitehurst
Stillwater, Okla. 74078
405-744-5000

Fact Sheet

FOR IMMEDIATE RELEASE
Oct. 24, 2013

FOR MORE INFORMATION, CONTACT:
Kelly Ball
Director of Media Relations
405-867-5309
kelly.ball@okstate.edu

Oklahoma State University opens new academic building

- What:** Oklahoma State University will open the new School of Media and Strategic Communications building. A formal ribbon-cutting ceremony will occur.
- Who:** Oklahoma State University President Burns Hargis and School of Media and Strategic Communications director, Derina Holtzhausen, will present at the ribbon-cutting ceremony.
- Where:** The School of Media and Strategic Communications on the Oklahoma State University campus.
- When:** The ceremony will be held at noon on Nov. 8.
- Why:** “The new building’s features and technology will foster collaboration among students in our school,” Holtzhausen said.

###



Take a look at the school's past and future.



Above: This is the entrance for the previous home of the School of Media and Strategic Communications, the Paul Miller Journalism and Broadcasting Building.



Above: The building entrance has a sleek and open design.



Above: The conference tables have a unique shape to accommodate a large amount of people.



Above: This state-of-the-art broadcast studio places students in a professional environment.



Above: There are more computer labs available than before.

YOU'RE INVITED!



The grand opening of the new School of Media and Strategic Communications building is upon us. Get an exclusive first look inside the facility at the ribbon-cutting ceremony.

School of Media and Strategic Communications
Noon Nov. 8

●Presented by Burns Hargis and Derina Holtzhausen●

References

Building Scheme. [Photo of conference table]. Retrieved October 22, 2013 from:

<http://www.buildingscheme.com/amazing-conference-table-for-modern-office-design-idea/custom-conference-table-design-for-13-people/>

First Class Building Products. [Photo of Radford University – Front View]. Retrieved December 9, 2013 from

http://www.firstclassbp.com/Web_FirstClassbp/Products/building_materials/first-class-stone/radford_university_construction_project.htm

Holtzhausen, D. (personal communication, October 22, 2013)*

Oklahoma State. [Logo of School of Media and Strategic Communications]. Retrieved October 22, 2013 from: <http://media.okstate.edu/faculty-staff>

Oklahoma State. [OSU logo]. Retrieved October 22, 2013 from:

<http://go.okstate.edu/>

Shelbi Ford. [Photo of Paul Miller Journalism and Broadcasting Building]. Retrieved October 22, 2013 from: <http://shelbiford.com/2012/10/>

Southwest Scenic Group. [Photo of Univision Los Angeles news set]. Retrieved October 22, 2013 from: <http://www.southwestscenic.com/broadcast.htm>

University Business. [Photo of building lobby]. Retrieved October 22, 2013 from:

<http://www.universitybusiness.com/article/inside-look-learning-spaces>

UTS: Facilities Management. [Photo of computer lab]. Retrieved October 22, 2013 from:

<http://www.fmu.uts.edu.au/works/projects/2010/cb06-03-comp-lab.html>

*as per assignment instructions, this source was fabricated