

Rachael Maltby

Spring 2014

SC 3353

Section 002

Media Kit Project

New, high-tech Oklahoma State University communications building



Oklahoma State University  
206 Paul Miller Building  
Stillwater, Okla. 74078

To: Scott.Carlson@chronicle.com

Subject: For Scott Carlson: Exclusive new, high-tech Oklahoma State University building

Scott:

I hope you are having a good Wednesday. At our last meeting I recall you were looking for exciting news, and I think I've found it.

Over the past two years, numerous anonymous donors have contributed towards the new School of Media & Strategic Communications building at Oklahoma State University. Their vision is finally being realized at 10 a.m. on June 2, 2014. A student computer lab, an additional floor, additional classrooms and offices, and a small garden on the roof are among the building's new amenities.

This offer is exclusive, so please contact me if you are interested in this story and let me know when you could get to it. I will contact you May 22 to follow up, coordinate interviews and provide photos, videos or other background you may need. If you have any other questions, feel free to contact me.

Best,

Rachael Maltby  
Director of Media Relations  
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NEWS RELEASE

FOR IMMEDIATE RELEASE  
May 24, 2014

FOR MORE INFORMATION, CONTACT:  
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**New, high-tech Oklahoma State University communications building**

STILLWATER, Okla. – The new School of Media & Strategic Communications Building at Oklahoma State University will open at 10 a.m. June 2, 2014.

OSU’s SMSC school has raised money for this building over the past two years. It accepted donations from school alumni and other donors across the nation.

“Our alumni and people across the nation really came together to accomplish something special and monumental for our department and the university,” said Oklahoma State professor Daniel Shipka.

With the help of SMSC’s students raising awareness for the school’s cause, it made the new building a reality.

“I think my favorite thing that I am most excited about would be there is a computer lab that is for classwork only,” said Morgan Wells, Strategic Communications and Multimedia Journalism junior. “It’s not used as a classroom.”

Structure plans include additional square footage, an extra floor in the basement, advanced computer lab with 24-hour student access, equipment room in the basement with brand new products and additional classrooms and office spaces. The roof features a small green area with seating for students and faculty to relax. The basement will be dedicated to the

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university's newspaper, *The Daily O'Collegian*, and an equipment room with state-of-the-art equipment for students to check out. There will be two new studios dedicated to the university's radio station and for student and classroom use. In the atrium of the new building there will be a media board that has news from numerous media outlets 24-hours per day.

The journalism building has issues holding the entire SMSC school within its walls. In the new SMSC building, the extra floor and expanded square footage will easily hold the full capacity of SMSC student body.

Oklahoma State University will be able to better promote its sports media program as one of the few offered in universities across the nation. The university will be able to show off a state-of-the-art communications building instead of a beaten up 90-year-old building.

The School of Media & Strategic Communications building will be located between Engineering South and Classroom Building, west of Hester Street.

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FACT SHEET

FOR IMMEDIATE RELEASE  
May 24, 2014

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**New, high-tech Oklahoma State University communications building**

- What:** The School of Media & Strategic Communications at Oklahoma State University is unveiling its new building.
- Who:** Donors from all over the nation gave money to the school. Most donors are Oklahoma State University alumni.
- Where:** Stillwater, Okla.
- When:** 10 a.m., June 2 (between Engineering South and Classroom Building west of Hester Street)
- Why:** “Our alumni and people across the nation really came together to accomplish something special and monumental for our department and the university.”

– Daniel Shipka, SMSC Professor  
Oklahoma State University

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## PHOTO GALLERY

FOR IMMEDIATE RELEASE  
May 24, 2014

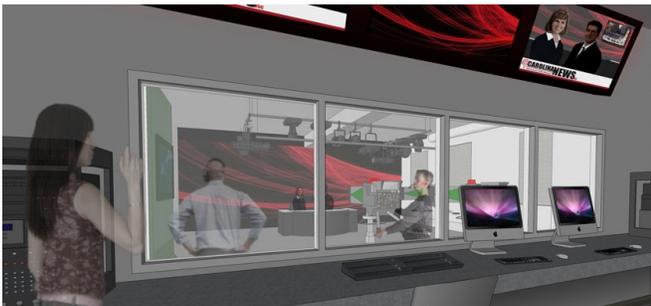
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Above: This is the new School of Media & Strategic Communications building, which shows the rooftop green area.



Above: The atrium shows the primary entrance into the new building.



Above: One of the two new studios is shown here with new equipment and furniture.

The new building for the School of Media & Strategic Communications is unveiling June 2, 2014. It will be located between Engineering South and Classroom Building west of Hester Street. The funds have been collected over the past two years by anonymous donors.



Above: A media board shows media outlets from numerous news sources.



Above: This computer lab has more than 200 computers for student use.

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CHYRON—PAGE ONE: The School of Media & Strategic Communications at Oklahoma State University is unveiling a new building on June 2, 2014, at 10 a.m. It received donations from school alumni and other people across the nation for the past two years.

CHYRON—PAGE TWO: This is a video news release on the new School of Media & Communications building at OSU. It will feature interviews from SMSC professor Daniel Shipka (SHIHP-*kah*), student Morgan Wells, video of the former building and images of the new building.

CHYRON—PAGE THREE: Suggested lead-in: “Oklahoma State University is proud to present the unveiling of its new School of Media & Strategic Communications building ...”

RT: 1:00

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OPENING SEQUENCE OF SHOTS—

SUPER: New, high tech Oklahoma State  
University communications building

SEQUENCE: Exterior shot of former  
Journalism Building. Including students  
walking in and out of the entrance.

SUPER: The former journalism building

FADE FROM BLACK image of Shipka

SUPER: Shipka: Our alumni and people  
across the nation really came together to  
accomplish something special and  
monumental for our department and the  
university.”

CU: Morgan Wells (MOR-gun WH-ells)  
talking about the new School of Media &  
Strategic Communications Building.

ANNOUNCER:

The School of Media & Strategic Communi-  
cations has accepted donations from school  
alumni and other donors towards its new  
building.

MORGAN WELLS:

“I think my favorite thing that I am most ex-  
cited about would be there is a computer lab  
that is for classwork only. It’s not used as a  
classroom, you just go in there work on your

Image

Image

Image

Image/SUPER: Media Board

Image/SUPER: Atrium

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homework, and it actually has a printer. Because right now, we don't have that, and it's kind of a pain."

ANNOUNCER:

"The new building will include additional square footage, an extra floor in the basement for the university newspaper and an equipment room, two new studios, student 24-hour computer lab and a media board in the atrium.

The new building is located between Engineering South and Classroom Building and will open June 2<sup>nd</sup> at 10 a.m."



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References:

*Mac computer lab C575*. (n.d.). [Photo of computer lab]. Retrieved Feb. 24, 2014, from UBC

Robson Square: <http://robsonsquare.ubc.ca/facility-rentals/computer-labs-015/>

*The New Home of the School of Journalism and Mass Communications*. (n.d.). [Photos of computer generated images]. Retrieved Feb. 24, 2014, from University of South Carolina

School of Journalism and Mass Communications: <http://uofscjournalismbuilding.com/>

Shipka, D. (personal communication, Feb. 1, 2014)\*

Wells, Morgan (personal communication, Feb. 1, 2014)

*\*This source was fabricated*