

Kaylie Lathe

Spring 2013

SC 3353-003

Media Kit

To: Scott.Carlson@chronicle.com

Subject: Media school at OSU to receive new building

Dear Mr. Carlson,

The shell of the School of Media & Strategic Communications may be changing, but the heart of the school will be the same. The school will still be a close-knit family of faculty who are always willing to help and students who are always willing to learn. The family is finally receiving the high-tech building they deserve.

The School of Media & Strategic Communications is an accredited school that has been serving students for 76 years. I would like a story about the new building to be on the front page of the Finance & Policy section of The Chronicle of Higher Education. I would like the story to appear in one of the early April 2013 issues.

I can offer you an interview with the director of the school, Derina Holtzhausen. I also invite you to allow me to give you a tour of our building to learn more about the school and its programs.

I will be calling on March 18, 2013, to learn if you are interested in reporting this story. If you have any questions, please contact me. Thank you for your time.

Kaylie Lathe

Kaylie Lathe
405-744-8880
kaylie.lathe@okstate.edu

School of Media & Strategic Communications
206 Paul Miller Building
Stillwater, OK 74074
405-744-6354

News Release

FOR IMMEDIATE RELEASE
March 7, 2013

FOR MORE INFORMATION, CONTACT:
Kaylie Lathe
Media Relations Director
405-744-8880
kaylie.lathe@okstate.edu

OSU Media School to receive new building

STILLWATER, Okla.— The School of Media & Strategic Communications has announced plans to construct a new building. The building is projected to be finished in March 2014 with a cost of \$20 million.

The building is funded by Garth Brooks, an alumnus of the school and a grant from the John Robertson Foundation. The groundbreaking ceremony will be April 22 on the site of the current media building.

The new building is to house new, state-of-the-art equipment, including new iMac computers, editing equipment and printers. The Daily O'Collegian and KXZY, the student newspaper and radio station, will also have new facilities in the building. The building's classrooms will be larger, and there will be four computer labs.

The director of the school, Derina Holtzhausen, assures the heart of the school will stay the same.

"The school has the best faculty and students I have ever worked with," Holzhausen said. "We pride ourselves on the communication and interaction that brings us closer and pushes our students to succeed; our new building will facilitate success."

For more information on the construction of the new building, contact the Kaylie Lathe at 405-744-8880 or by email at kaylie.lathe@okstate.edu.

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School of Media & Strategic Communications
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Stillwater, OK 74074
405-744-6354

Fact Sheet

FOR IMMEDIATE RELEASE
March 7, 2013

FOR MORE INFORMATION, CONTACT:
Kaylie Lathe
Director of Media Relations
405-744-8880
kaylie.lathe@okstate.edu

OSU media school to receive new building

- What:** The School of Media & Strategic Communications at Oklahoma State University is receiving a new building.
- Who:** Faculty and students of the School of Media & Strategic Communications
- Where:** School of Media & Strategic Communications at Oklahoma State University, Stillwater, Okla.
- When:** March 2014
- Why:** The current building is in need of an update to reflect the school's advances in education and technology.

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References

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The School of Media & Strategic Communications and Oklahoma State University

invite you to attend the
groundbreaking ceremony for the new
Media & Strategic Communications
building.

Tuesday, April 22, 2013, 11 a.m.

206 Paul Miller Building
Stillwater, OK 74074



Students will gather in the atrium of the new media building to eat, study and socialize. The atrium will be 2,500 square feet and will feature a snack bar. (Left)

Students will learn the ins and outs of broadcasting while working on the newest technology in the new media broadcasting lab. New audio and video editing equipment, as well as new cameras are among the new techbology. (Right)



22 new iMac computers will line each of the four computer labs where students will be spending much of their time. The computers will be updated often and will include the newest version of the Adobe Suite. (Left)



Students working for The Daily O'Collegian, the student newspaper, will enjoy a larger space and updated equipment to work on in the new media building. A meeting room, offices for staff adviser and student editors and 10 new iMac computers will be added. (Left)



Students will have no trouble finding an available computer on any of the four floors of the building. Each floor will have anywhere from 5-10 iMac computers. (Above)