

Kayla Coffey
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Oklahoma State University School of
MEDIA & STRATEGIC COMMUNICATIONS

Media Kit



School of Media & Strategic Communications
206 Paul Miller Building, Stillwater OK 74078 • 405-744-6354

News Release

FOR IMMEDIATE RELEASE
March 3, 2014

FOR MORE INFORMATION, CONTACT:
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Media and Strategic Communications building opening at OSU

STILLWATER, Okla. – Oklahoma State University will open a new building, housing the School of Media and Strategic Communications Monday.

The newest building on campus is also the most technologically advanced. Two Apple computer labs and classrooms are on the first four floors. The fifth floor has the school's radio and broadcast production facilities.

The student newspaper, the Daily O'Collegian, which was located in the basement of the old building, now has its own building, which connects to the new SMSC building.

"Our School of Media and Strategic Communications is one of the most talented departments in this college," said Bret Danilowicz, dean of the College of Arts and Sciences. "It attracts students from all over the United States. They have most certainly earned this upgrade in facilities."

The journalism department opened at Oklahoma State University in 1937 and now is home to students from all 50 states. The School of Media and Strategic Communications offers three degree programs in multimedia journalism, sports media and strategic communications.

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Fact Sheet

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Media and Strategic Communications building opening at OSU

- What:** The School of Media & Strategic Communications opened its new building.
- Who:** Oklahoma State University's School of Media and Strategic Communications
- Where:** Oklahoma State University, Stillwater, Okla.
- When:** The new building will open its doors at 8 a.m. March 3.
- Why:** After years of teaching in outdated facilities, it was time for the school to upgrade to give its students the best media education possible. Classrooms and Apple computer labs have been improved. The Daily O'Collegian has its own building now connected to the larger SMSC building.

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Pitch Letter

To: scarlson@chronicle.com

Subject: For Scott Carlson: SMSC building opening at OSU

Mr. Carlson:

A much-needed upgrade in facilities has just taken place at Oklahoma State University. The School of Media and Strategic Communications opened the doors to its new building Feb 24.

I think a feature on the new building would fit in well in your Buildings & Grounds blog. The new facilities feature two Apple computer labs on each of the first four floors in addition to classrooms. The fifth floor is used exclusively for radio and television broadcast studio space.

This new building is different from the old one in many ways, but the largest difference is the location of the student newspaper, the Daily O'Collegian. It now has its own building connected to the school.

We're offering the story of the building opening to The Chronicle of Higher Education exclusively, so I would need to know if you are interested fairly soon. I would be happy to set up any interviews and photo opportunities that you might need.

Thank you for your time and consideration.

Kayla Coffey

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SMSC Building Gallery

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Above is the 3D rendering of the new SMSC Building.



SMSC students Dave and Mindy prepare for their news broadcast for the first time in the new building.



The new Apple computer labs make completing homework easier on students.



Brendon Wills enjoys broadcasting his weekly radio show in the new building.



Above are students walking in front of the new building.

References

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<http://media.jrn.com/images/660*409/MJS_Pabst_office_building.jpg>.
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<http://www.chapman.edu/dodge/_files/photos/film-students.jpg>.
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- Danilowicz, Bret. Personal communication. 24 Feb. 2014.*

RT: 1:00

Oklahoma State University library

Outside the Paul Miller building

3D rendering of new building

CHYRON-PAGE ONE: School of Media &

Strategic Communications

New O'Colly Room

New Mac Lab #1

New Mac Lab #2

Radio equipment

New TV equipment

Mary Ann Rogers interview

WS: O'Colly writers discussing the new

building

ANNOUNCER

Monday, Oklahoma State University
opened the doors its new the School of
Media & Strategic Communications.

The new building still has the O'Colly
close by in an attached building next
door. It also has new Mac computer labs,
two on each of the first four floors. And
the fifth floor is now used exclusively for
radio and television broadcast
equipment.

MARY ANN ROGERS

I have classmates from all over the U.S.,
now they will actually be impressed
walking into our school.

JAKE JONES

Did you guys hear about the new
journalism building? I heard it has five
floors.

-MORE-

SAM DAVIS

Yeah, we'll have lots of space for all our equipment and everything.

JUSTIN STEVENS

Yeah, it's about time the O'Colly got something with a little bit more room. And some new computers, bigger screens. And we'll be able to put out a better product because of it! I'm excited.

ANNOUNCER

Bret Danilowicz (DA-nillA-vich), the dean of Arts and Sciences has said that "Our School of Media and Strategic Communications is one of the most talented departments in this college. It attracts students from all over the United States. They have most certainly earned this upgrade in facilities."

Image of Bret Danilowicz
Chyron 2: "Our School of Media and Strategic Communications is one of the most talented departments in this college. It attracts students from all over the United States. They have most certainly earned this upgrade in facilities,"
- Bret S. Danilowicz, Ph.D., dean of Arts and Sciences.

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