

Kayla Coffey  
Spring 2014  
SC 3353 003



# 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:  
Kayla Coffey  
Media Relations Director  
405-255-7315  
[kayla.coffey@okstate.edu](mailto:kayla.coffey@okstate.edu)

### **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.

###



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

---

## Fact Sheet

FOR IMMEDIATE RELEASE  
March 3, 2014

FOR MORE INFORMATION, CONTACT:  
Kayla Coffey  
Media Relations Director  
405-255-7315  
[kayla.coffey@okstate.edu](mailto:kayla.coffey@okstate.edu)

### **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**Why:** After years of teaching in outdated facilities, it was time for the school to upgrade to give its students the best media education possible.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.

###

---

# Pitch Letter

---

To: [scarlson@chronicle.com](mailto: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

Kayla Coffey  
Media Relations Director  
Oklahoma State University  
School of Media and Strategic Communications  
405-255-7315  
[kayla.coffey@okstate.edu](mailto:kayla.coffey@okstate.edu)

---

# SMSC Building Gallery

---

FOR MORE INFORMATION, CONTACT:

Kayla Coffey

Media Relations Director

405-255-7315

[kayla.coffey@okstate.edu](mailto:kayla.coffey@okstate.edu)



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

---

"Images." *JRN*. N.p., n.d. Web. [3D Building Rendering] 14 Jan. 2014.  
<[http://media.jrn.com/images/660\\*409/MJS\\_Pabst\\_office\\_building.jpg](http://media.jrn.com/images/660*409/MJS_Pabst_office_building.jpg)>.

"Images." *NAU*. N.p., n.d. Web. [Apple Computer Lab]18 Feb. 2014.  
<[http://nau.edu/uploadedImages/Academic/COE/Computer%20Lab\\_room\\_189\\_470px\(1\).jpg](http://nau.edu/uploadedImages/Academic/COE/Computer%20Lab_room_189_470px(1).jpg)>.

"Photos." *Chapman*. N.p., n.d. Web. [TV Broadcast Students]18 Feb. 2014.  
<[http://www.chapman.edu/dodge/\\_files/photos/film-students.jpg](http://www.chapman.edu/dodge/_files/photos/film-students.jpg)>.

"Photos." myspace. N.p., n.d. Web. [Radio Broadcast Student]18 Feb. 2014.  
<[https://cms.myspacecdn.com/cms/x/13/41/Luka\\_Program\\_Director-400.jpg](https://cms.myspacecdn.com/cms/x/13/41/Luka_Program_Director-400.jpg)>.

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

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

Mary Ann Rogers interview

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

WS: O'Colly writers discussing the new  
building

JAKE JONES

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

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.

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.

BLACK

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."

###