



School of Media and Strategic Communications

MEDIA ADVISORY

EMBARGO UNTIL SEPT. 30, 2010

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College Students Coordinate Flash mob to Promote Name-Change

In June 2010, Oklahoma State University's School of Journalism & Broadcasting officially changed its name to the School of Media & Strategic Communications. In an effort to bring attention to the newly renamed School of Media and Strategic Communications, the school's Advanced PR Media course is planning and promoting a flash mob: a choreographed, yet seemingly random, dance done by a big group of people lasting only a few minutes.

The group, also known as @OkStateFlashmob, will be dancing on Sept. 30, before the OSU v. Texas A&M football game and immediately following the Spirit Walk. This flash mob will be the first of its kind in Stillwater (not to be mistaken for the flash rave held during finals week in past years), and has been completely planned and executed by OSU students. This event will be similar to the [T-mobile](#) flash mob.

WHO: Oklahoma State University's Media & Strategic Communications students, along with other OSU students, faculty and staff from varying fields and levels of study. Be sure to follow on Twitter (@OKStateflashmob) and Facebook (OKState flashmob) for exclusive video and text updates.

WHAT: A student-organized flash mob to create awareness and conversation about the School of Media and Strategic Communications new name. The School of Media & Strategic Communications (formerly School of Journalism & Broadcasting) has a proud tradition of preparing students for successful careers, and providing students a well-rounded education for the future. Interview opportunities are available.

WHEN: Sept. 30, 2010; immediately following the 4 p.m. Spirit Walk before the OSU vs. Texas A&M football game.

WHERE: The corner of Hester and Athletic Avenue on the OSU campus. A campus map is available [here](#).

WHY: This flash mob is a unique way for PR students to have real-world experience planning a large-scale event, communicating with the media, and using the Internet to connect with participants. The flash mob is designed to surprise people and generate excitement for the School of Media and Strategic Communications.

For additional information, please contact Dr. Cynthia Nichols at 405.744.8271 or Cynthia.Nichols@okstate.edu.

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