

Understanding The Donation

Renowned Hollywood actor Tom Hanks has made a generous donation of \$1 million to the Oklahoma State University Foundation to create and curate a collection of DVDs for checkout by students at OSU from Edmon Low Library. The funds will be put towards the building of the Hanks Film Archive, a room on the third floor of Edmon Low Library dedicated to the storing of nearly 20,000 DVDs covering a wide array of topics, genres, and cultural experiences. The donation includes funding for films spanning decades of film history including cultural documentaries, educational series, classic motion pictures, modern blockbuster hits, as well as content relevant to the interests and values of Hanks.

The well-known philanthropist has a long history of supporting academic institutions with the goal of fostering a deeper understanding and appreciation of the arts. His belief in the power of knowledge to shape the future encourages his investment in our nation's next generation of students.

OSU was chosen as the recipient of this donation following Hanks' recent stay in Stillwater for the filming of his upcoming film "Heartland Harmony" which stars Hanks as Johnny Kinser, a burnt-out musician whose retirement leads him to move to Stillwater in search of a change in pace. The university is featured in the film as Hanks' co-star Nina Dobrev plays a student who seeks mentorship from Hanks' character. He fell in love with the charming atmosphere of the campus and wanted to give back to the community through his love of film.

This donation is expected to have a positive impact on the university in its ability to enrich the studies and education of students, provide an outlet for personal leisure, and further bolster OSU's reputation as a leader in providing student resources. The collection is also expected to decrease rates of anxiety and depression among students by 4%.

Audience Analysis

The most important group of key stakeholders in this scenario are the students of OSU who will now have access to this collection for use in academic and personal endeavors. They need to be informed of where the donation came from, why it was given to the university, what the donation will be used for, and when they can expect to be able to take advantage of this new collection.

The Stillwater community should also be notified because of the impact this will have on the university's national reputation and image. The donation will bring a large amount of attention to the city of Stillwater and residents should be aware of what is causing that attention. Community members may also be interested in checking out these materials themselves through the use of a library courtesy card.

Other stakeholder groups include OSU faculty who will need to be informed of the coming construction and the impact the donation will have on library operations and Alumni who will be interested to hear about an incoming donation from a notable name.

The media should also be alerted of the donation as this will provide great publicity for the university and will likely draw several new students as well as new donors who will be inspired by Hanks' generosity.