

## News Release Sample



**For immediate release**

### **Murrow Executive Education Certifies Webinars about Social Media for Health Communicators**

*The first session starts October 5. Registration is still open*

**PULLMAN, Wash. – Oct. 1, 2021** – The Murrow Executive Education Program hosts its first certificate webinar series named “Social Your Media: How To Enlist, Engage, and Activate Your Audience” throughout October. The new program of The Edward R. Murrow College of Communication, Washington State University develops the series specifically for health communication professionals who wish to create public health promotional campaigns on social media. The first session starts on Oct. 5.

The four-session webinar series goes live via Zoom on Tuesdays, Oct. 5, 12, 19 and 26, from 4 to 5:30 p.m. PST. Each session costs \$50, while the whole package of four costs \$150 alongside a certificate of completion. After the synchronous classes, participants can return to lessons anytime for 60 days by rewatching the recorded sessions and accessing the materials on the Canvas learning platform. Registration is still open at [murrow.wsu.edu/murrow-executive-education/](http://murrow.wsu.edu/murrow-executive-education/).

The webinar series is the inaugural initiative of the Murrow Executive Education, which serves the needs of non-degree-seeking individuals interested in short courses and development opportunities since spring 2021.

“We want to embrace new educational pathways catered to individuals interested in micro-credentials, continuing education credits and professional certifications that enhance their career goals,” says Bruce Pinkleton, Ph.D., the dean of The Edward R. Murrow College of Communication.

Five scholarly and research professors in the college have collaborated to design and deliver the webinar series. Each webinar will cover distinct topics:

- Session 1 – strategizing for social media use: implications from theory and research.
- Session 2 – styling your social brand story.
- Session 3 – strategically crafting your digital campaign.

- Session 4 – engaging your audience and evaluating success.

Besides the earned knowledge and skills, participants can easily share their digital badge and certificate on LinkedIn.

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**About The Edward R. Murrow College of Communication:**

The Edward R. Murrow College of Communication is a college of Washington State University based in Pullman, Washington. Named after one of the university's most prestigious alumni, the college is dedicated to following the Murrow legacy of "taking audience places they had never been and allowing them to experience things they could never imagine." The college has consistently ranked nationally for research publications and submissions, including the first rank in the nation by ComVista in three research areas: advertising, media literacy and drugs. The Murrow College of Communication launched the Murrow Executive Education in Spring 2021 to serve non-degree-seeking individuals interested in short online courses and professional certifications. For more information about the college, visit <https://murrow.wsu.edu/>.

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## Pitch Email Sample

To: Dahlia Bazzaz, Education Reporter

The Seattle Times

Subject line: **Pandemic closes jobs, but this's how it opens opportunities for education**

Hi, Dahlia

Love your article that suggests a new approach to teaching Washington state students about 9/11! I was an international high school student when I first learned about 9/11. I needed a lot of context information to truly understand it. Wouldn't it be a good idea to teach the younger-generation American students about 9/11 as if they were international students who knew little about American politics and history that happened decades ago?

Talking about new ideas in education – WSU is offering new education opportunities during the pandemic. I want to offer you the first scoop on **Murrow Executive Education** – a program that serves non-degree-seeking individuals interested in short online courses and professional certifications. **Its first webinar series takes place throughout October, teaching health communication professionals about social media and digital campaigns.** Just imagine how many public health awareness campaigns have taken place on social media in the past two years?! Registration is still open!

I can help you set up interviews with:

- Bruce Pinkleton (the dean of Murrow College) – to share the vision of the Murrow Executive Education.
- Rebecca Cooney (one of the instructors) – to discuss how she and her colleagues designed the lessons.
- One of the participants – to explain why she has decided to attend the webinars and what she expects.

You can also find the news release in the media kit and photos at [murrow.wsu.edu/murrow-executive-education/](http://murrow.wsu.edu/murrow-executive-education/).

Let me know if you are interested and how I can furtherly help. Thanks!

Sincerely,