

WHERE CAN MURROW TAKE YOU?



2018 STATE OF THE COLLEGE





Inspiration. Experience.
Real-world education.

Where Can Murrow Take You?

From the academics to student clubs, from our own television studio and global learning opportunities to internships with career-relevant companies, a degree from Murrow College ensures you possess the technical, analytical and critical thinking skills necessary to succeed in the highly competitive and dynamic field of professional communication.

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“Difficulty is the excuse history never accepts.”

—Edward R. Murrow

A letter from the DEAN

When I visited Washington State University for my job interview in late February 1993, I was surprised.

While I knew of the outstanding reputation of the Murrow School of Communication, I expected to find an urban center and other trappings typically associated with major media programs in large markets. Instead I found an oasis of sorts: A vibrant university tucked into a beautiful, rural setting providing students with an outstanding education in journalism and related fields. I was attracted to WSU by the quality of its faculty and students, along with the immense legacy of the Murrow name and joined the Murrow School in August 1993.

As the School of Communication grew, so did the desire to form an independent college of communication. Under Alex Tan's leadership, the Murrow School already had launched a new doctoral program and relocated much of its lab space, faculty and administrative offices to a new building, eventually named Goertzen Hall. All of this occurred while continuing to strengthen the undergraduate programs offered by the Murrow School, programs known for their strong, skills-based approach and the outstanding quality of their graduates.

The next step was to establish the Murrow College of Communication. In 2007, I learned I was chairing a task force considering college status for the Murrow School of Communication. This was a challenging assignment. Across campus, opinions were mixed regarding whether or not WSU should establish another college.

By this time, Erica Austin was leading the School of Communication and WSU's new president, Elson Floyd, indicated strong interest in the project. After several months of work, the task force recommended the establishment of the Edward R. Murrow College of Communication. President Floyd also supported the establishment of the Murrow College, and WSU's Board of Regents voted affirmatively in 2008.

The first several months of the Murrow College were hectic. Budgets were a challenge and the new college lacked appropriate personnel or structure. As leader of the new unit, Erica Austin directed decision making concerning numerous critical issues. Despite the frenzied pace, these were heady days for faculty, staff and students in the new Murrow College, and work completed at this time set the foundation from which the College could grow.

Starting in 2008, under the leadership of Founding Dean Lawrence Pintak, the Murrow College experienced a period of sustained period growth. This growth was punctuated by a greater emphasis on digital communication skills in the undergraduate curriculum, an expansion of international learning opportunities for students, the initial development of Murrow College programs on WSU's Everett and Vancouver campuses, and the launch of Murrow's initial online M.A. program. These initiatives provided the students with enhanced opportunities for learning at a time when social and digital media were transforming how we communicate and consume news.

The continuing evolution of our field and the growth that occurred during the College's first 10 years raise questions concerning the next 10 years of Murrow College. If, “Our history will be what we make it,” as Murrow said, then what will we make of the next 10 years at Murrow College? While we're still working on the specifics, here are some likely outcomes.

First, at the undergraduate level, we will continue to grow Murrow's emphasis on skills and applied learning opportunities. Applied learning has been the hallmark of a Murrow College education for many years and this will continue into the future. Because media are changing so rapidly, some skill sets and students' learning opportunities will grow or evolve. While writing skills will be an emphasis of a Murrow College education, for example, the importance of other skills also will grow. These skills will involve digital

communication, media innovation and entrepreneurialism, and collaborative learning. Students' learning opportunities will be reflected in the Murrow Innovation Community, a convergence newsroom, and cooperative learning opportunities such as the Boeing Scholars' program.

Next, academic programs will likely evolve and grow at the graduate and undergraduate levels. Interest in science, risk and environmental communication, sports communication, political communication, international and intercultural communication, health communication and other areas will likely require us to create new educational opportunities for students. This may include new academic programs or novel formats including specialized training, certificates or short courses.

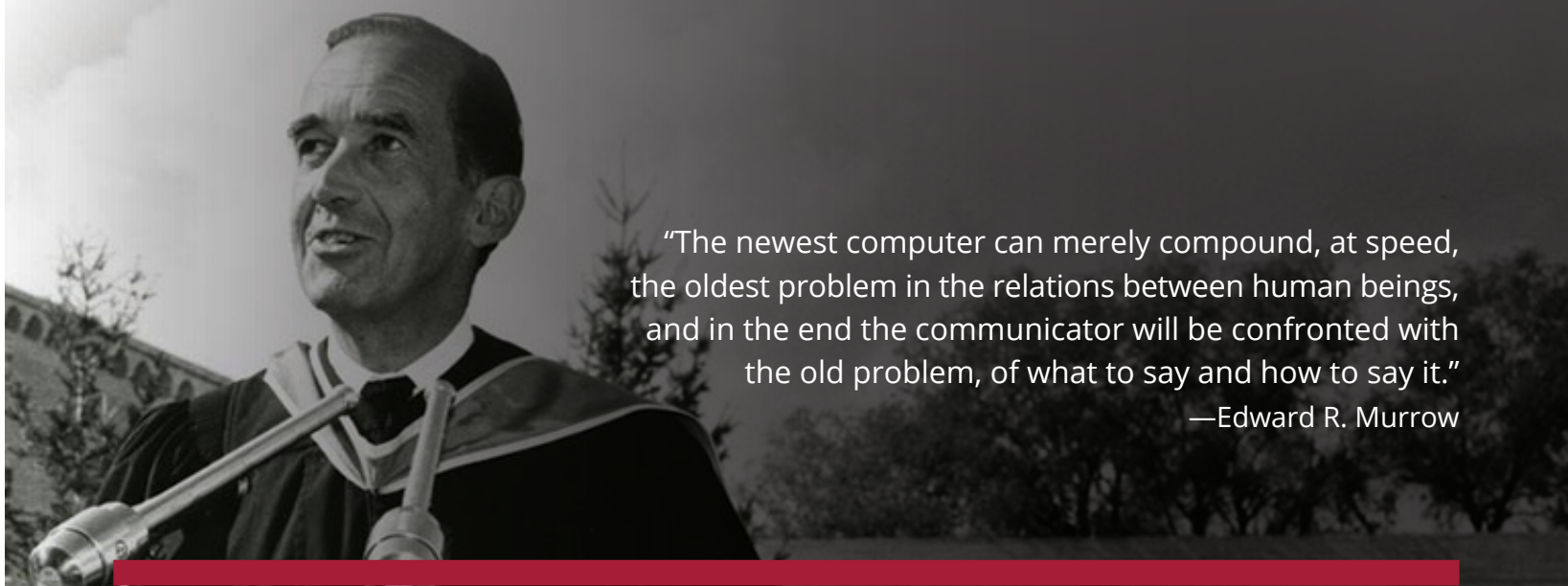
The Murrow College has a strong history of helping students maximize their potential and this will continue and grow as faculty and staff consider the best ways to help students. As Washington State and the Murrow College continue to grow, it will be critical for faculty and staff to consider how we can best serve students' needs. Efforts to help first-generation college students and to provide professional learning opportunities and career mentoring for all students will be critical. Such efforts should support students' efforts to participate in international learning programs and find internships and jobs.

Faculty scholarship, graduate programs and research will be significant contributors to the success of Murrow College, especially as faculty and graduate students contribute to WSU's efforts to be a top-25 public university. Enhanced funding for faculty creative work, research and related opportunities will be critical, as faculty continue to conduct research concerning communication and health, public affairs, science and other topics, for example.

As we consider the future of Murrow College, including existing challenges and opportunities for growth, we also must consider the words and example of Edward R. Murrow. His words remind us that, “Difficulty is the excuse history never accepts” and his legacy instills in us a determination to seek and teach innovation, courage, ethics and professional excellence as we build the future of the Murrow College together. These are the hallmarks of a Murrow College education, now and in the future.

TEN YEARS YOUNG

Celebrating ten years of Murrow College



“The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem, of what to say and how to say it.”
—Edward R. Murrow



2008 The Edward R. Murrow School of Communication is elevated to official college status, the **Edward R. Murrow College of Communication.**

2009 Dr. Lawrence Pintak joins the college as founding Dean.

The Murrow Center for Media and Health Promotion launched July 1, 2009 by founders Erica Austin, and Bruce Pinkleton.

2010 The former Consortium for the Study of Communication & Decision Making, initiated in 2002, was elevated to formal University center status and renamed the Murrow Center for Media & Health Promotion.

Northwest Public Radio, the statewide network owned by Washington State University, becomes part of the Edward R. Murrow College of Communication.

2011 Murrow News Service is founded. MNS provides students with experience in producing professional news stories, and provides public-interest journalism to media partners. The student work has resulted in numerous national and regional reporting awards.

2012 As the College expands to include a new digital-focus, the curriculum is modernized, combining the original six distinct study tracks into three congruent sequences: Communication & Society, Journalism & Media Production and Strategic Communication.

2013 Murrow College students receive three Emmy awards from the Northwest Academy of Television Arts and Sciences.

2014 Murrow College expands to our co-campus in Everett, extending WSU Pullman's highly regarded communication program to an urban setting.

Murrow College launches an online M.A. degree in strategic communication with classes beginning January 2014.

2015 The 2015 NSF Higher Education Research & Development (HERD) Report ranks the Murrow College of Communication within the top 2% (12/539) of communication programs for higher education research and development expenditures.

2016 Risk and Crisis Communication major debuted within the Communication and Society sequence.

Faculty and students from WSU's Edward R. Murrow College of Communication net six awards at the AEJMC conference in Minneapolis.

2017 The Integrated Strategic Communication (ISC) program was officially launched in Vancouver with an initial enrollment of 32 students.

The ISC program continues to expand in 2017 with the fall debut of an all-new **online-only BA offering.**

2018 and the future Rum quam, officae volorrovit il modis quam non nimos ullut ut aut quam, exerrum dolupta verchit estio. Emperep uditiam eatem num, velis ut eossuntotat ut quis aligent rerferuntem. ltaepelest, quis in ex et, consequos re et hicaem poreniamUm id quid eum lant. Xim natemquaturi coresed itibus, et pre etusantiis voloratem que nim re volupta tusandam et eni occae volum



“We live in an age when journalism and communication are perhaps more critical than at any other time in our nation's history,” Pinkleton said. “In my mind, there is no more meaningful name in all of journalism than the Murrow name. Our faculty, staff and students take this responsibility seriously.”

— BRUCE PINKLETON, DEAN, EDWARD R. MURROW COLLEGE OF COMMUNICATION



GLOBAL LEARNING

A unique opportunity for our most accomplished students to travel abroad and work in an international environment.

BACKPACK JOURNALISM PROGRAM:

Since the September 2017 report on Murrow Global learning, a Backpack Journalism Program (BPJ) trip was successfully completed. Four students (3 men, 1 woman) from the Murrow College travelled to Argentina to cover the Dakar off road rally (January 14 to 22). Students travelled with faculty member Dr. Trent Boulter who teaches the Broadcast News course (Comjour 465). In addition, the trip was organized and facilitated on the ground by a former Dakar participant and current US media liaison to the organization. Students were granted press access and credentials through an agreement to produce content for a media organization called



Mad Media (a California based media consulting group that produces commercial, television, online content and film projects specializing in motorsports and off-road culture). Currently, students are finalizing projects both potentially for Mad Media outlets and for a planned Murrow Website to showcase their work (links to be provided when available).

HEARTS IN MOTION (HIM)

In addition to the BPJ trip to cover the Dakar Rally, the Murrow College once again chose one student, from 27 applicants to represent the Murrow College on the Hearts in Motion trip to Guatemala (Spring Break, 2018). Murrow student Mitchell Weholt will travel to Guatemala with the HIM program, to report on the work of the non-profit organization whose mission is to provide care and medical treatment for children, families, and communities in remote local villages.

FUTURE PLANS FOR BPJ

The BPJ program has seen healthy student interest. The 2017/18 cycle saw 34 students apply for the Dakar program, allowing for the selection of 4 excellent finalists. Discussions are in the initial stages for planning the 2019 BPJ trip. Ideas include sending students to Puerto Rico for a one-year follow up to the effects of Hurricane Maria.



FACULTY-LED GLOBAL EXPEDITION: EPIC STORIES IN GREECE



Our “Epic Stories in Greece” program attracted 26 applicants in its second summer of existence. To be led by faculty members Ryan Risenmay and Kanale Rhoden, the 3-week trip to Thessaloniki, is scheduled for May 7 to June 1, 2018. This Murrow Global Expedition to Greece will challenge students to create public relations and strategic communications work for local Greek organizations. Thus, the trip is designed to provide a mix of culture, real-life business experience, and opportunities for multi-media production in an extraordinary setting.

RESEARCH ROUNDUP

COMMUNICATION RESEARCH SUPPORTS THE DRIVE TO 25

The Edward R. Murrow College of Communication at Washington State University is ranked as a top ten research program in 21 of 99 research areas by the Communication Institute for Online Scholarship (CIOS). It is a Tier 1 program for communication research concerning advertising, substance abuse prevention, and literacy (media literacy), a Tier 3 program for research related to sexuality (sexual health) and radio, a Tier 4 program for research concerning media and children, and a top 10 research unit in a variety of areas including broadcasting, political elections, politics and government and regions of the world including Africa, Asia and the Middle East. In 2017, Murrow faculty published more than 30 refereed journal articles in these areas.

Murrow faculty members study communication using a variety of methods with an emphasis on social science and quantitative research. Many research efforts span content areas in ways that are unique, even as they overlap and share similarities. College faculty study the ways humans communicate—interpersonally, as part of groups and organizations, and as a society using digital technology and media.



MURROW RESEARCH GOES GLOBAL

Murrow faculty members' research examines issues that span the globe. Whether people are communicating about health, international and public affairs, or science and the environment, Murrow faculty are at the forefront conducting leading research concerning Media and Health Promotion, Science and Environmental Communication and Media, Society and Politics.

Murrow faculty research is funded by div national agencies including the National Institutes of Health, United States Department of Agriculture, United States Department of Education, Washington State Division of Alcohol and Substance Abuse, and the Washington State Alcohol and Drug Abuse Research Program. For example, Dr. Bruce Pinkleton, co-investigator of the informatics core, and Clinical Assistant Professor Rebecca Cooney, research associate, are responsible for brand development, core messaging strategy and web design for the Natural Product-Drug Interaction Research, which was funded by the National Institutes of Health. Drs. Stacey J.T. Hust and Jessica Willoughby are co-principal investigators of a state-wide survey of youth's exposure to marijuana advertising and its association with their marijuana-related beliefs and behaviors, which is funded by the Dedicated Marijuana Account Grant, Alcohol and Drug Abuse Research Program.

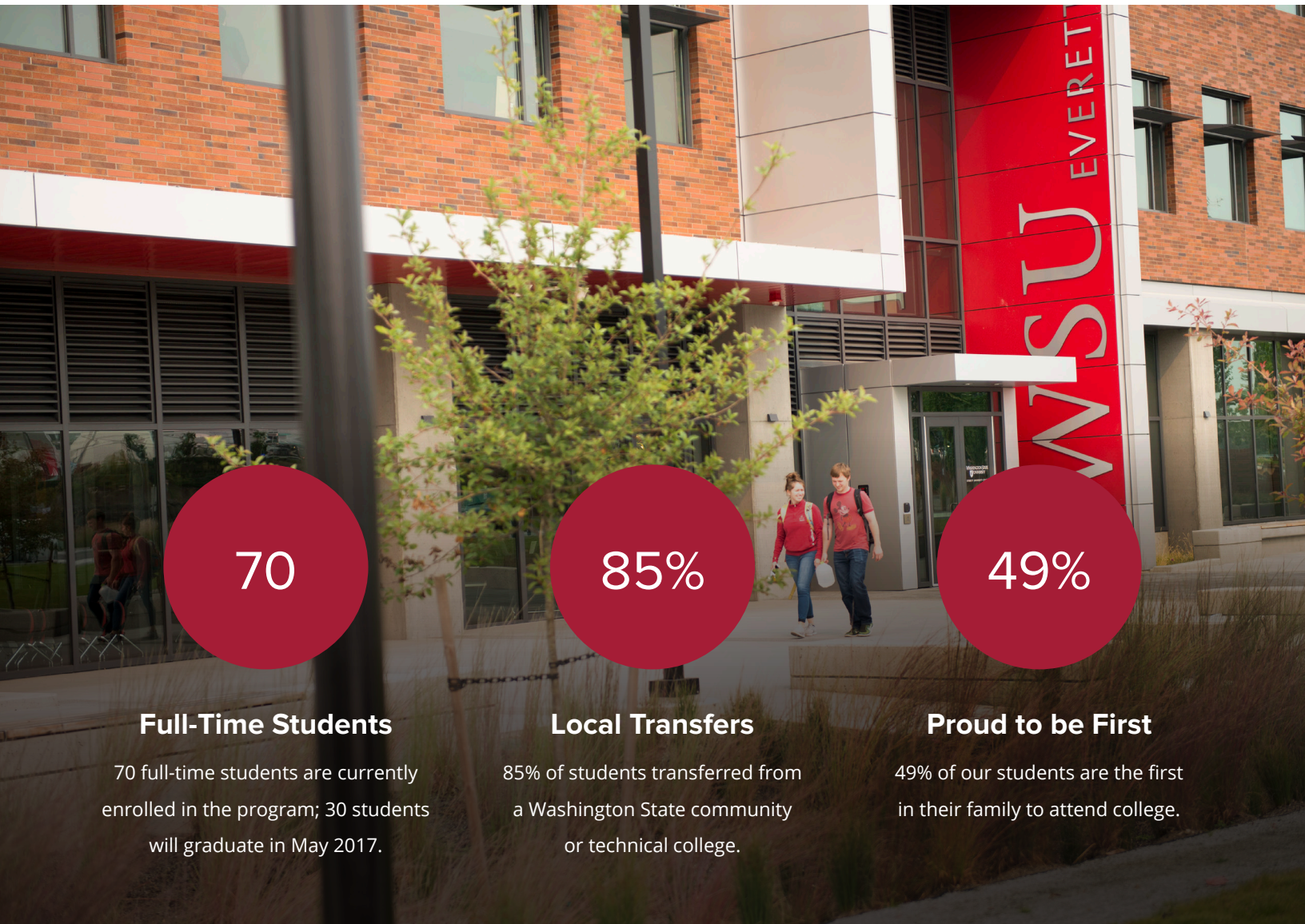


RESEARCH EMPHASES

- > MEDIA & HEALTH PROMOTION**
Murrow faculty members examine the role of media and digital technology in contributing to healthier people and societies. Their research helps produce understanding and positive change in key health areas such as obesity reduction, alcohol abuse prevention, sexual assault reduction, sexual health promotion, and related topics.
- > SCIENCE & ENVIRONMENTAL COMMUNICATION**
Murrow faculty members examine issues related to a healthier planet shaped by current thinking in crisis, risk and environmental communication. Research projects focus on effective collaboration and communication with multiple stakeholders, including local and at-risk populations on issues such as water and energy conservation, environmental sustainability and stewardship.
- > MEDIA, SOCIETY & POLITICS**
Murrow faculty members examine issues concerning the role of media and communication technology in public affairs. This includes examining the role of individuals' exposure to counter-attitudinal information in political decision making and behavior and the influence of media on trust in government.

MURROW #EVERCOUGS

Fast facts about WSU Murrow College @Everett



Since the program opened in 2014, 38 students have graduated and 83% have found full-time employment in the media/communication industries.

EXAMPLE SUCCESS STORIES:

- Landon, SEM Optimization Specialist at Bing Ads
- Jody, Social Media Director at The Future of Flight
- Kristen, Fashion Specialist at Amazon.com
- Christina, Digital Marketing Specialist at Omni ePartners
- Cora, Social Media Community Manager at Microsoft
- Taylor, Digital Marketing Assistant at Swinomish Casino



The Truth in our Stories: Three-Part Ethics Series

Murrow College at WSU Everett hosted a series of public panels devoted to exploring various forms of ethical challenges faced in the media and how to navigate these issues.



New \$65 Million WSU Everett Building Debuts

The August 15 grand opening of the new WSU Everett building was big news in Snohomish County...and Murrow College students were front-and-center in media coverage.



WSU Everett Event: Presenting Your Best Self

At this career workshop, Murrow College students met with employers (Boeing, the City of Everett and others) to get advice about resumes, cover letters, online branding and interviews.



“The success of our students will become the success of the community.”

– Paul Pitre, chancellor of WSU Everett and Everett University Center

STUDENT SPOTLIGHT

Murrow College Students: Front and Center

ADOBE CREATIVE JAM @ WSU

Students engaged with industry professionals in virtual technology, interface design, digital storytelling, and media design during a three-hour educational and social event.

The Adobe Creative Jam @ WSU Pullman was an exhilarating fusion of community, teamwork and interdisciplinary learning! 142 people pre-registered and another 45 registered at the event.

16 Murrow students, including three of MIC interns, participated in the event along with 17 other students from five colleges. Three Murrow students covered the event on social media and provided video coverage including Facebook live segments. The event was also covered by student reporters from Cable 8 and KUGR.



HAROLD FRANK FELLOWS

Students traveled Silicon Valley for meetups, tours and private mentoring

From May 14-20, 2017, two Murrow students (Jake Sirianni and Isabella Nicosia) accompanied by clinical assistant professor Rebecca Cooney, joined the Harold Frank Fellows at Silicon Valley 2017 along with more than 15 students and representatives from Voiland, Carson College and the Center for Entrepreneurial Studies. Students traveled the region for meetups, tours and private mentoring from more than 45 representatives from 14 companies – some entrepreneurial startups, others larger and more established.

The experience was invaluable to the students and empowering for alumni with a desire to give back. The Harold Frank Entrepreneurship Institute Fellows program exemplifies the value of interdisciplinary partnerships and collaboration. The next Silicon Valley experience is scheduled for May 2018.



SEATTLE INTERACTIVE CONFERENCE

Content, new connections and inspiration.

About 35 students from the Murrow College at WSU Everett participated in the Seattle Interactive Conference, held mid-October in downtown Seattle. The students were able to attend panels, workshops and networking meetups during the two-day event.



#IFeelInspired

Students design WaCLA PR campaign

Assistant professors Ryan Risenmay and Rebecca Cooney co-advised an interdisciplinary team of WSU students on the design of a PR campaign for the Washington Consortium for the Liberal Arts (WaCLA). This grassroots, integrated marketing initiative boasts engagement between WaCLA ambassadors and students state-wide.



THE MIC

It's more than a place - it's an ecosystem.

The Murrow Innovation Community (The MIC) is how WSU students and faculty collaborate with peers, strategic partners, and members of the professional community on digital media projects and other innovative ventures.



WSU JAY ROCKEY CHAPTER: PRSSA

Expanding our reach

For the first time, the WSU PRSSA is holding co-located meetings on both the Pullman and Everett campuses. Participating students have already been part of several workshops to help them advance their careers in the PR and communication industries.



MURROW #VANCOUGS

WSU Vancouver Campus ISC

60 Majors, 10 to Graduate Spring '18

WSU Vancouver currently has 60 majors in Integrated Strategic Communication, after its first full year of being a program. The first graduate last spring, one more last December, and about 10 will graduate this spring 2018. The students are supported by researchers and industry leaders, including journalists from The Oregonian and executives from leading creative marketing agencies in the PDX / Vancouver area.

WSU Vancouver ISC has committed its efforts to incorporating service-learning opportunities into the classroom. For 2017-2018, we've worked with Habitat for Humanity, Washington Dept. of Transportation, a financial literacy campaign with Washington Federal Bank, and currently working with the National Women's Coalition Against Violence and Exploitation (NWCAGE) on the development of strategic communication campaigns for the launch of WA Says No More.

"For our students to be a part of a statewide movement to end domestic violence and sexual assault is important to our college... our students [have] an opportunity to get into each community across our state, from Seattle to Spokane and Renton to Yakima, to **talk about deeply important issues that affect all of us."**

-Nanu Iyer, program director, Integrated Strategic Communication program at WSU Vancouver

ISC @WSU Vancouver's work with NWCAGE resulted in media placement including KGW, The Columbian and the Vancouver Business Journal

KGW8 | WSU Vancouver students work to end sexual violence

Washington State University Vancouver has partnered with The National Women's Coalition Against Violence & Exploitation to come up with a campaign to end sexual assault and domestic violence.

Teams of WSU students are challenged to come up with a campaign that will educate not only students, but the community, with a goal of putting an end to abuse. The winning campaign will launch March 9th, 2018 at the Women's Festival Northwest.

(Full article: <http://bit.ly/2pdSzsH>)



The Columbian | No More: WSUV students craft campaigns targeting sexual violence

As allegations of sexual assault and harassment have dominated headlines in recent weeks, Washington State University Vancouver is preparing to launch a statewide campaign targeting sexual violence in the state.

(Full article: <http://bit.ly/2p7sOdm>)



Source: Ariane Kunze/The Columbian

ONLINE M.A.

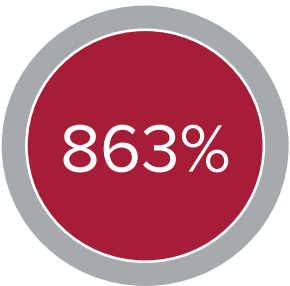
Online MA Strategic Communication Turns 3!



The Online MA Strategic Communication program celebrated its third anniversary in spring 2017.

Managed Growth, Personal Attention, Peer Collaboration

The Online MA Strategic Communication program celebrated its third anniversary in spring 2017. Throughout the evolution of the program, priorities remain rooted in the quality of curriculum design and delivery, personalized attention in advising and mentoring, faculty training and orientation in development and execution of content in the digital space, and ensuring we provide our online professional master’s degree students with valuable content, instruction, counsel, and experience.



Growth since
spring 2014 launch

This managed growth plan coincides with revenue objectives, resource management, and creating a culture of research, learning, and advancement. The program experienced a growth of 863% since launching in spring 2014 and now has more than 125 students taking 2-3 classes each semester. With a retention rate of 79%, the program has 110 graduates representing more than six countries, 21 states, and 60 U.S. cities. Each semester, 15-20 new students are admitted, and course capacities remain at ≤ 25 students per course. The degree is 100% administered through Murrow College including teaching, advising, or administration of the program. All courses are designed and delivered by Murrow College faculty housed on the



Retention rate

Pullman campus or our branch campuses. More than 16 full-time faculty teach in the program. Approximately 50% of faculty are published Ph.D. scholars with expertise in ethics, persuasion, research methods, health communication, advertising, and media literacy. The other 50% of faculty are professors of practice with more than 15 years applied experience in integrated communication, digital marketing, public relations, crisis communication, and market research. This combined instruction model ensures that students are exposed to contemporary best practices, trends, and technologies in the industry, as well as equipped with a strong foundation of knowledge in communication principles.



Administered through
Murrow College

ONLINE B.A.

We use new technologies, but uphold old-school values. Courses are taught by expert Murrow faculty, academic advisors intent on student success, and a diploma backed by a long-established reputation for excellence.



Program Updates



Murrow Online BA Exceeds Enrollment goals

The Murrow College Online BA program boasts **79 students** from across the nation and world.



Our First Graduating Class Walks Fall 2018

8 Global Campus students are planning to graduate in December with their BA in ISC.



Global Students display work-life balance

A large majority of students balance their job and family commitments and still complete their degree

STUDENT SPOTLIGHT

Crystalynn Kneen

In May 2018, Crystalynn will be our first graduate from the Online BA. She originally started at WSU Everett in Integrated Strategic Communication. As she was finishing her degree, she received orders from the United States Coast Guard to deploy to Florida.

As she was completing her classes online, Crystalynn supported the Coast Guard during the 2017 Atlantic Hurricane season. She was actively involved in Hurricanes Harvey, Irma and Maria, among others. The picture above is from her visit to the White House recently with her Public Relations team from the USCG. Crystalynn embodies Murrow in Action.



GIFTS IN ACTION

Honoring alumni legacy through philanthropy

KEITH JACKSON: 1928-2018

“My kind of place, my kind of people.”
– Keith Jackson, ‘54

He coined the term “The Big House” for Michigan’s stadium and christened the Rose Bowl “the granddaddy of them all.” His distinctive delivery and ‘down to earth’ manner has been compared to that of Edward R. Murrow. Both Jackson and Murrow are graduates of the WSU Department of Speech, a precursor to what is now the Murrow College.

KEITH AND TURI JACKSON EXCELLENCE FUND

Your gift in memory of Keith Jackson will ensure student scholarship, access to the industries best and hands-on real world experiences on campus and throughout the world. You will help prepare our future communication professionals to be digitally competitive, culturally engaged and globally savvy.



JAY ROCKEY: 1928-2018

“What Edward R. Murrow did for journalism, Jay Rockey did for PR.”
– Mark Dyce-Ryan, *Partner, Why for Good*

Jay Rockey, who passed away in February 2018, enjoyed an iconic career that includes being credited with making the 1960 Seattle World’s Fair a rousing success.

To continue Jay’s legacy, his family is asking that memorial gifts be made to the Jay and Retha Rockey Communication Excellence Fund. Your memorial gift to the Fund will provide Murrow College students with the inspiration and skills to perpetuate the honorable legacy of the leaders who came before them. You will provide students with practical experience long before they graduate. You will develop their ability to put classroom learning into real-world action. You will enable them to develop the intellectual prowess and technological know-how to communicate with integrity. You will leave a lasting legacy to Jay Rockey.

NORTHWEST PUBLIC BROADCASTING

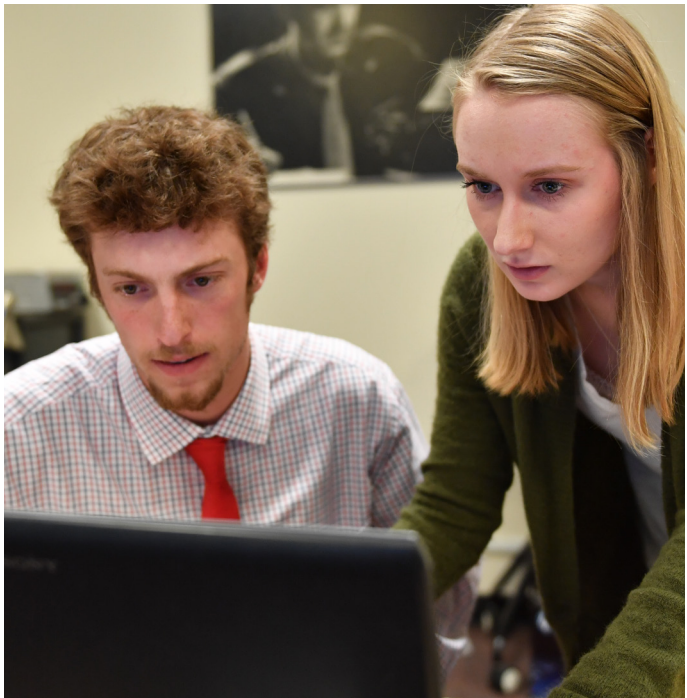
Philanthropy supports public radio news

NWPB’s growing regional news team is funded in large part by philanthropy. It started in 2014 when the Yakima Valley Community Foundation funded NWPB to implement a grant they received from the John S. and James L. Knight Foundation to use reporting across cultural boundaries in the Yakima Valley to bridge those boundaries. Then the Cape Flattery Foundation established the Inland Northwest Public Radio News Fund with lead contributions. Now a dozen individuals have contributed to these efforts to provide resources for regional news via public broadcasting.

This year three more generous listeners joined these lead donors making donations totaling more than \$40,000 to the Inland NW Public Radio News Fund at NWPB. These dedicated donors have put their gifts into action. Action that can be heard around the state and around the nation.



Photo: Esmy Jimenez in the Yakima recording studio on campus at YV-TECH. Photo courtesy of Esmy Jimenez.



PARTNERING WITH WASHINGTON FEDERAL BANK

Research collaboration investigates student financial knowledge

The Edward R. Murrow College is proud to partner with Washington Federal Bank in a unique research collaboration to investigate the extent to which students are knowledgeable about personal financial management. This research project led by faculty members Nanu Iyer and Jessica Fitts Willoughby seek to identify the most effective and efficient way of delivering financial knowledge to students and young adults.

The project involves students in all stages of the project, and will be conducted on the Pullman, Vancouver, and Everett campuses of WSU. It is our hope that this innovative partnership will help serve as a model for corporate development and collaboration at the College.



The Edward R. Murrow College of Communication

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