

2017

STATE OF THE COLLEGE

THE EDWARD R.
Murrow
COLLEGE OF COMMUNICATION

More than 60 years ago, Edward R. Murrow had the courage to speak for the value of civil discourse and our nation's principles during a time when doing so could result in personal harm.



In 1954, Murrow reminded viewers of timeless and fundamental principles that still ring true: “We must not confuse dissent with disloyalty. We must remember always that accusation is not proof and that conviction depends upon evidence and due process of law.”

Over the last several years, social media have significantly changed how we communicate and consume news and other forms of information. We see and experience this every day as we track news events in real time, follow headlines increasingly dominated by the Twitter feeds of prominent individuals or simply exchange photos with loved ones a continent away.

Even though methods of communication continue to transform our industries, Murrow's approach, perspectives and standards are as relevant today as the day he first spoke them. Murrow is the standard bearer for courage, ethics and innovation in journalism. His dedication to truthful, accurate storytelling and his desire to educate the world about the events of his time continue to live on in the spirit of the Edward R. Murrow College of Communication.

It is with this understanding that College faculty members seek to expand Murrow's legacy through their work. These efforts ultimately contribute to the national and international recognition of Washington State University and the Edward R. Murrow College of Communication as leaders in journalism and communication education and research. The efforts of

Murrow faculty are reflected in world-class undergraduate and graduate educational programs, the establishment of collaborative educational and research partnerships, and excellence in research, ultimately honoring Murrow's legacy.

In terms of student success, the Murrow College is committed to a skills-based, hands-on undergraduate curriculum preparing students for professional success. This is consistent with WSU's pursuit of a transformative educational experience for its students and is reflected in applied coursework, internship opportunities, student mentoring by professionals, a continued emphasis on international learning opportunities and an increase in the student services programs available to students.

The proposal for a Murrow Center for Student Success has the potential to be a tremendous benefit to undergraduate students in their career preparation, for example, and is likely to be especially beneficial as a retention and preparation tool for first-generation college students. This center already has received more than \$100,000 in donations.

In addition, the Murrow College is developing three academic departments and faculty members are producing a sports communication minor and a variety of other academic programs. As educational opportunities grow, students continue to receive hands-on learning opportunities. Students already are receiving field-production experience in sports and public affairs, for example. These opportunities will increase with a recent donation allowing the purchase of a new digital broadcasting unit. This unit will provide an opportunity for students from multiple classes to gain hands-on experience livestreaming sports, news, cultural programming and other events.

Murrow students also are participating in the Boeing Scholars and Harold Frank Entrepreneurship programs. These collaborative, team-based learning opportunities partner Murrow students with students in the Carson College of Business and the Voiland College of Engineering to gain applied learning experiences solving real-world problems.

We have developed new Integrated Strategic Communication programs

such as political communication, science and risk communication, and media psychology. This semester, the Murrow College established a virtual reality lab in Jackson Hall. Ultimately, these efforts will build and strengthen graduate programs in Pullman and on the global campus.

While there are a number of challenges and we have more work to do, Murrow College faculty members are dedicated

“We must not confuse dissent with disloyalty. We must remember always that accusation is not proof and that conviction depends upon evidence and due process of law.” —Edward R. Murrow

in Vancouver and online, to join our burgeoning program in Everett. Already, nearly one-third of students on the Everett campus are Murrow students. In addition, Murrow's Vancouver program started in spring 2017 with 23 students and is likely to grow to more than 40 students by fall 2017. Our desire is to provide students in these programs with unique and competitive educational opportunities helping them develop skills appealing to technology-based employers. These programs will satisfy the increased need for communication professionals in the technology-rich, Seattle and Portland-Vancouver areas, for example.

Given the establishment of the Elson S. Floyd College of Medicine, we are leveraging faculty expertise in health communication to build strategic partnerships for research and grant activities with health-sciences faculty members. In fact, we recently received funding for an endowment to support such research. In addition, Murrow College faculty members continue to produce outstanding research in areas

to educating innovative, ethical, and socially responsible communication professionals and scholars. This education will help students develop a commitment to lifelong learning. They will possess the technical, analytical and critical thinking skills necessary to assume positions of leadership as methods of communication and digital communication technology continue to transform our lives and industries. Ultimately, Murrow's approach, perspectives and standards continue to inform our purpose and methods. At the Edward R. Murrow College of Communication, they maintain as much relevance today as the day he first spoke them.

Bruce Pinkleton, Ph.D.
Interim Dean
Edward R. Murrow College
of Communication
Washington State University

We Are Murrow.

We are storytellers. We communicate truth with integrity.

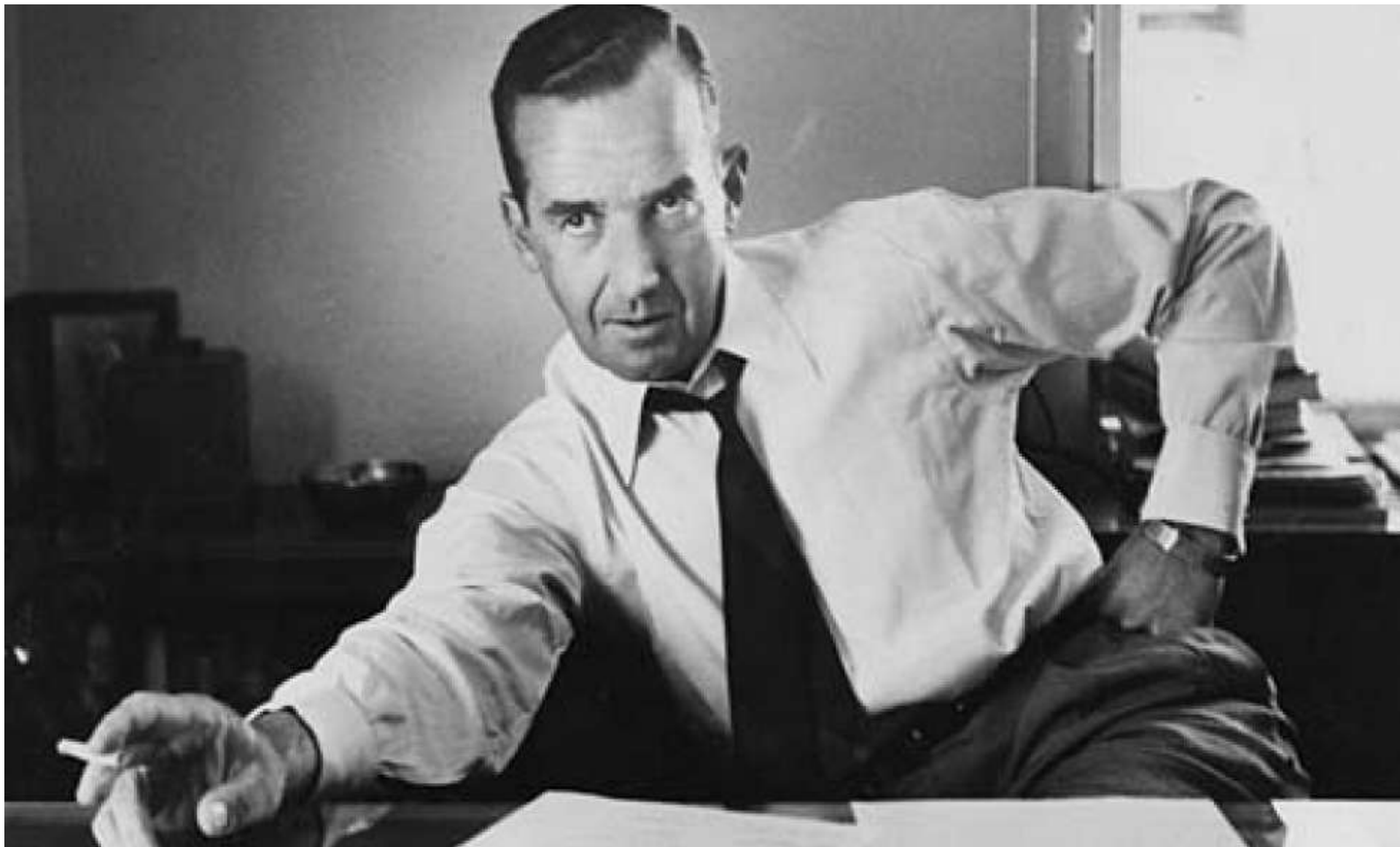
We are explorers. We seek to add knowledge to the global media conversation through research.

We are inclusive. We make knowledge accessible and share insight with the greater community.

We are innovators. We set industry standards for the responsible use of technology.

We are Murrow. We strive to be pioneers and influencers in the industry, our name synonymous with communications excellence.

Edward R. Murrow was a giant of the broadcast news industry. His dedication to simple, effective communication and his courage and desire to educate the world about the events of his time continue to live on in the spirit of the Edward R. Murrow College of Communication at Washington State University.



“Responsibility is not something that can be assigned or delegated. And it promises its own reward: good business and good television.” – Edward R. Murrow

OUR MISSION

The mission of the Edward R. Murrow College of Communication is to expand Edward R. Murrow’s legacy through the embodiment of his values and expertise to serve the evolving fields of communication and mass communication.

To accomplish this mission the College facilitates articulate, effective, ethical communication on the part of individuals and institutions in the service of just democratic societies.

OUR VISION

The Edward R. Murrow College of Communication will be recognized as an international leader in communication education and scholarship for its application of the values and expertise Murrow championed as a courageous, professional communicator and engaged citizen.

OUR GOALS

- To provide a professionally-oriented, skills-based undergraduate education that emphasizes experiential learning and excellence in writing, speaking and digital communication skills.
- To develop in students the understanding and ability necessary to communicate articulately to global and diverse audiences, accentuating an entrepreneurial mindset with social responsibility.
- To develop meaningful, productive collaborations among Murrow College students and other units at WSU, relevant external organizations, communication professions and society in ways that facilitate clear, effective and ethical communication on the part of individuals and institutions.
- To expand opportunities for research and graduate education at the cutting edge of communication scholarship contributing to the greater society by increasing our understanding of health, science, public affairs and related areas of scholarship.
- To continue to cultivate a strong internal foundation for the Murrow College of Communication allowing it to efficiently and effectively serve the needs of faculty, staff and students on all WSU campuses, ultimately contributing to citizens’ quality of life in our state, nation and world.



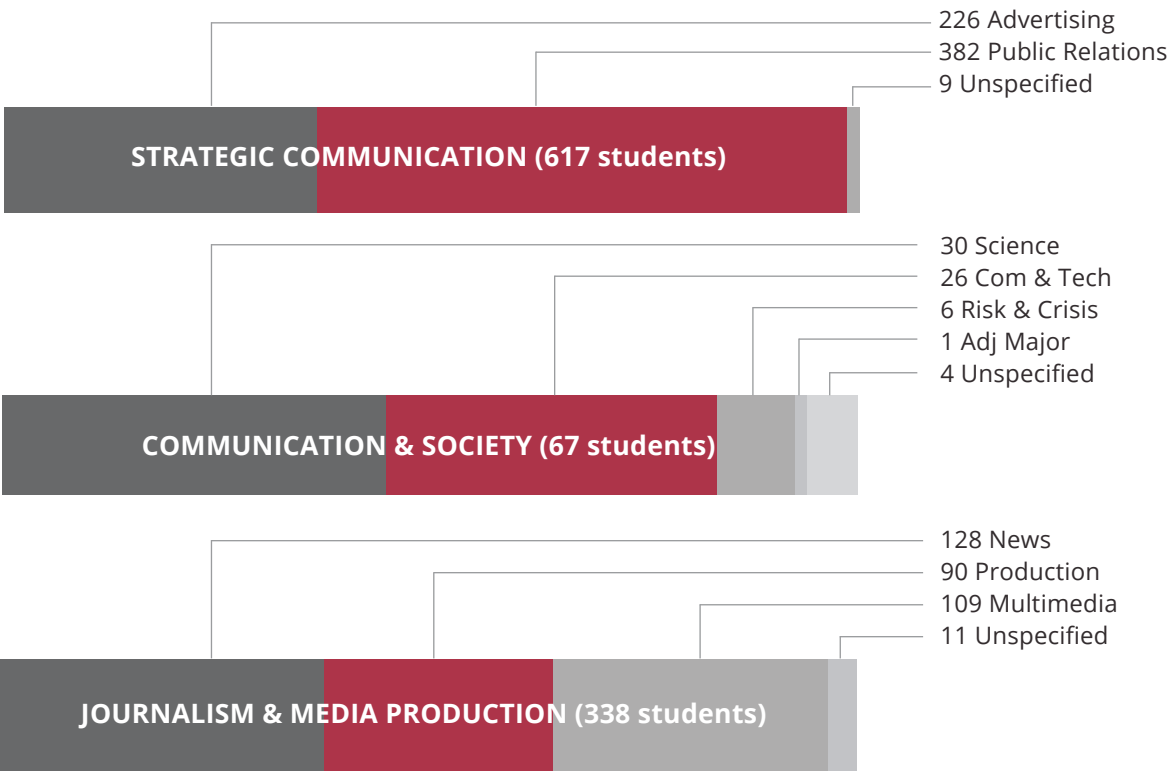
Murrow at a Glance

PULLMAN CAMPUS PROGRAMS

735 Certified students—1st major/degree in Murrow

328 Uncertified students with an Academic Interest Code in Murrow and advised by Murrow advisors

101 Students with a Murrow Communication Minor



VANCOUVER INTEGRATED STRATEGIC COMMUNICATIONS PROGRAM

32 majors
30 minors
22 General Studies Majors indicating communication as one area of study

EVERETT INTEGRATED STRATEGIC COMMUNICATIONS PROGRAM

58 majors
1 minor

Strategic Priorities

“This I Believe — by that name, we present the personal philosophies of thoughtful men and women in all walks of life.”
— Edward R. Murrow

STUDENT SUCCESS

We recognize our critical responsibilities for student success through:

- Hands-on, applied educational opportunities for students in coursework and in internships following a learn-by-doing model of undergraduate education
- “Murrow Now” and career services programs available to students
- Transformative educational experiences through international learning opportunities
- Educational opportunities in digital communication education
- Experiential education opportunities, including our capstone courses, the Boeing Scholars and Harold Frank Entrepreneurship programs
- Growth of our online undergraduate and graduate learning opportunities

PARTNERSHIPS

We continue to establish and enhance strategic external and internal partnerships:

- Partnerships with members of the Murrow Professional Advisory Board and other engaged alumni serve as mentors, provide internships and related opportunities for students and for the Murrow College
- Strengthen Murrow’s relationship with WSU administration and the new president as a strategic partner, taking a return-on-investment approach to protect and enhance the Murrow College
- Bolster connection with Murrow Public Media to generate opportunities for students and strategic partners
- Leverage the Murrow Center for Media and Health Promotion Research to build strategic partnerships for research and grant activities
- Take advantage of new continuing relationships with the Floyd Medical College, the Voiland College of Engineering, the Carson College of Business and others
- Leverage the value of the Murrow name to strategically build the Murrow brand and strengthen opportunities for growth while recognizing our responsibility as stewards of the Murrow legacy



RESEARCH

We achieve excellence in research:

- Solidify and expand our scholarly and creative activity in media and health communication, science and risk communication, media psychology, political communication, computer-mediated communication and other areas
- Recognize collaborative grant opportunities that reflect WSU’s priorities and build collaborative teams that are multidisciplinary and potentially multi-institutional
- Expand and support grant training opportunities for all faculty
- Invest strategically in research infrastructure
- Build and strengthen graduate programs in Pullman and on the global campus; consider graduate education opportunities on other WSU campuses
- Involve interested undergraduate students in Murrow research opportunities
- Actively promote the research accomplishments of Murrow faculty members

FOUNDATION

We cultivate a strong internal foundation for Murrow College:

- Strengthen the internal structure of the Murrow College to benefit students, faculty and staff
- Continue to focus and grow departments, majors and minors as appropriate and beneficial
- Provide opportunities for professional growth to Murrow faculty and staff
- Continue to successfully expand the Murrow footprint in Everett, Vancouver, Bellevue, in the global campus system and beyond
- Continue to create a culture emphasizing integrity, transparency, diversity and collaboration



Student Spotlight

Jody Hawkins ISC '16

One recent graduate of Washington State University's newest campus in Everett is proving that making an impact in North Puget Sound's aerospace industry isn't just for engineers.

Jody Hawkins, 49, is a first-generation high school and college graduate. For the mother of six, the accessibility of WSU North Puget Sound at Everett made her college education possible.

After graduating with her associate's degree from Everett Community College (EvCC) in 2011, Hawkins knew she wanted to pursue a career in marketing and social media where she could share stories using pictures, words and video.

Hawkins describes finding WSU North Puget Sound at Everett's integrated strategic communication program as "perfect timing and the perfect program." She said "I knew the location because I went to EvCC. It just felt like the right fit."

It also helped that WSU's Edward R. Murrow College of Communication is nationally ranked and highly regarded nationwide by educators and professionals.

A FAMILY DECISION

Returning to school took a major commitment from Hawkins and her family, but she says her family was very supportive of her pursuit of a four-year degree at WSU in Everett.

Jody and her family after commencement at the Future of Flight in Mukilteo.

With all but one of her children out of the house, Hawkins said that it was a huge commitment juggling being a student and a mother to her youngest daughter, Lydia, who is still in high school. "I was for the very first time not home, and I honestly had no idea what a commitment it was going to be," Hawkins said.

Although Hawkins was not at home like she was with her other children, she said "It gave [Lydia] an appreciation for what she was going to have to do. All of her siblings were older, so she didn't actually see what they went

through. It was the first time [Lydia] could see how much work college is."

AN INTIMATE CAMPUS ENVIRONMENT

In addition to the convenient location, Hawkins says that one of the major advantages of attending WSU North Puget Sound at Everett was the intimacy of each class. "The first year had such a small cohort, it was a better fit for me to have the small

students at Everett is not something you would typically see at a large, four-year university." Hawkins said that "the one-on-one interaction is what made me successful at WSU Everett from the get-go."

ACCESS TO INDUSTRY

In two years at WSU, Hawkins was able to develop relationships with local businesses by creating meaningful marketing projects. In her Creative

"The intimacy instructors have with their students at Everett is not something you would typically see at a large, four-year university."

class size where I felt like I could get to know everyone," she said. "The group became family."

With guidance from WSU Everett faculty, who have firsthand experience in the industry, students have been able to develop a diverse set of skills that will assist them in becoming professional communicators.

WSU Everett professor Brett Atwood working one-on-one with Jody in class.

"I learned so much because the instructors were real people, in real-world jobs," Hawkins said. "They came from careers in the industry. I felt like I was getting a glimpse of what it would be like in a certain industry which would directly impact my future."

Hawkins loved the insight and personal interaction that Murrow College professor Brett Atwood brought to his classes.

"The intimacy instructors have with their

Media Strategies and Techniques course, she developed an original strategic plan, website and social media campaign for Housing Hope, a local nonprofit that works toward finding long-term housing solutions for both homeless and low-income families throughout Snohomish County.

"It was exciting to see Jody bring her passion to a real-world project that extended beyond the classroom," says Brett Atwood, professor at WSU North Puget Sound at Everett. "Through her hard work, determination and dedication, she gained valuable insights and made strong professional connections that will last a lifetime."

Hawkins is currently assisting with a project to get the Future of Flight and The Boeing Company into the Guinness Book of World Records by getting a record number of signatures to celebrate Boeing's 100th birthday.

The current world record is 71,542 signatures, which was set in 2012.

As a senior, Hawkins interned at the Future of Flight Aviation Center and Boeing Tour where she supported their marketing and social media efforts. One of her favorite projects was making an instructional video for the Bernoulli table display. In this exhibit the Bernoulli principle is used to explain how the movement of air over the curved wings of an airplane creates lift, allowing them to fly. Hawkins was able to take the technical skills she learned in class and apply them to her work.

Working with Housing Hope and the Future of Flight helped her understand her love of working for nonprofits, Hawkins said. After her internship, she knew she wanted to work for one.

TAKING FLIGHT

After graduation, Hawkins was offered a full-time position at the Institute of Flight, the foundation arm of the Future of Flight, as their Public Relations and Social Media Associate Director. Now she promotes upcoming events at the Future of Flight, manages the visitor service representatives and organizes events to support fundraising efforts. She is making an impact as an aerospace education booster and supporting one of the region's premiere tourist destinations.

"The aerospace and tourism industries provide so many connections and opportunities," said Hawkins. In addition to her own career taking flight, she is excited about how fast more women are becoming professionally involved in aviation, which is why she has set a personal goal of beginning the process to earn her pilot's license by her 50th birthday.



Student Spotlight

PRSSA Bateman Team

In support of the Campaign to Change Direction, WSU Health and Wellness Services partnered with the PRSSA Bateman Competition team from The Edward R. Murrow College of Communication for "A Day to Lend A Hand" on campus.

The purpose of the initiative is to build awareness about the mental health resources available on campus, and to educate students and faculty on the signs of emotional suffering. People should know that they aren't alone, and there are many people and services available on campus dedicated to supporting them.

The Campaign to Change Direction presents an easy to understand, actionable message that creates a common language to address the signs of emotional suffering, connect with students, and empower them to make a positive change in their immediate social network and broader community. The campaign focuses on learning, recognizing and taking action on the campaign's Five Signs of emotional pain: agitation, withdrawal, poor self-care, personality change, and hopelessness.

Four Murrow students, Meaghan Phelan, Stacey Reynolds, Matt Martin and Elise Locke were selected to be a part

of the PRSSA Bateman Competition team and assist in a brand awareness campaign in support of the Campaign to Change Direction.

"A Day to Lend A Hand" activities created awareness of the Five Signs of emotional suffering and offered an opportunity for the WSU community to directly engage with the people and services on campus who are dedicated to mental health. The day began with an informational tent on the Terrell Mall from 11 a.m. - 3 p.m, staffed by representatives from campus support services and student groups, who were available to answer questions and provide information about their services.

Participants included WSU Health and Wellness Services, Office of Veterans Affairs, Residence Life Social Committee, the Coalition for Woman Students, Mujeres Unidas, To Write Love on Her Arms, Student Veterans Committee, Panhellenic and Interfraternity Council.

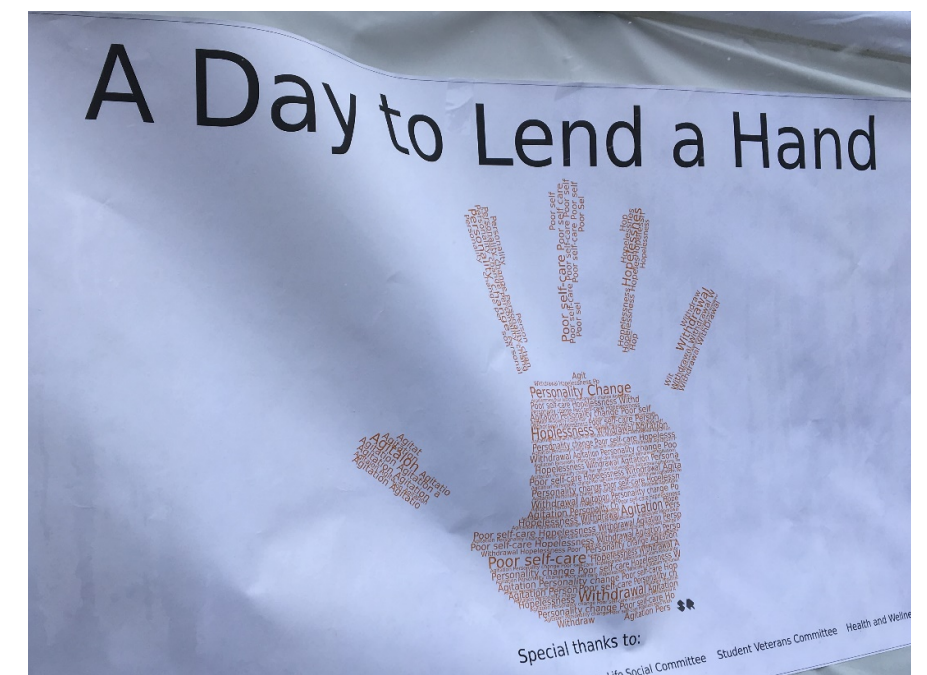
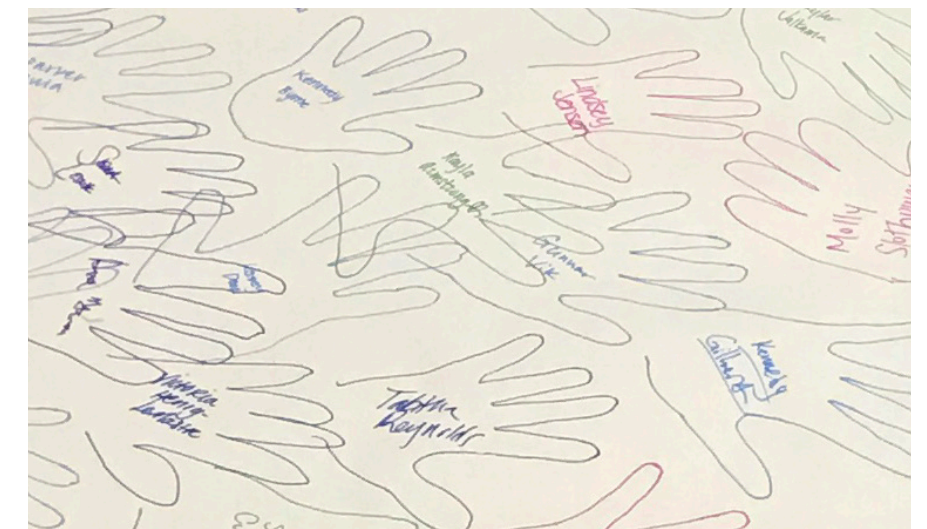
Attendees traced their hand on a large banner and added a pledge to, "Learn the Five Signs" so they can recognize them and help loved ones who may be in emotional pain.

Stacey Reynolds, a student in Chris Cooney's COM 310 class and creator of the messaging for the team campaign, explains, "From an emotional standpoint, I really wanted to share with people that mental illness is something that can affect anybody, and they shouldn't be ashamed of it or hide it. Everyone deserves a chance to be happy. My favorite part about advertising is that

"My favorite part about advertising is that you get to connect with people and elicit emotions and reactions from them..."

you get to connect with people and elicit emotions and reactions from them, and this was an opportunity to do that that I couldn't gain from my classes. It was a once in a lifetime opportunity."

Meaghan Phelan, the liaison between the team, the primary stakeholders and academic advisors, felt personally connected to the cause. "It was moving to hear students who really connected with the cause come up to the team at our event and express their gratitude for raising awareness for this issue. I think that their message is something that all of WSU needs to hear and I was glad we were able to reach so many students and staff through our 'Day to Lend a Hand.'"



Hear It Now, See It Now, Be It Now Murrow Beyond the Classroom

From London rooftop broadcasts during WWII raids, to his exposés of McCarthyism in the early 50s, Edward R. Murrow is known for taking his audience places they had never been and allowing them to experience things they could never imagine.

True to our legacy, the Edward R. Murrow College of Communication is dedicated to providing students—the communications professionals of the future—this same level of inspiration, experience and real-world education.

Murrow College encourages students to break free from the classroom, offering a real-world experience like no other program in the Pacific Northwest. Students can participate in our fully-funded backpack journalism or study abroad programs, work with real clients in a culminating course, national PR or advertising competition, or join the staff of one of our radio or television properties. Internships, mentorships and student opportunities to participate in funded research projects keep students' fingers on the pulse of the communications industry.

STUDY ABROAD: MURROW GLOBAL EXPEDITIONS

The mission in May 2017: for students to find their own stories while immersed in two incredible international

locations. "Havana, Pearl of the Caribbean," will mark our fourth Global Expedition to this cultural treasure, now open to U.S. Citizens after decades of political and social isolation. A new program, "Epic Stories of Greece," offers an unforgettable one-month learning experience in Thessaloniki, Greece.

This year marks our fourth Global Expedition to Cuba, now open to U.S. citizens after decades of political and social isolation.

BACKPACK JOURNALISM

The Murrow Backpack Journalism program provides a unique opportunity for the most accomplished students in the college to travel abroad and work in an international environment. Backpack Journalism students experience the challenges and benefits of international travel, may have their work published by professional



media and enrich their academic and professional lives.

BACKPACK ENVIRONMENTAL

Murrow students who love nature, the Earth, and need to be the first

*Making the
world our
classroom*

to know about groundbreaking environmental science can be a part of the Backpack Environmental program. Student journalists travel around the country and work side-by-side with environmental scientists conducting cutting-edge experiments, and have the opportunity to profile their work.

MURROW MEDIA PROPERTIES

Murrow News 8 is a nightly newscast produced, written, anchored and crewed entirely by students from the Edward R. Murrow College of Communication. The Murrow News Service was created to provide students with experience in creating professional news stories, as well as to provide information to the public and media outlets. NWPR and NWPTV are trusted sources of quality content; students working within these properties get hands-on experience writing, editing, and producing content for a professional, statewide public radio and television service.

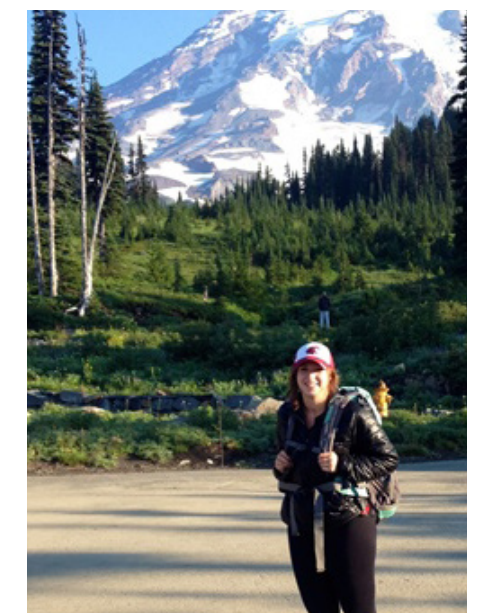
INTERNSHIPS

Our faculty has strong relationships with major media companies, public relations and advertising agencies. Dedicated Career Services staff keeps

students connected to internship and job opportunities, and our strong corporate partners like Boeing and the Seahawks, students with professional networking and resume building connections.

AWARDS AND ACHIEVEMENTS

Murrow students are regularly featured and granted awards by the American Advertising Federation, PRSSA's Bateman Case Study Competition, the Society of Professional Journalism, the National Academy of Television Arts and Sciences, and the National Student Advertising Competition. Each of these organizations provides professional networking, career development and real-world experiences that put our students at an advantage in the workplace.





Murrow Philanthropy: Now More Than Ever

The Murrow name presents an extraordinary and definitive responsibility for the Murrow College of Communication. This is an unprecedented opportunity for all who have a stake in Washington State University. As stated by Edward R. Murrow at 1958 the RTNDA Convention, "Our history will be what we make it."

COUGS ARE ALL IN: YOUR PHILANTHROPY IN ACTION

Over 24% of all Murrow alumni and friends have made a philanthropic investment in the Murrow College (there are over 10,800 Murrow Cougs). You are making a difference from across the world - in Japan to London to NYC to LA and Seattle. Closer to home, nearly 50% of all Murrow alumni and friends are in the greater Puget Sound and give very generously! Thank you!

THANK YOU: Your generosity is advancing Edward R. Murrow's legacy of ethics, innovation and courage through the Murrow College. Since January 2016, many new endowments and funds have been established. Your bold ideas are being put into action. Highlights of your efforts to drive excellence are below.

GIFTS IN ACTION: Transformational Educational Experiences

MEDIA LEADERSHIP: RECENT GIFTS IN ACTION

The Murrow College is home of Northwest Public Radio and Television. They make a difference in peoples' lives by informing, educating, and inspiring communities across

*Over 24% of all Murrow
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a philanthropic investment in
the Murrow College.*

the region. With the support of listeners and viewers they can put the world's culture within everyone's reach by educating our children, revealing our world, and sharing ideas. Murrow is also home of many student run media

outlets including Murrow News Service, News8, Cable 8 Productions, KJEM and KUGR. Each provide students with experience in producing professional news stories, as well as to provide information to the public.

Inland Northwest News Fund

Diana Broze, through the Cape Flattery Foundation, generously established this fund to support news reporting from the Inland Northwest by Northwest Public Radio. Focus is on regional

*There are
over 10,800
Murrow Cougs!*

issues that have national and global implications.

Patsy Smullin broadcast excellence for students

Through Ms. Smullin's generous support, WSU Murrow students have a live stream hardware box. It enables multiple classes to live stream a newscast or sports event and then gives the Murrow students the ability to embed their works through YouTube stream on the website. They can also use the box for small live remote productions.

GLOBAL ENGAGEMENT: RECENT GIFTS IN ACTION

Whether the students are going to report for the Spokane Spokesman-Review or The New York Times, work as an account executive at Edelman, London or work side-by-side with environmental scientists conducting cutting-edge experiments on Mt.

Rainier, Murrow graduates are gaining understand how they impact the world and how the world impacts their lives. Murrow students gain this valuable experience through backpack journalism and faculty led expeditions across the world.

Pintak Scholars Endowment

Through generous support from several Murrow Professional Advisory Board members and more, the first class of Pintak scholars will be selected this Spring. The award will go to those Murrow students who demonstrate high standards of objectivity in news reporting and communication and exude integrity in conduct.

Debbi Vanselow Fund

Enables the 2017 Murrow Backpack Journalism Program. Vanselow's generosity provides a unique opportunity for the most accomplished students in the college to travel abroad and

H.S. Wright III - Hearts in Motion Back Pack Journalism

The Hearts in Motion Backpack Journalism award funds an exceptional Edward R. Murrow of College of Communication journalism student to travel to Guatemala to chronicle the work of Hearts in Motion, a nonprofit dedicated to improving lives in Latin America.

JOURNALISM EXCELLENCE: RECENT GIFTS IN ACTION

The Val E. Limburg Media Ethics Lectureship and Scholarship Endowment

Fully funded this year through Lori Dankers, Jeff Johnson and many friends of the Limburg family, it is set up to exemplify Val Limburg's commitment to the highest ethical standards in the communication professions through lectureships and scholarships.

*Cougs make a difference from across the
world - from Japan to London to NYC to
LA and Seattle.*

work in an international environment. The backpack journalism trips enable the Murrow College to send students (in teams) to destinations such as Nepal, Greece, Galapagos Islands, Guatemala, Costa Rica, China, Sri Lanka and beyond. Students are equipped with the latest video, audio and web technology produce multimedia content for blog posts from abroad and final projects. They experience the challenges and benefits of international travel, may have their work published by professional media and enrich their academic and professional lives.

Dave and Sandy Gellatly Excellence Endowment

Through their strong belief in the value of objective journalism and higher education, they set up this fund to be an instrument for others to join them in furthering the education of aspiring students. It enables students to put journalism objectivity and integrity into practice, while demonstrating the Murrow standards to which industry professionals aspire. "We will not walk in fear, one of another. We will not be driven by fear into an age of unreason if we dig deep in our history... and remember

we are not descended from fearful men, not from men who feared to write, to speak, to associate and to defend causes that were for the moment unpopular.” – this ERM quote optimizes and demonstrates this fund in action. This fund will enable student experiences in journalism practice within the Murrow curriculum. This includes giving student opportunities to report in the field and interact with journalism professionals.

Ethics in Communication Project fund

With a generous annual gift, Kali Sakai set up this fund to help educate WSU students and the public on ethics and responsibility of the Press. The fund will enable a series of videos and digital content in a PSA style to be produced in a format featuring top faculty and industry leaders. It will also seek to host a series of lectures with VIP Murrow Award winners, faculty and industry leaders at WSU Everett (opening later in 2017) for students & the public.

STUDENT SUCCESS: RECENT GIFTS IN ACTION

Steele Hoover Student Success Endowment

Marcia and Thomas seed funded this endowment in the effort for Cougs to invest in student success in the Murrow College. This fund supports the Dean's vision to create the Murrow Center for Student Success. With a goal of Murrow students to be job-ready upon graduation, an investment in programs like the Center for Student Success through the Steele Hoover Student Success fund, enables Murrow students access to industry professionals, Murrow Mentors, Murrow Pathways programs for recruitment

and retention, professional development and workforce readiness.

John McCallum Endowed Scholarship in Communication

Murrow grad, prolific author, sports star, WWII hero and Tacoma native John McCallum was one of the hardest working celebrity biographers of the Fabulous '50s. Pat McCallum, a gifted linguist, academic and WWII reporter established a scholarship through his estate to honor the life of his brother John and provide access to education through student support.

Jay and Retha Rockey Professorship

The Rockey family, along with Cheri Brennan, Mark Dyce, Christiaan Brown, Janelle Guthrie and Marilyn Hawkins have seed funded the Rockey Initiative. They invite you to join them in fully funding this important initiative. The Professorship will be a leader in educating the next generation of

outstanding communications professionals while enhancing the Murrow College reputation for courage, ethics and innovation. These are the values championed and exhibited by Jay and Retha Rockey.

Art Eckman Endowed Excellence Fund in Sports Communication

This fund was created by WSU grad and football player Colin White as a way for the Cougar Community to invest and support Murrow's sports communication learning opportunities and allow students to directly connect, learn and engage in the sports industry. Named after one of The Colleges most illustrious sports communicators Art Eckman, this gift offers the unique chance for Murrow to partner across units with the WSU Honors College in the promotion of opportunities to help students learn and prepare for careers in the sports communication industry.



Fred N. Hogg Endowed Scholarship in Communication

Established this year, the Hogg scholarship will offer a full ride scholarship, to a deserving military or transfer students with exceptional academic achievement. Fred Hogg, WSU '66 was a leader amongst his peers in the communication department, on the

We have 728 total donors so far in FY17.

football field as a star tackle and on the stage as an award-winning actor. Through the generosity of his loving widow Diane and son Wade Hogg, the Murrow College is proud to be able to offer this unique scholarship to students in both Everett and Pullman.

Keith Jackson Graduate Fellowship

National recruitment is underway for six of best of class students to come to WSU in the Fall to explore new technologies, production or management practices that serve and promote a vital and ethical communication profession and industry.

GIFTS IN ACTION:
Preeminent research, teaching and engagement

CONDUCTING TOP COMMUNICATION RESEARCH: RECENT GIFTS IN ACTION

The Patrick Coolen Health Communication Entrepreneurs Endowment

Established this year in honor of Patrick Coolen, WSU '73, enables Murrow College faculty and students to



work together with The Elson S. Floyd College of Medicine and health-related units to improve the health of rural and culturally diverse communities through proactive health communication messaging and stories.

MAKING A DIFFERENCE: ANNUAL GIVING AND ALUMNI ENGAGEMENT

- Fall Annual Giving Campaign | A Guiding Light for 21st Century Communicators Annual Giving is up 27% or \$12,611 from the same point in FY 16.
- Direct mail is up \$10,969 (\$20,185 over all)
- Call-A-Coug has raised \$12,183
- On-line donations are up \$13,980 (\$26,994 over all)
- Collectively, in the first six months of FY 17, we raised nearly \$60,000, up 27% from last year's nearly \$47,000 at the same point in FY 16.
- We have a 7% annual alumni participation rate, with 728 total donors so far in FY17. That is an average gift of just over \$80.
- With only spending \$0.07 to raise \$1, we are seeing a fantastic return on investment!

ENGAGEMENT AND OUTREACH: #MURROWINACTION

- San Jose Tech Museum – Celebration with area alumni in collaboration with Harold Frank Institute - Murrow students working with Carson and Voiland students
- Arizona Murrow Reception - Thank you Liz and Mike Johnson
- New York City Murrow Reception – Thank you Liz Pritchard and Casey Murrow
- Palo Alto Murrow Outreach – Thank you Anna Centrella Thayer and Simon Bowers
- Spokane Fireside Chat with the Dean – Thank you Lori Maricle and Patricia McRae
- Seattle and Spokane Murrow “Sports Communication Power hour” – Thank you Colin White and Art Eckman
- Holiday Bowl “outreach and celebration of Murrow Cougs in Sports”
 - Sports trading card pack (highlight Cougs in Sports)
 - Young Alumni Group launched (thank you Lorie Wagner and Sherry Nebel)
- Tacoma Murrow Night at the Rainiers Game – Thank you Paul Casey

Everett

The Integrated Strategic Communication (ISC) program at Everett continues to grow! As the second largest program at WSUNPSE, ISC currently serves about 60 active students and expects 23 of these students to graduate at the conclusion of the spring semester.

The program continues to build a strong interdisciplinary track record with the various STEM-related offerings at Everett. For example, ISC student Kevin Lamb has been selected as a Boeing Scholars recipient. As part of the program, the student worked closely with faculty member Lucrezia Cuen Paxson to create a two-minute promo video for entry into a business plan competition. The video documented Boeing Scholars' work on the lightning detection unit FirstStryke.

In addition, program director Brett Atwood is actively working with the sequence leads for Software Engineering, Data Analytics and Hospitality Business Management to explore new communication and technology initiatives including a potential new minor offering for Everett and potentially other campuses.

Faculty member Corrie Wilder continues to bring professional partners into the classroom via COMSTRAT 485 (Public Relations Management & Campaigns). As part of this class, students are creating campaigns for numerous local

organizations, including AquaSox. Wildini, the IEEE club and Metropolitan Center for Applied Research and Extension.

In late March 2017, all faculty participated in the second annual Murrow College Communication Day event, which connected students with professionals in the field through a series of career development workshops, panels, resume reviews and open discussions. Participants included Boeing VP of Communication Sean MacCormack and Starbucks Editor-in-Chief Kellie Garrett.

All faculty members also attended and chaperoned 25 students at the Seattle Interactive Conference, held in late 2016. As part of this effort, students were able to attend workshops and network directly with executives from several top technology companies including Amazon.com, Google, Facebook and Microsoft. All registrations (typically valued at \$400 each) were comped for our students due to a generous grant from the ASWSUE and the event organizers.





Vancouver

The Integrated Strategic Communication (ISC) program was officially launched in Vancouver as of Spring 2017.

The much anticipated program was immediately able to enroll 32 students to major in the degree. The program aims to serve at least 50 majors by the end of the first year. In addition, the program also has 30 students who are minoring in communication as well as 22 General Studies majors who have indicated communication as one of their areas of study.

Dr. Elizabeth Candello joined the ISC program as an assistant clinical professor in Fall 2016 and brings with her considerable academic and industry experience in public relations. In addition the program relies on a small pool of industry professionals who teach classes in digital advertising, content creation, and journalism. Classes have also been able to draw upon a wide range of guest speakers from the industry.

ISC students were encouraged to form a club, “Strategic U”, that helps local non profit agencies with their strategic communication needs. The student club has over 20 members and is currently working with five clients. The club was featured prominently in the local newspaper, which generated a lot of interest and goodwill for the program and the university from the local community.

Most courses offered in the ISC sequence incorporate a group project that emphasizes experiential learning and civic engagement. Over the last year students worked on projects that

required them to conduct workshops on media literacy at local middle and high schools, create “safety awareness” campaigns for organizations such as Portland Police and Washington State Department of Transportation, conduct research and provide insights for WSU Vancouver’s marketing efforts, and work on assorted projects with local non profit agencies.

The ISC program hosted a panel discussion in Fall 2016 on “media and politics” a week before the presidential elections. The panel was well attended by students and local residents and featured prominent personalities from the greater Portland Vancouver area. Panel discussions will be hosted every semester: the one in Spring 2017 will tackle the issue of “media and news credibility” while the panel discussion in Fall 2017 will revolve around “sexual assault on women.”

The Vancouver campus was honored to host the annual “Murrow Professional Advisory Board” in Fall 2016. Meeting attendees were pleased to hear about the latest Murrow College of Communication offering in Vancouver and offered their help and support to the program. These new relationships with industry professionals have helped facilitate numerous interactions including a student trip to KGW studios in downtown Portland.



Online BA

Murrow's undergraduate program is going Global

Early in the Spring 2016 semester, Murrow College combined efforts with Academic Outreach & Innovation to collaboratively present a proposal to extend a bachelor's degree offering into the Global Campus learning environment online.

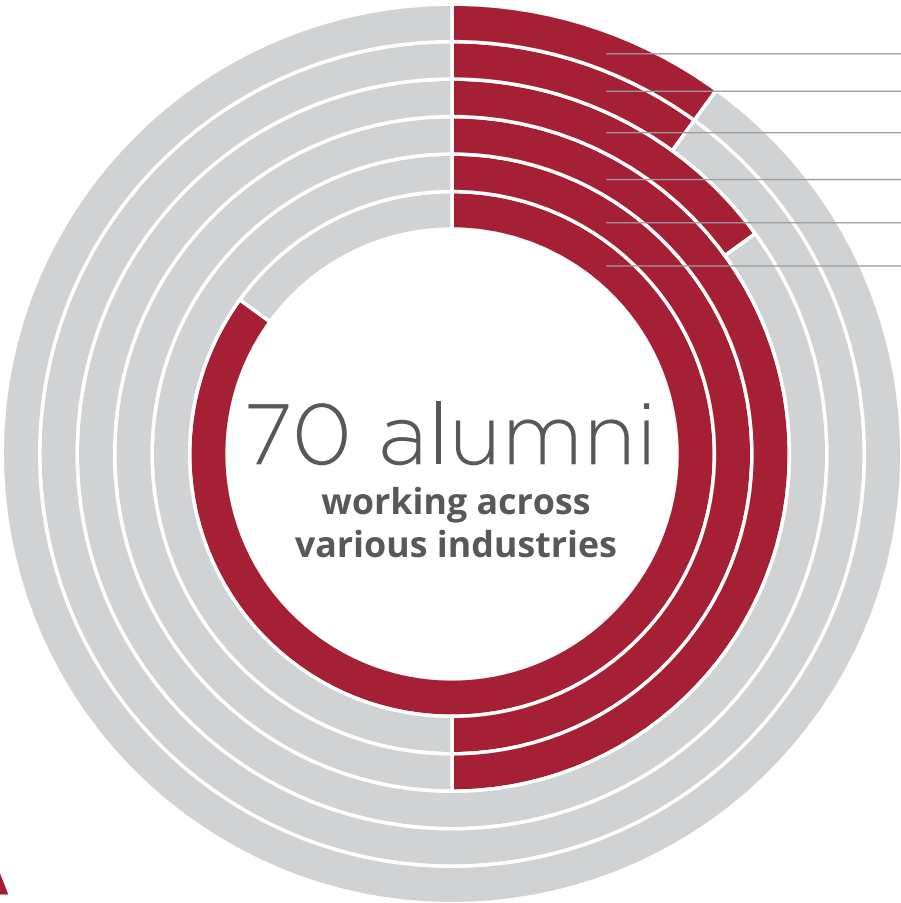
The sustained success of the online master's program and increasing demand for digital content, advertising, and public relations strategy in today's job market are strong indicators of the potential of this offering for a student base that is looking for remote education options. Clinical Assistant Professor Ryan Risenmay headed up the initiative to develop a model for the Integrated Strategic Communication (ISC) bachelor's degree that

The proposal is approved by WSU Faculty Senate, the Board of Regents and sent to the NWCCU for accreditation approval.

maintains the same level of noteworthy learning outcomes and practical application as demonstrated in the college's on-campus offerings.

The proposal has been reviewed and approved by WSU Faculty Senate and the Board of Regents, and has now been sent to the Northwest Commission on Colleges and Universities (NWCCU) for accreditation approval. Should that final approval be received by the end of April, Murrow and AOI will both begin marketing the new online degree offering.

There is a positive outlook indicating that, in addition to new students that can be recruited into the program, many existing WSU online students may also find this new program to be an attractive option for their undergraduate degree of choice.



Online MA

The Edward R. Murrow College of Communication online MA in Strategic Communication degree program is designed for those who want to excel in advertising, public relations, corporate communication, and communication management.

The Online MA Strategic Communication program celebrates its third anniversary in spring 2017 — a journey from just 16 students enrolled in the program, to more than 128 active students registered and engaged across 10 courses. Throughout the evolution of this program, our 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.

With these goals at the forefront, we are applying an intentional and strategic approach of managed growth (15 to 20 new admits/semester) and course capaci-

ties (>25 enrolled in each course) — ensuring students receive personal attention and peer collaboration, while limiting faculty overwhelm. This managed growth plan coincides with revenue objectives; resource management; and creating a culture of research, learning and advancement.

*“Our priorities remain rooted in...
creating a culture of research,
learning and advancement.”*

Beginning with our debut graduating class in the fall of 2014 to fall 2016, we have 70 MA Strategic Communication graduates representing more than 5 countries, 19 states and 47 cities across the U.S.



Online MA Alumni By The Numbers

70 alumni are working across various industries including high tech, entertainment and events, nonprofit sector, political communications, science communications, health communications, human resources, multimedia journalism and government relations

Alumni undergraduate degrees span across 37 disciplines including communications, business, education, English, journalism, sociology, information technology, marketing and more

- 10% work for national brands (including Microsoft, Boeing, Hewlett-Packard, Yesler and hibu)
- 10% are active or recently retired military
- 15% of alumni hold positions with national or international responsibility in government relations, political communication and outreach
- 50% of alumni hold leadership titles in communication roles (manager, director, senior director)
- 50% of alumni work in the nonprofit sector including higher education, healthcare, associations and government (city, county, state, federal)
- 85% actively work in the field of professional communications

Curriculum Updates

The year 2016 brought many curriculum updates and new courses to Murrow College. Among the highlights:

- **New ISC Vancouver program debuts:** After a successful debut in Everett, the Integrated Strategic Communication (ISC) program was further extended to the WSU Vancouver campus. Led by program director Dr. Nanu Iyer, the program already has XX students enrolled in the first year.
- **New online BA approved:** The ISC program will continue to expand in 2017 with the fall debut of an all-new online-only BA offering.
- **New Risk and Crisis Communication major:** In fall 2016, the new Risk and Crisis Communication major debuted within the Communication and Society sequence.
- **New Sports Communication minor:** Paperwork has been submitted for a highly-anticipated new Sports Communication minor, which is scheduled to begin during the spring 2018 semester.
- **New Health Promotion minor:** Another minor in the works is Health Promotion, which is expected to begin in fall 2018.
- **New courses:** Several new courses made their debut in 2016. Among the new offerings are:
 - **Data Visualization for News and Sports** (COM 475), taught by Lisa Waananen
 - **Narrative Storytelling for Causes and Brands** (COM 475), taught by Lisa Waananen
 - **Sports and the Media** (COM 225), taught by Ben Shors
 - **Communicating Science and Technology** (COM 400), taught by Bimbi Irom in Pullman and Lucrezia Cuen Paxson in Everett
 - **Trends in Human Computer Interaction and New Media** (COM 475), taught by Yujung Nam
 - **Organizing for Social Change** (COMSOC 326), taught by Myiah Hutchens
- **UCORE capstone approvals:** Two of our classes were approved as UCORE capstone courses: Stereotypes in Communication (COM 471) and Intercultural Communication and Globalization (COMSOC 421).





Technology

The Digital Classroom Building is envisioned as technology rich, providing robust systems and flexible infrastructure to accommodate the rapid pace of technology changes.

The facility will position Washington State University to accommodate student population growth, energize and enable students and faculty, and address the tremendous advances that have been made in understanding the way students learn.

Here's the breakdown:

- Twelve general university classrooms
- Three active learning classrooms with student centered technologies
- One lecture hall in the round, seating 280 students
- Videoconference capable classrooms
- Various support spaces in the building for faculty and student including: Student Skills Studio, Faculty Innovation Studio, Media Innovation Lab, Design Studio, and Academic Resources/Tutoring.
- Faculty Hoteling office for temporary touch-down spaces for faculty teaching in the building, holding office hours, prepping, etc.

Further, we have purchased a device that improves the visibility of the local classroom when faculty have guest lecturers in over

Technology accommodates and motivates students to engage deeply in learning.

web conferencing. It improves local audio and video by “fooling” the local computer into thinking that a professional/prosumer camera is actually a webcam.

Finally, we are in our second year of using a device that allows news students to report from a remote location using cell phone technology in order to pass audio and video. Students plug their camera into the device and it streams audio and video back to the studio.

The innovative technology available to faculty continues to help motivate students to engage deeply in learning.

TOP 10
RESEARCH PROGRAM

TOP 2%
HIGHER ED RESEARCH
COMMUNICATION PROGRAMS

TOP 1/3
NUMBER OF CITATIONS
OF ARTICLES BY FACULTY

#20
OF 83 IN
RESEARCH OUTPUT

#15
OF 83 IN
STUDENT DIVERSITY

Research at Murrow

During the past decade, The Edward R. Murrow College of Communication has consistently ranked nationally for research publications and submissions. We are committed to producing high quality scholarly research.

RANKINGS

- Ranked as a top ten research program in 21 of 99 research areas by Communication Institute for Online Scholarship (CIOS)
- Ranked within the top 2% (12/539) of communication programs for higher education research and development expenditures, according to the 2015 NSF Higher Education Research & Development (HERD) Report
- Ranked in the top one-third of communication programs for number of citations of articles by faculty members (Allen, Maier, & Grimes, 2012)
- The National Research Council Assessment of Research-Doctorate Programs (2010) indicates the Murrow doctorate program is #20 of 83 communication programs in research output and #15 of 83 programs in student diversity.

RESEARCH AND LAB FACILITIES

- Technology-enhanced Focus Group Lab
- Media Viewing Lab
- Communication, Emotion and Cognition Lab
- 26-station Digital Research Lab

RESEARCH IN THE EDWARD R. MURROW COLLEGE OF COMMUNICATION

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 sexuality (sexual health) and radio, and

a top 10 research unit in a variety of areas including media and children, broadcasting, political elections, politics and government and regions of the world including Africa, Asia and the Middle East. The 2015 NSF Higher Education Research & Development (HERD) Report ranked the Murrow College of Communication within the top 2% (12/539) of communication programs for higher education research and development expenditures. An independent group of scholars ranked Murrow in the top one-third of communication programs for

number of citations of articles by faculty members (Allen, Maier, & Grimes, 2012). 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. In addition, because digital communication

and media influences are far reaching and not bound by geographic boundaries, 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 each of these and related areas:

Media and 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 and 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 and 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.

- Parent-child communication about media and health
- Media literacy to promote healthy decision making

EXTRAMURAL SUPPORT

Murrow faculty research is funded by a number of 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, Amanda Boyd’s research focuses on improving the communication of health and environmental risks to rural and indigenous populations. She works with the Inuit in the Canadian Arctic to evaluate and improve messaging about the risks from contaminants (e.g., mercury, lead) and the benefits of healthy activities (e.g., eating traditional foods). Her research is funded by the Canadian Institutes of Health Research, the Northern Contaminants Program (Canada) and the National Institutes of Health. Erica Austin is the PI for a \$2.5M, 5-year research and extension project (FoodMania) that tests whether a family based media literacy curriculum improves parents’ media management skills and decreases youths’ susceptibility to appealing but unrealistic food marketing. FoodMania is the first media literacy program that provides sessions for parents and youth to attend together with the purpose of improving the home food environment and food choices. Funding is provided by the USDA AFRI Childhood Obesity Prevention Program.

THE MURROW CENTER FOR MEDIA & HEALTH PROMOTION RESEARCH

The Murrow Center for Media & Health Promotion Research in the Edward R. Murrow College of Communication at Washington State University examines how people use media messages in their decisions about health, and how health promotion practitioners can maximize the effectiveness of health messages targeting young people and their families. The Center’s work is intended to help individuals and health professionals use media most effectively to facilitate informed and healthy decisions. The Murrow Center faculty members study the following areas:

- Media effects and strategies to prevent alcohol and drug abuse
- Use of media to reduce sexual assault and promote healthy sexual relationships
- Digital media, health and well-being





The Edward R. Murrow
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