

NEWS RELEASE

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Contact Information:
Danielle Wright
Office: (555) 555-5555
Fax: (555) 555-5555
Email: wrighp1@auburn.edu

GENERAL MANAGER OF EDELMAN PUBLIC RELATIONS WORLDWIDE TO VISIT AUBURN

Rick Murray, general manager of Edelman Public Relations Worldwide, will be visiting Auburn University to meet with students and faculty in the Department of Communication and Journalism on Wednesday, November 1, 2006.

Murray is the president of me2revolution. He helps with Edelman Worldwide public relations campaigns and the street marketing group called “Edelman on the Go.”

Murray will be visiting the Auburn University Hotel and Conference Center as well as Tichenor Hall to meet with students, review their work and discuss social media with the faculty.

Auburn University’s public relations department received Murray’s attention after being featured in numerous articles about the students’ use of social media. Social media is defined as the online tools and platforms, including blogs, podcasts and message boards, which the public use to share information, insights and opinions. This media is becoming extremely important to the public relations profession, and Auburn University is a front runner in the study of this field.

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