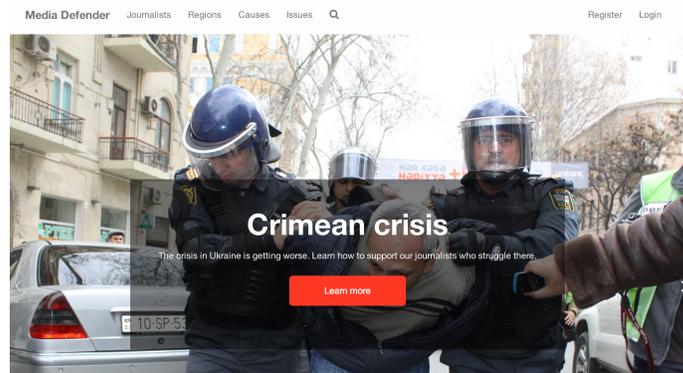


# Erin Murphy Digital Samples

## Web Layouts

Splash page design for Press Start, a crowdfunding platform designed to help reporters in repressive media environments

Site template design and concept development for Press Start (previously called Media Defender in the prototype phase).



Concept development, layout and design, and copy writing for new TOL Education site

<a href="#">Tuition and Fees</a>
<a href="#">FAQs</a>
<a href="#">Contact Us</a>
<a href="#">Apply</a>

**Social Movements. Uprisings. Revolutions. Challenges. Transitions. What's next?**

Picture it: 1989, after nearly 30 years of separation, Berlin's streets are beckoning for change — lasting change. Leaders across the region are cornered by citizens demanding a new direction. Slowly, fresh ideals and hopes surface, regimes crumble, new ones emerge, and people are left wanting more.

Join us this summer in Prague for a special one-month course, where you will critically examine and document this milestone anniversary, 25 years of post-communist transition in Europe. Practice the art of reporting. Be a part of the story telling. Start your journey now.

**Share this course**



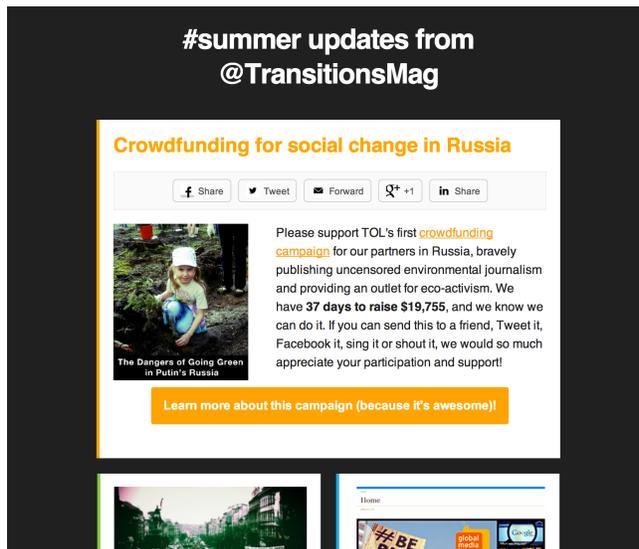


Foreign Correspondent Training
About this Course
Curriculum & Schedule
Faculty

## Foreign Correspondent Training

Date: July 6, 2014 — July 14, 2014

Sample email communication (design, information compilation, writing, editing)



How's your summer going? Here are some updates on ours!

TOL Becomes Founding Partner in New Guardian Network

Ticket to Prague: Call for Papers & Summer Courses

Because There is Hope: A Roma Documentary Screening in Prague  
(this one even includes minor crisis management after a marketing intern accidentally sent it out early, before final copy editing was complete)

### **Social innovation—beyond a buzz phrase in Kosovo**

Young activists from across Kosovo attended an event in Pristina 20-22 June to launch the Science for Change project, an initiative by Transitions, [Internet Artizans](#), the [Innovations Lab Kosovo](#), and the [Peer Educators Network \(PEN\)](#) to start a citizen-science movement in the region.



Focusing first on air quality issues in different parts of the country, the project gathers local community activists with young technologists, environmental advocates, students, journalists, and international experts. Working together, they will co-create and collaboratively implement a series of environmental monitoring and policy advocacy initiatives aimed at increasing civic

### **Monthly grant-funded project newsletters sent via email**

June

May

April

March

### **Links to social sample media platforms under my management:**

Transitions Twitter: <https://twitter.com/TransitionsMag>

Chalkboard Twitter: <https://twitter.com/ChalkboardTOL>

Transitions Facebook: <https://www.facebook.com/TransitionsOnline>



### **Print Material Samples**

Media Defender one-pager  
(front)

## MEDIA DEFENDER a lifeline for embattled reporters

More than six billion people worldwide live in countries with unfree or partially free media, where courageous journalists struggle to make a living under political and financial pressures. The lack of strong, vibrant independent journalism removes a key watchdog over elected officials and an uncensored outlet for airing news and opinions.

That's where Media Defender, a crowdfunding platform that will pry open a space for a free press, comes in.

### Connecting the Unconnected

Backed by a network of local partners with on-the-ground expertise, the site will reach some of the most repressive societies around the globe, providing new funding opportunities and international exposure to participating journalists.



### Long-term Assistance

Unlike other models, the site will not collect funds to pay for just a single investigation, photo essay, or video project. Instead, Media Defender will be a lifeline for reporters, raising money to finance multiple stories, keeping them on the job – long-term – and making a difference.

### Collective Impact

Media Defender will unite existing organizations that support quality journalism and freedom of the press. With this common agenda, we will connect people around the world with those on the front line: the reporters themselves.

For more information, please visit [mediadefender.org](http://mediadefender.org) or contact [info@mediadefender.org](mailto:info@mediadefender.org).

(back)



Transitions Online organizational one-pager design



This is me hanging out at our booth at the Deutsche Welle Global Media Forum with the two new roll-up banners I designed.



Media Defender roll-up

**Other designs:**



Creative consultant for ad design for Time Square 30-second spot for The Khusi Hona Orphan Project

[https://www.youtube.com/watch?v=BLWL\\_rloICg&feature=youtu.be](https://www.youtube.com/watch?v=BLWL_rloICg&feature=youtu.be)



Copy editing, cover-design and marketing of Transitions' top selling e-book

UNDERSTANDING THE PROTESTS AND THE POLITICS

*A collection of recent TOL articles putting the current turmoil in context*



Postcard competition (design and original photos)



Logo design for Festivalul Libertatii (Festival of Freedom), an anti-trafficking and safe migration awareness week in the Republic of Moldova