

WALTER MURPHY

STRATEGIC COMMUNICATIONS PORTFOLIO

Public-Sector Writing, Digital Content & Multi-Platform Strategy

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DAILY EDITORIAL CONTENT STRATEGY: University of Michigan Research for CBS News Detroit

GOAL: Identify and develop high-value story opportunities, establish their relevance to the intended audience and execute a coordinated content strategy across broadcast, web and social platforms.

This process required evaluating complex information for public relevance, securing credible expert and stakeholder participation and adapting the central message for each platform without sacrificing accuracy or consistency.

STRATEGIC PLANNING

THE VALUE PROPOSITION

Determine the central value of the story by answering three questions:

- What is happening?
- Who does it affect?
- Why does it matter now?

This framework established the clearest public-facing message and provided the foundation for each piece of content.

AUDIENCE AND STAKEHOLDER ANALYSIS

Identify the audiences most likely to benefit from or engage with the information. Determine which researchers, subject-matter experts and affected community members could establish authority, explain the issue and illustrate its human impact.

MESSAGE DEVELOPMENT

Translate technical or academic information into accessible language while preserving accuracy and appropriate context. Build the narrative around the information most relevant to the audience rather than leading with technical terminology.

MULTI-CHANNEL DEPLOYMENT

Develop a platform-specific content plan instead of reproducing the same material across every channel:

- **Broadcast:** Lead with human impact and explain the central findings visually and conversationally.
- **Web:** Provide greater scientific context, supporting information and direct access to the original research.
- **Social Media:** Distill the most compelling findings into concise, visually engaging content designed to increase awareness and direct audiences to the complete story.

EDITORIAL AND ISSUES MANAGEMENT

Anticipate questions involving accuracy, sourcing, research limitations and public interpretation before publication. Coordinate closely with researchers and stakeholders to ensure the content remains understandable without overstating the findings.

EXECUTION: UNIVERSITY OF MICHIGAN FOOD-ALLERGY RESEARCH

THE OPPORTUNITY

University of Michigan researchers identified promising findings involving the dietary fiber inulin and its potential application in treating severe food allergies.

The underlying research was scientifically complex, but the potential effect on families living with serious food allergies created a clear and timely public-interest opportunity.

HUMAN-CENTERED STORY DEVELOPMENT

I developed the story around a local family affected by severe food allergies. Their experience established the real-world stakes of the research and gave audiences an accessible point of entry into the scientific findings.

The researchers provided the clinical authority, while the family demonstrated why the work mattered beyond the laboratory.

BROADCAST STRATEGY

The broadcast story led with the family's experience before introducing the scientific findings. Interviews with the University of Michigan research team explained the study's significance, its limitations and the work still required before the findings could lead to widely available treatment.

This structure made the research understandable to a general audience without misrepresenting its developmental stage.

WEB AND DIGITAL STRATEGY

The digital article expanded the story beyond the time limitations of broadcast. It included:

- Additional scientific context
- More detailed explanation of the research
- Supporting information from the research team
- A direct link to the published study
- Relevant background for readers seeking a deeper understanding

The web treatment strengthened credibility by giving readers access to the underlying source material.

SOCIAL MEDIA STRATEGY

The social treatment distilled the central finding into clear, concise language supported by visual content. It was designed to capture attention, communicate the public relevance of the research and direct audiences to the complete digital story for additional context.

Each social element maintained the same central message while using a format appropriate for audiences consuming information quickly.

WHY THE STRATEGY WORKED

The strategy led with human impact rather than scientific terminology, making complex research personally relevant and easier to understand.

Each platform performed a distinct but complementary function:

- **Broadcast** created an emotional connection and introduced the research.
- **Web** provided authority, depth and direct access to the source material.
- **Social media** expanded awareness and directed audiences to the complete story.

The unified approach allowed the story to reach different audiences without duplicating identical content or compromising scientific accuracy.

Detroit Tree Partnership Nears 70% of 75,000-Tree Goal

Coalition has planted more than 52,000 trees while expanding Detroit's urban forest, improving neighborhood health, and creating workforce opportunities.

DETROIT — The Detroit Tree Partnership has planted more than 52,000 trees since launching in 2022, reaching nearly 70% of its goal to plant 75,000 trees across Detroit by 2027. The collaborative initiative is transforming neighborhoods through strategic tree planting while improving environmental health, increasing access to green space, and preparing Detroit residents for careers in urban forestry.

Led by the City of Detroit, The Greening of Detroit, DTE Energy, American Forests, and The Nature Conservancy, the partnership is focused on planting trees in neighborhoods with the greatest need for canopy coverage. Together, the organizations are working to reduce urban heat, improve air quality, manage stormwater, and create healthier, more resilient communities.

Turning Blight Into Opportunity

For decades, many Detroit neighborhoods have experienced significant tree loss because of disease, aging infrastructure, and disinvestment. The Detroit Tree Partnership is restoring that canopy by planting shade and ornamental trees along residential streets, parks, and public spaces. The initiative is helping create cooler neighborhoods, enhance curb appeal, reduce urban heat, and improve residents' quality of life.

An Investment in Public Health

Expanding Detroit's tree canopy is also an investment in public health. Urban trees help filter airborne pollutants, reduce summer temperatures, improve stormwater management, and support healthier neighborhoods. By prioritizing communities with the lowest existing tree canopy, the partnership is delivering environmental benefits where they are needed most while strengthening Detroit's long-term climate resilience.

Growing Detroit's Workforce

The initiative is also creating career opportunities for Detroit residents. Through workforce development programs led by The Greening of Detroit and partner organizations, participants receive hands-on training in tree planting, pruning, and urban forestry, preparing them for long-term careers in environmental stewardship and landscape management.

Looking Ahead

With approximately 22,000 trees remaining to reach its goal by 2027, the Detroit Tree Partnership will continue working alongside residents, neighborhood organizations, and community partners to expand tree canopy, increase volunteer opportunities, and invest in workforce development throughout the city.

Residents interested in requesting a tree, volunteering at a community planting event, or learning more about the Detroit Tree Partnership are encouraged to visit detroittreepartnership.org or greeningofdetroit.org.

About the Detroit Tree Partnership

The Detroit Tree Partnership is a collaborative initiative led by the City of Detroit, The Greening of Detroit, DTE Energy, American Forests, and The Nature Conservancy. Together, the partners are working to expand Detroit's urban tree canopy by planting 75,000 trees, creating workforce development opportunities, and advancing Tree Equity through community engagement, environmental stewardship, and long-term investment in neighborhoods across the city.

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Media Contact: Media Relations | Detroit Tree Partnership

Portfolio Sample — This press release was created for demonstration purposes using publicly available information.

FOR IMMEDIATE RELEASE

City of Moultrie Advances \$1 Million Water Infrastructure Improvement Project

Proposed upgrades will improve water system reliability for residents in northwest Moultrie.

MOULTRIE, Ga. — The City of Moultrie is moving forward with a proposed \$1 million water infrastructure improvement project designed to strengthen the city's water distribution system and improve long-term reliability for residents in northwest Moultrie.

The project is expected to be funded through the Georgia Department of Community Affairs' Community Development Block Grant (CDBG) Program and includes planned water system improvements along 8th Avenue NW, 9th Avenue NW, 10th Avenue NW, 7th Street NW, and Elliott Brown Street.

Modernizing aging water infrastructure helps ensure reliable service for residents, supports future community growth, and improves the overall resilience of the city's utility system.

"As we continue investing in Moultrie's infrastructure, projects like this help us provide reliable public services while preparing our community for the future. These improvements represent an investment in our neighborhoods and the quality of life of the residents who call them home."

— **Mayor William McIntosh**

As part of the grant process, the City has completed the required environmental review under federal regulations. The Environmental Review Record is available for public inspection at the City Clerk's Office during normal business hours.

Residents are encouraged to review the project information and submit comments as part of the public participation process. Public input is an important component of the Community Development Block Grant program and helps ensure transparency throughout the project.

Pending final approvals, construction is expected to improve water system reliability in the project area while supporting the City's ongoing commitment to maintaining safe and dependable public infrastructure.

Additional information about the proposed project and the public comment process is available through the City Clerk's Office at Moultrie City Hall.

About the City of Moultrie

The City of Moultrie serves more than 15,000 residents in Colquitt County, Georgia. Through strategic investment in infrastructure, public safety, economic development, and quality-of-life initiatives, the City is committed to providing reliable municipal services while supporting a vibrant and growing community.

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CITY OF MOULTRIE

Community Newsletter | August 2026



Downtown Moultrie's historic square, home to community events throughout the year.

Back to School Across Moultrie

A new school year is just around the corner, and students, teachers, and families across Moultrie are preparing for an exciting start. Colquitt County Schools will welcome students and families during Open House on **Monday, August 3**, giving everyone a chance to meet teachers, visit classrooms, and get ready for the first day of school on **Wednesday, August 5**.

Colquitt Christian Academy will also begin classes on **Monday, August 10**, as students across the community return to the classroom.

As traffic increases around local schools, motorists are encouraged to slow down in school zones, watch for children walking or riding bicycles, and always stop for school buses when required. Together, we can help ensure every student has a safe and successful start to the school year.



Second Saturday Returns August 8

Second Saturday returns to Downtown Moultrie on **Saturday, August 8**, with a full day of shopping, dining, and family fun.

Browse local boutiques for back-to-school deals, enjoy lunch at one of downtown's restaurants, and visit food trucks around the square while supporting local businesses. Whether you're finishing your school shopping or simply looking for a fun way to spend the day, Second Saturday is the perfect opportunity to experience everything Downtown Moultrie has to offer.

Bring your family, invite your friends, and make some back-to-school memories while enjoying one of Moultrie's favorite monthly events.




BOUNCE HOUSE & SLIDE
10:00 AM - 3:00 PM

AUGUST 8

SIDEWALK SALES

MOST SHOPS OPEN AT 10:00 AM
DOWNTOWN EATERY AND DRINK OPTIONS

RT's Sports Bar & Grill - Rocco's Ristorante at the Theatre
Hometown Bar & Grill - Canela - Beans & Strings
Bandwagon Brewing Company - Hometown Bar & Grill
Moultrie Billiard Parlor - The Speakeasy on Main
Rancho Grande - Three Crazy Bakers - The Barbeque Pit
Hometown Nutrition - West Coast Vegan Grill

FOOD TRUCKS
Junkie Fries
D&L's BBQ, Sandwiches, and More
Stick a Fork In It
West Coast Vegan Grill
Tortilleria La Oaxaquena
Frost Bitez
Lawson Peach Shed
Yodee's Mobile Fresh



Community Calendar

Saturday, August 1	Raceway Customer Appreciation — Back-to-School Event 3:00–5:00 p.m. · Raceway Gas Station, 1301 Veterans Parkway
Monday, August 3	Colquitt County Schools Open House Students and families are invited to meet teachers, tour classrooms, and prepare for the new school year.
Wednesday, August 5	First Day of School — Colquitt County Schools
Thursday, August 6	Trivia Night Summer League 7:00–10:00 p.m. · Bandwagon Brewing Company
Saturday, August 8	Second Saturday 10:00 a.m.–3:30 p.m. · Downtown Moultrie
Monday, August 10	First Day of School — Colquitt Christian Academy

City Reminder

School Is Back in Session

As students return to the classroom this month, the City of Moultrie reminds everyone to use extra caution near schools and neighborhoods. Please obey posted school zone speed limits, remain alert for children crossing streets, and help make the start of the school year a safe one for every family in our community.