

# Career journalist takes reins of WSU's Murrow College

**Lawrence Pintak brings 30 years of experience to job**

By Yesenia Amaro, Daily News staff writer

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Pintak

The new dean of the Edward R. Murrow College of Communication at Washington State University comes with many years of experience.

"Certainly, most of my career has been as a journalist," said Lawrence Pintak. "I spent most of the 30 past years as a journalist overseas."

Pintak said he will continue to move the college forward with the foundation that Murrow left behind.

Murrow was someone he always looked up to.

"Murrow has been a inspirational figure all through my career," he said.

Pintak spent most of his reporting career in the Middle East, Africa, Europe and southeast Asia.

"I have worn a variety of different hats journalistically," he said.

He also has written books and made documentaries. His latest book, "The New Era of Journalists," will be released this spring.

He spent the past few years working as the director of the Kamal Adham Center for Journalism Training and Research at the American University in Cairo, Egypt, where he ran the only journalism graduate program in the Arab world and also directed several training programs for professional journalists.

Now, he said he is honored to lead the Edward R. Murrow College of Communication.

"It's an honor to be dean of any good journalism communication school, but in particular to be dean of this college, because there is so much that comes with this college," he said. "That legacy, those ethics, that sense of responsibility, and there is a lot to live up to."

As founding dean, Pintak said he would like to focus on two broad themes in particular: the future of journalism and how technology affects journalism and the broader communication field, and the college's health-communication program at the graduate level.

"There are a very few strong health-communication programs in the United States," he said. "This is, and will continue to be, one of our strengths."

Pintak said the college also will increase its focus on digital technology by further incorporating it into the curriculum, and will emphasize that students learn all platforms of journalism.

"For them to break out of the boxes and produce good journalism for all platforms and the platforms that are to come," he said.

He said he also will stress that students in the college learn more about the world around them.

"Even if they never moved away from Pullman ... they need to understand how the world affects them and how they affect the world," he said.

Pintak said the college's role also will be "to help the (journalism) industry where it's going and to experiment with new models of journalism."

He said the college is well-positioned to do that with the resources it has with two broadcasting television stations, Northwest Public Radio and the network of extensions WSU has throughout the state.

"Extension may well come into play," he said.

**Yesenia Amaro** can be reached at (208) 882-5561, ext. 237, or by e-mail at [yamaro@dnews.com](mailto:yamaro@dnews.com).