**Product:** Gale Presents: Udemy

**PR Template to use in outreach to local media**

**How to Use:** (1) Customize the copy as needed and add hyperlinks. (2) Research and build a list of relevant contacts from your local media outlets―consider print/online, radio, and television. (3) Email is typically the fastest and most efficient way to distribute news to media.

Library Name

Address

<Insert library logo here>

Phone number

Email address

Website

News Release

Media Contact:

Contact name

Contact phone number

Contact email address

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| --- |
| **[NAME OF LIBRARY] Now Offers an Online Learning Platform to Help Adults Improve Work-Related Skills and Develop Personal Interests**  *Gale Presents: Udemy gives Texans access to more than 19,000 on-demand courses across a variety of categories in business, technology, design, and personal enrichment.* |

**City, State, Month, Day, Year** – **[NAME OF TOWN]** residents now have free access to [*Gale Presents: Udemy*](https://www.gale.com/public/udemy)*,* an online learning platform that connects patrons to video-based courses taught by leading experts in business, technology, and more. Users can explore more than 19,000 continuously updated, on-demand video courses that match their professional goals and personal interests.

Texas officials recently announced a [$3.5 Million Texas Workforce Commission (TWC) grant](https://gov.texas.gov/news/post/governor-abbott-announces-3.5-million-twc-job-training-grant-to-dallas-college), which demonstrates their interest in investing in the state’s workforce. Additionally, reducing unemployment is key to economic growth and community strength.

“Texas is committed to developing its workforce and bringing more jobs to the state, and this resource supports that priority,” said Gloria Meraz, director and state librarian at TSLAC. “We want to make sure that anyone who wants to grow their professional skills can. *Gale Presents: Udemy* is an accessible, easy way to upskill.”

As the employment landscape continues to change, workers are being tasked to learn new technologies and skills to stay competitive. [Studies](https://www.bls.gov/news.release/pdf/nlsoy.pdf?utm_source=prnewswire&utm_medium=pr&utm_campaign=got201291627) show that on average, workers change jobs 12 times in their lifetime.1 This makesit essential for libraries to offer services that help adults build new skills that align with industry trends and prepare for the shift toward [workforce automation.2](https://www.pewresearch.org/internet/2016/03/10/public-predictions-for-the-future-of-workforce-automation/?utm_source=prnewswire&utm_medium=pr&utm_campaign=got201291627)

*Gale Presents: Udemy,* from Gale, part of Cengage Group, offers a unique, tailor-made learning experience for adults who want to upskill for a new job or advance in their current profession. This top collection, powered by Udemy Business, helps learners get where they want to be personally and professionally.

“Excellent course. Key topics expertly explained. Definitely a five-star program of study,” said a Udemy student. “I will be able to apply the techniques learned with confidence.”

*Gale Presents: Udemy* includes:

* **Unlimited, On-Demand Access to 19,000+ Curated Courses Across Many Categories**: access to high-quality, in-demand content covering technical and business skills.
* **Current and Relevant Courses:** provides the most up-to-date content available on the market. Courses are updated or replaced regularly with new material on emerging topics, ensuring learners are developing skills in the most relevant, in-demand areas.
* **World-Class Instructors:** users are taught by leading experts who are world-class thought leaders, subject matter experts, bestselling authors and award-winning professors that are making advancements in their fields.
* **10,000+ International Collection Courses:** offers thousands of courses taught by instructors in their native language, going beyond traditional content dubbing and video captions. Languages include Arabic, Brazilian Portuguese, French, German, Indonesian, Italian, Japanese, Mandarin, Polish, Russian, Spanish and Turkish.
* **Smart Recommendations:** gives users course suggestions based on previous interactions with the platform.
* **Supplemental Course Resources:** helps reinforce learning and put newly learned skills into practice. More than 60% of courses in *Gale Presents: Udemy* include assignments, quizzes, practice tests and coding exercises. Additionally, 90% of the courses offer subtitles and/or transcripts for video lectures to support a variety of learning styles.
* **Variety of Course Topics:** courses cover content on leadership and management, coding, design, marketing, IT operations, data science, project management, human resources, sales, accounting and finance, productivity and more.
* **Anytime, Anywhere Access:** with the iOS and Android apps, users can download courses to view offline, listen with podcast-style audio and watch using Chromecast or Apple TV.

Major course categories include cloud computing, data science, design, development, finance and accounting, human resources, IT operations, leadership and management, marketing, office productivity, personal development, project management and operations, and sales.

**[NAME OF LIBRARY]** patrons can now access [*Gale Presents: Udemy*](https://www.gale.com/public/udemy)by visiting the library’s website, **[INSERT LINK].**

For questions or more information, please contact [**LIST YOUR LIBRARY CONTACT].**

**About [NAME OF LIBRARY]**

**Include your library’s standard boilerplate paragraph (“About Us”).**

1. Bureau of Labor Statistics of the U.S. Department of Labor, “Number of Jobs, Labor Market Experience, Martial Status, and Health: Results from a National Longitudinal Survey,” news release no. USDL-21-1567, August 31, 2021.

2. Smith, Aaron, “[Public Predictions for the Future of Workforce Automation](https://www.pewresearch.org/internet/2016/03/10/public-predictions-for-the-future-of-workforce-automation/?utm_source=prnewswire&utm_medium=pr&utm_campaign=got201291627),” Pew Research Center, March 10, 2016.