**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

|  |
| --- |
| **[NAME OF LIBRARY] Now Offers an Online Learning Platform to Help Adults Improve Work-Related Skills and Develop Personal Interests**  *Gale Presents: Udemy gives users access to thousands of on-demand courses across 75 categories in business, technology, design, and personal development.* |

**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 thousands of continuously updated, on-demand video courses that match their professional goals and personal interests.

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:

* A wide selection of course topics with high-quality, in-demand content including thousands of courses taught by native speakers in 12 languages
* Courses that are added and removed weekly, as new skills and demands emerge in each field
* An opportunity to learn from world-class instructors working and making advancements in their fields
* Anytime, anywhere access, allowing users to download classes off-line and listen via podcast-style audio or on Chromecast or Apple TV
* A tailor-made learning experience based on skill needs and learning preferences
* Video lectures, most of which offer subtitles and/or transcripts to support a variety of learning styles
* Supplemental course content, such as assignments, quizzes, practice tests, and more
* A certificate of completion, available for download when a course is finished

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.