

## 2025 PRSA Gold Pick Awards

**Category:** Component Awards - Feature Stories

**Organization:** Metropolitan State University of Denver

**Entry title:** Simulating the future of health care

**Description:** The feature story “Sim Labs pave the way for the future of health care” was published on MSU Denver’s RED news website on August 19, 2024. The story is part of a robust communications plan to announce the construction of a new space on campus, called the Sim Labs, which are state-of-the-art facilities that aid in the training of health care professionals such as nurses and EMTs. Written by in-house writer Cory Phare, the story aimed to inspire additional coverage from external media outlets, expanding the audience and positioning the University as a leader in the field of health care training, while also showing how we’re addressing the state’s critical workforce shortage.

Link to full story: <https://red.msudenver.edu/2024/sim-labs-pave-the-way-for-the-future-of-health-care/>

**Background:** The communications plan for the Sim Labs included multiple stories in RED, starting with the announcement [of funding and plans](#), covering the [groundbreaking](#), the [feature story](#) submitted for this award, a [photo story](#) to provide additional visuals, and culminating with a story showing the [Sim Labs in action](#).

The writer for this feature story contacted multiple sources, including the Sim Labs director, the dean of the College of Health and Human Sciences and a current Nursing student to emphasize the impact the facilities would have on macro and micro levels. The writer also coordinated beautiful photos taken by our freelance photographer that show students working in the Sim Labs and contributed to the appeal of this story for local reporters.

**Goals and results:** The feature story was our most successful story in the campaign, garnering media coverage on five local channels, including two video stories, for an estimated reach of nearly 20 million people, according to Meltwater. Results such as these are essential to positioning us as a leader in the health care field in Colorado and to achieving our larger goal of recruiting and retaining students. Media placements:

- Rocky Mountain PBS Video (12 million reach): <https://www.pbs.org/video/msu-denvers-new-teaching-lab-for-nursing-students-simulates-a-real-life-hospital-v4gtud/>
- Rocky Mountain PBS Written (95,000 reach): <https://www.rmpbs.org/blogs/education/metro-state-nursing-lab-manikins>
- Denver Business Journal (5 million reach): <https://www.bizjournals.com/denver/news/2024/09/06/msu-denver-health-simulations-lab.html>
- Denver 7 (1 million reach): <https://www.denver7.com/lifestyle/education/msu-denver-unveils-health-care-training-facility-with-hopes-of-cutting-statewide-nursing-shortage>
- Colorado Public Radio (953,000 reach): <https://www.cpr.org/2024/09/05/msu-denver-simulation-skills-hub-lab-health-care-training/>
- CBS Colorado & Fox 31 (47,000 reach)