



MessageMakers

experiences that transform

messagemakers.com

1217 Turner Street

Lansing MI 48906 USA

tel +1 (517) 482.3333

fax +1 (517) 482.9933

CONTACT: Tina Ray
517-482-3333 (office), 517-482-9933 (fax)
E-mail: ray@messagemakers.com

FOR IMMEDIATE RELEASE:

AFRICAN DIPLOMATS STUDY SCIENCE AND TECHNOLOGY COMMUNICATION AT MESSAGEMAKERS

Lansing, Mich. (August 19, 2010) - Today MessageMakers hosts Michigan State University's International Short Course in Science and Technology Communication, attended by a number of scientists and government officials from across Africa.

The MSU course focuses on effective communication of new advances in science and technology. The lack of accurate information leads to rejection or poor reception of new technologies that could have positive impacts. Topics covered by the course have included communication principles, storytelling, journalistic practices, managing flow of messages, Internet-based communication tools, interview and presentation skills, and hands-on case study work.

"The expectation is that this course will help participants grow in effective communications of the science and technology they work with on a daily basis. We're glad to partner with MSU to share some of the principles we've developed over the past 30+ years we've spent developing media," said Terry Terry, president of MessageMakers."

Members of the media are invited to attend the afternoon session, 1-4 pm on Thursday, August 19th, at MessageMakers' headquarters, 1217 Turner Street in Old Town Lansing.

MessageMakers produces experiences that transform worldwide via event production, high-definition video, and learning programs. For more information, visit www.messagemakers.com.

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