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**From:** Sandy C Gholston  
**Sent:** Tuesday, April 14, 2015 3:39 PM  
**To:** Archive  
**Subject:** PRESS RELEASE: Media Communications Association Hosts 15th Annual Ferris Media Festival  
**Attachments:** fmf\_genda.jpg

Included below is a press release highlighting the upcoming 15<sup>th</sup> annual Ferris Media Festival that will be hosted by the Media Communications Association on Friday, April 17 in the University Center. Check the release and the attached flyer for more details on this event. Any media requests regarding this release can be directed to Sandy Gholston, News Services and Social Media Manager.

Read the online version of the story, here:

<http://www.ferris.edu/HTMLS/news/archive/2015/april/media.htm>

FOR IMMEDIATE RELEASE

April 14, 2015

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### **Media Communications Association Hosts 15<sup>th</sup> Annual Ferris Media Festival**

BIG RAPIDS, Mich. – The Media Communications Association will be hosting the 15<sup>th</sup> Annual Ferris Media Festival on Friday, April 17 in University Center, Room 202.

“The Ferris Media Festival is a yearly event aimed at providing Ferris students with a unique perspective on working in the media industry,” said Nick Kuiper, MCA co-advisor and assistant professor. “This event brings industry professionals to campus to share their experience and hopefully inspire a new generation of creators.”

The media festival kicks off at 9 a.m. and features speakers throughout the day discussing topics such as public television, motion graphics, game design, music production and more. The festival is free, open to the public and co-sponsored by the Diversity and Inclusion Office, Gamma Epsilon Tau and Music Industry Management.

“This is the 15<sup>th</sup> year our organization is sponsoring this event and it also takes place during the 40<sup>th</sup> anniversary celebration of the Television Production program at Ferris,” Kuiper said.

MCA is an international professional association devoted to the advancement of the private television industry, including graphic designers and dedicated to serving the needs of professional video communicators in non-broadcast settings. The organization includes more than 8,000 members in more than 100 chapters across North America, as well as international affiliate members in 11 countries worldwide.

For more information on MCA at Ferris State, check out their Facebook page, here:

<https://www.facebook.com/MCAFerrisStateUniversity?fref=ts>

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