



- Press Release -

CDC Brief on Swine Flu

Live Broadcast from the American University of Cairo Virtual Newsroom

The American University in Cairo's Virtual Newsroom will broadcast live to the internet on Saturday, May 16 at 9 am EST.

Anyone in the world with broadband access can participate in a live chatstream while the Centers for Disease Control and Prevention briefs journalists and bloggers on swine flu.

Special guests include members of Global Voices.



On Saturday, May 16, 9 am Eastern Time (4 pm Cairo Time), Dancing Ink Productions will produce a live broadcast from the American University in Cairo's Virtual Newsroom. This broadcast will take place as part of the "Blogging the Future" summit at the American University in Cairo, Egypt from May 15-17, 2009.

The broadcast will be hosted by Lawrence Pintak, director of the Kamal Adham Center for Journalism, Training and Research at the American University in Cairo. It will be streamed live from the virtual world of Second Life to a global Internet audience. The event will feature two senior executives from the US Centers for Disease Control and Prevention (CDC), Glenn Nowak, Director of the Division of Media Relations, Office of Enterprise Communication; and Jay M. Bernhardt, Director of the National Center for Health Marketing. Nowak and Bernhardt will brief some of the world's most active and prominent bloggers and digital journalists with a distinguished selection of their Arab colleagues. The international community blog, Global Voices, the leading participatory media news room for voices from the developing world with over 150 volunteer authors and translators, will also participate in the event. Global Voices has been covering worldwide approach to the Swine Flu crisis. You can view those reports here.

The Second Life event is part of a two-day "lessons learned" conference on the AUC campus in Cairo that brings together 14 bloggers from around the world, 15 online journalists from across the Arab region, and a dozen Egyptian bloggers to discuss the role of information on the internet.

Journalists from around the world are invited to take part in this event by registering for the live stream at the Dancing Ink Productions website (Register here). Participants will be able to view the entire event taking place in Second Life without needing to be in the virtual world, and those in attendance on the website will be able to communicate in live, real-time chat with event participants in Second Life. Registered users can view the live event here. Questions can be posed in the "chatbridge" and event moderators will pose the most compelling queries to the CDC, Global Voices or the AUC Virtual Newsroom.

The Inaugural Broadcast of the American University in Cairo took place on January 12, 2009 and featured then-US Undersecretary of State for Public Diplomacy James K. Glassman in conversation with a group of Egyptian bloggers. This was part of a larger USAID-funded project to help Egyptian bloggers better understand the U.S. political process. The effort is coordinated by the Kamal Adham Center for Journalism Training and Research at The American University in Cairo, which sent eight bloggers to the U.S. to cover the elections. The AUC Virtual Newsroom was created as a venue where Arab journalists can meet virtually with experts and officials around the world.

This event will begin punctually, so it is advised that participants register ahead of time (registration is extremely simple just a username) to avoid missing the beginning.

Press inquiries can be directed to info@dancinginkproductions.com or +1.914.420.0258.