About the instructor: Andrea Lee Grayson
Andrea Lee Grayson, Ed.D., M.A. has spent more than 25 years productively utilizing both her creative, right brain aptitudes, as well as her organizational & analytical left-brain skills, as an artist, writer, media producer, educator, project manager and scholar.

Dr. Grayson has a background in news, educational, and advertising/corporate media production, and has been teaching college-level courses in Media Studies and Production since 1994. She is the co-founder of the production company *It’s a Fine Mess! Productions*, and is the producer of award-winning children’s media products. Her work with media-based behavior change projects includes collaborating with broadcast producers in Swaziland, Africa to create pro-social health messaging to address the HIV/AIDS epidemic. To help address the risk behaviors of college students, including excessive alcohol consumption, risky sexual activity, and issues of bias, she conceived and is producing a web-based video series that has been researched and created by students through academic service-learning course work.

Dr. Grayson is a social and behavior change marketing consultant, focusing on the use of creative print and media strategies to support social and behavior change initiatives. She is also studies and revels in the creative process, and conducts workshops/trainings for individuals and organizations to embrace creative activities and culture as a means of enhancing productivity, in both personal and business contexts.

She is the author of several e-books and papers on topics ranging from dining etiquette to women’s empowerment, and maintains an occasional blog at www.exercisingcreativity.com