



**National Investor
Relations Institute**

**NEW YORK CHAPTER
2007-2008**

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NIRI-New York 2007-08 Programs Thursday, March 6, 2008



Financial Media and the IRO – The Changing Media Landscape

IROs are focused on “The Changing Media Landscape!” With corporate consolidations, the rise of new media vs. traditional media and other developments, this annual focus on the media will be one of NIRI NY’s best attended meetings. While investors and analysts continue to rely on traditional print and broadcast media they are also becoming more “new media savvy,” presenting new challenges for the IR professional. Result: While IROs need to continue to cater to the needs of the traditional media they must also understand how the recent acquisitions and mergers – such as News Corporation’s acquisition of Dow Jones & Co. (including *The Wall Street Journal*), and the proposed merger of Thomson Financial and Reuters – will affect the journalists who cover their industry. IRO’s also need to closely follow Web-based reporting and blogs. Join NIRI NY for an informative session on how media is changing -- and what you should be doing to stay on top of the trends.

NIRI NY brings this program to you in partnership with PRSA New York.

Experts joining us:

Michael Nathanson, Sanford C. Bernstein & Co.

Top-rated U.S. Media Analyst, ranked #1 Entertainment and #3 Radio for 2007 and 2006 by Institutional Investor Magazine.

Ed Tobin, Reuters, North and South America

Deputy Editor-in-Charge of equities news

Shira Ovide, Dow Jones Newswires

Reporter, covers media and marketing

Broc Romanek, TheCorporateCounsel.net

Editor, TheCorporateCounsel.net, CompensationStandards.com and DealLawyers.com -- as well as print publications: *Compensation Standards* and *Deal Lawyers*.

Moderated by Martin Shea, CBS Corporation

EVP, Investor Relations

REGISTER NOW!

DATE: Thursday, March 6, 2008
5:30 – 6:00 pm Registration
TIME: 6:00 – 7:00 pm Program
7:00 – 8:00 pm Cocktails/Networking
PLACE: *The Westin New York at Times Square
270 West 43rd Street (@ Eighth Avenue)*
COST: \$50 NIRI NY and PRSA Members
\$75 Non-members

RESERVE NOW!

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NIRI-New York 2007-2008 Programs

Register Now for the March 6th

NIRI NY Chapter Meeting!

RSVP NOW!

- * NIRI-NY & PRSA Members: \$50 payable at the door [check or cash only]
- * Non Members: \$75 payable at the door [check or cash only]

Please reserve a space for me:

Name _____

Firm _____

Address _____

Phone _____

Fax _____

Email _____

_____ I am a member of the New York Chapter of NIRI or PRSA

_____ I am a new member of the New York Chapter (joined in last 6 months)

_____ I am not a member of the New York Chapter or affiliate

Payment may be made at the registration table. However your reservation represents a commitment to attend. By completion of this form you are obligated to pay for this meeting unless canceled 48 hours prior to the meeting.

To register, email cleanlists@mindspring.com or niriny@mindspring.com.
You may fax form to 212-551-1107

If you wish to prepay:

- (1) Go online to www.PayPal.com and create an account, pay via MasterCard or Visa and make payable to cleanlists@mindspring.com
- (2) Send a check with this completed form to: NIRI NY, 380 Lexington Avenue, Suite 1700, New York, New York 10168

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