



NIRI NY Event Focused on the Financial Media and the IRO

- Navigating the Changing Media Landscape -

New York, NY March 4, 2008 - The New York chapter of the National Investor Relations Institute (NIRI-NY), in conjunction with the New York chapter of the Public Relations Society of America, will host a panel discussion on how changes in the financial media sector have brought about new opportunities and challenges for the Investor Relations Officer (IRO) in communicating with investors and analysts.

"Understanding the unique symbiotic relationship between 'the Street,' the financial media and corporate communications programs is vital if investor relations officers and corporate management teams want to ultimately be successful in their role as stewards of their companies," said Hulus Alpay, president of the New York Chapter of NIRI and Senior Vice President of Makovsky + Company. "Responsible for driving awareness, transparency and the ultimate success of the sustainable enterprise, IROs, corporate communicators, and management teams need to understand how the process works, how best to work with the media, and ultimately how to strive towards fair and balanced coverage of the company. Consequently, financial media plays a very important role in the strength and success of any corporate investor relations program."

The panelists will discuss how the media industry is changing, covering recent activities such as the merger between Dow Jones and News Corp and the impending merger of Thomson and Reuters. The panel also will explore the upcoming trends in blogs and Web-based reporting.

The panel discussion is scheduled for Thursday, March 6, 2008 at 6:00 pm, and will be moderated by Martin Shea, Executive Vice President of Investor Relations for **CBS Corporation**.

Also on the panel will be:

- Michael Nathanson, top-rated U.S. media analyst at **Sanford C. Bernstein & Company**;
- Ed Tobin, Deputy Company News Editor for North and South America at **Reuters**;
- Shira Ovide, Media and Marketing reporter at **Dow Jones Newswire**; and
- Broc Romanek, editor of **TheCorporateCounsel.net**, **CompensationStandards.com** and **DealLawyers.com**.

Sponsored by PR Newswire, the panel discussion will take place at NIRI-NY's monthly meeting at The Westin Times Square at 43rd Street and Eighth Avenue. Registration and networking begins at 5:30 pm, with the program beginning promptly at 6:00 pm. A networking reception will follow at 7:00 pm.

To register, email: niri@mindspring.com, or cleanlists@mindspring.com. To prepay, go to: www.PayPal.com and make payable to cleanlists@mindspring.com.

Event cost: \$50 for NIRI members, \$75 for non-members

Upcoming Event - April 17, 2008 - Corporate Governance Roundtable

To learn more about the organization visit: www.niriny.org

ABOUT NIRI - NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also its largest, with over 650 members. Founded in 1969, NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. Our members represent the majority of the largest publicly held corporations in the U.S. as well as many small and mid-sized companies. With over 4,300 members in 35 chapters around the country, NIRI sets the highest standards in education to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. For more information, visit www.niriny.org.

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