

**CRE Quarterly Meeting
June 26, 2008**



Agenda

1:00 pm
Opening
Mark Kaline, Chair

1:05 pm
Steering Committee
Mike Hess

1:25 pm
Universe Estimates
Nancy Gallagher

1:35 pm
Media Consumption and Engagement
Shari Anne Brill

1:50 pm
Non Response
Ceril Shagrin

2:00 pm
New Initiatives
Commercial Avoidance/STB - Pat Ligouri
Passive Measurement - George Ivie
Psychographics/Segmentation - Mike Hess

2:30 pm
Nielsen Updates
Mark Green, Paul Donato

2:50 pm
New Business

3:00 pm
Adjourn