

March 10, 2011
1:00 - 5:00 pm ET

730 Third Ave.,
New York, NY.
Hudson Room, 2nd Floor

Conference Call:
1-866-328-4274
Conference ID 4421928



AGENDA

- 1:00 pm **Opening**, Chair, Mike Hess
- 1:05 pm **Steering Committee**, Greg Ross
- 1:20 pm **Measurement Science Report**, Mainak Mazumdar
- 1:40 pm **Committee Reports**
- **Media Consumption and Engagement**, Jack Wakshlag
 - **Social Media**, Beth Rockwood
 - **Digital Research**, Dan Murphy
 - **Universe Estimates**, Nancy Gallagher
 - **Set Top Boxes**, Pat Liguori
 - **Non-response Committee**, Ceril Shagrin
 - **Local Media**, Billy McDowell
- 3:20 pm **Insights to Practice**, Pat Liguori
- 3:25 pm **Education**, Alex Corteselli
- 3:35 pm **Communications Committee**, Jessica Pantanini, Tom Campo
- 3:55 pm **Treasurer Report**, Michael Nathanson
- 4:00 pm **New Business**
- 4:30 pm **Adjourn**