

June 20, 2011  
1:00 - 4:00 pm ET

New Orleans Room  
Marriott World Center  
Orlando, FL

Conference Call: (888) 408-5406  
Participant code: 4446300



## AGENDA

- 1:00 pm      **Opening**
- 1:25 pm      **Steering Committee**, Greg Ross
- 1:35 pm      **Measurement Science Report**, Michael Link
- 2:00 pm      **Treasurer Report**, Michael Nathanson
- 2:05 pm      **Cross-Committee Proposal**
- 2:20 pm      **Committee Reports**
- **Media Consumption and Engagement**
  - **Sample Quality**, Ceril Shagrin
  - **Local Media**, Billy McDowell
  - **Set Top Boxes**, Pat Liguori
  - **Universe Estimates**, Nancy Gallagher
  - **Digital Research**, Dan Murphy
  - **Social Media**, Beth Rockwood
- 3:10 pm      **Insights to Practice**
- 3:15 pm      **Communications Committee**, Jessica Pantanini, Tom Campo
- 3:25 pm      **Education**, Alex Corteselli
- 3:30 pm      **CRE 2.0, September 22 Meeting**, Richard Zackon
- 3:35 pm      **New Business**
- 4:00 pm      **Adjourn**