

December 7, 2010  
1:00 - 4:30 pm ET

730 Third Ave.,  
New York, NY.

Conference Call:  
**1-888-408-5406**



## AGENDA

- 1:00 pm      **Opening**, Chair
- 1:05 pm      **Steering Committee**, Susan Cuccinello
- 1:15 pm      **Measurement Science Report**, Michael Link
- 1:35 pm      **Committee Reports**
- **Non-response Committee**, Ceril Shagrin
  - **Universe Estimates**, Nancy Gallagher
  - **Media Consumption and Engagement**, Laura Cowan
  - **Digital Research**, Dan Murphy
  - **Set Top Boxes**, Pat Liguori
  - **Social Media**, Beth Rockwood
- 2:45 pm      **Insights to Practice**, Susan Cuccinello
- 3:00 pm      **Education**, Alex Corteselli
- 3:15 pm      **Communications Committee**, Jessica Pantanini, Tom Campo
- 3:25 pm      **Process, Survey results**
- 3:45 pm      **New Business**
- 4:30 pm      **Adjourn**