



at the R&R Convention and the NAB Radio Show

This is the session that everyone is talking about...

Talk That Women Really Want - Programming
and selling the new money format for Women 25-54.

Wednesday, Sept 20, 2006

3:30PM-5:00PM in the De LaSalle Room

PRESENTER

Larry Rosin, President, Edison Media Research

Mike McVay, President, McVay Media

Margaret Bonner, The Bonner Group

Lisa Gergely, VP Sales and Business Development, GreenStone Media

Special Address From Gloria Steinem

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