

The International Radio & Television Society Foundation
Newsmaker Luncheon
The Buyer's Market

featuring

Mel Berning

President, U.S. Broadcast
MediaVest U.S.A.

Bill Cella

Chairman
Magna Global USA

Marc Goldstein

President,
National Broadcast & Programming
MindShare North America

Peggy Green

EVP, Director of National Broadcast
Zenith Media USA

September 20, 2001

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Waldorf-Astoria

Please join us for our first Newsmaker Luncheon of the season on **Thursday, September 20, 2001**. Our panelists, **Mel Berning, Bill Cella, Peggy Green, and Marc Goldstein** will discuss what has transpired over the past year and what changes are taking place as we enter this new broadcast season. Will things stabilize, or will it remain a **Buyer's Market** for some time to come? IRTS Chairman **Timothy McAuliff**, President & CEO of Petry Media Corp., will moderate the panel.

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Since joining MediaVest in November 1999, **Mel Berning** has helped the agency secure the reported \$800 million Kraft AOR assignment. According to *The Wall Street Journal*, the \$300 billion cross platform deal with Viacom Plus on behalf of client Procter and Gamble was a "landmark deal" and likely sparked a wave of similar such marketing pacts. Mel's efforts have earned him recognition from *Electronic*

Media, which named him "Media Buyer of the Year" in 2000.

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Bill Cella, who has been Executive VP-Director of National Broadcast & Programming at Universal McCann, will leave this position as of September 1, 2001, to become Chairman of Magna Global USA, the newly created media negotiating entity of The Interpublic Group of Companies. In his new position he will be responsible for overseeing an \$8.6 billion ad budget for national television spending.

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Peggy Green is Executive Vice President, Director of National Broadcast Buying, at Zenith Media. She supervises the annual purchases of over \$1 billion of broadcast media time, including network television, cable, syndication, and national radio. Her expertise in both local and national venues has enabled her to dissect new opportunities in the mar-

ketplace and maximize efficiencies throughout the broadcast arena.

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Marc Goldstein joined MindShare North America in November 2000. With a staff of more than 160 people in New York, Chicago, and Detroit, Marc is responsible for the implementation of all national broadcast activities across North America, managing over \$2.6 billion in clients' national television / radio media and programming investments. Prior to joining MindShare, Marc was Executive Vice President, Managing Director at GM Mediaworks, where he oversaw the global car company's \$1 billion national broadcast media account.

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Save the Date: The next Newsmaker will be with the Network Entertainment Chiefs, October 24, 2001.