



**PENN  
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## **Donald A. Baer interviews Intel's Paul Bergevin and Mark Penn at 2010 Bloomberg BusinessWeek Media Summit**

**New York, March 10, 2010** – This evening, Penn Schoen Berland Chairman Donald A. Baer will interview Paul Bergevin, General Manager of Intel's Global Communications Group, and Mark Penn, CEO of Penn Schoen Berland and CEO Worldwide of Burson-Marsteller, on the way technological innovation is causing the communications industry to change at the Bloomberg BusinessWeek Strategy and Vision Dinner.

The dinner will cover the challenges of communications in today's uncertain climate, as well as the transition to digital channels and metrics. "The changing media ecosystem is transforming communications practices for every company at the same time that firms are navigating a still-treacherous economy – it's a delicate tightrope walk for communicators," said Baer.

Earlier in the day at the Media Summit, CEO Mark Penn also participated in a discussion entitled "Global Media and Advertising: The Transition- TV, Broadband, Mobile and Social Media." The panel was moderated by Michael Kassan and also included Bill Battino (IBM), Sean Carver (Microsoft – Bing) and Bill Tucker (MediaVest USA).

"As channels multiply online, the efficacy of advertising is easier to measure while it becomes harder to achieve," said Penn. "This means that the value of public relations to drive word-of-mouth for products and companies is rising."

The Bloomberg BusinessWeek Media Summit is a two-day, international conference on media, advertising, television, cable & satellite, broadband, mobile, publishing & radio, magazines, news media, motion pictures and marketing. Keynote speakers include Jonathan Klein (CNN), Arthur O. Sulzberger (New York Times), and Josh Tyrangiel (Bloomberg BusinessWeek)

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### **About Penn Schoen Berland**

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage. PSB executes polling and message testing services for

Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at [www.psbresearch.com](http://www.psbresearch.com)