

PANEL DISCUSSION

**Integrating Corporate Communications
& Investor Relations**

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March 25, 2004



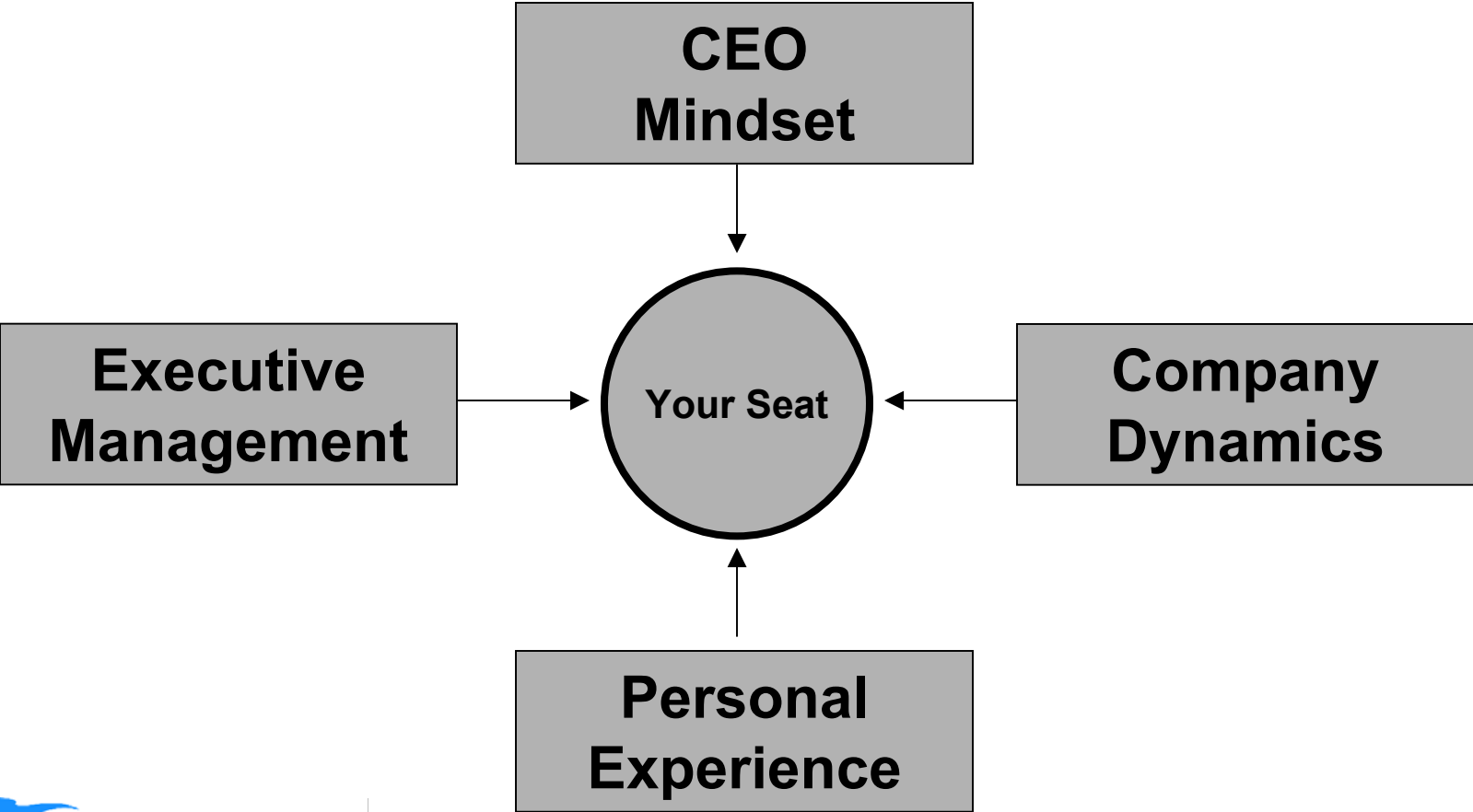
What is Investor Relations?

Investor relations is a strategic management responsibility that integrates finance, communication, marketing and securities law compliance to enable the most effective two-way communication between a company, the financial community and other constituencies, which ultimately contributes to a company's securities achieving fair valuation.

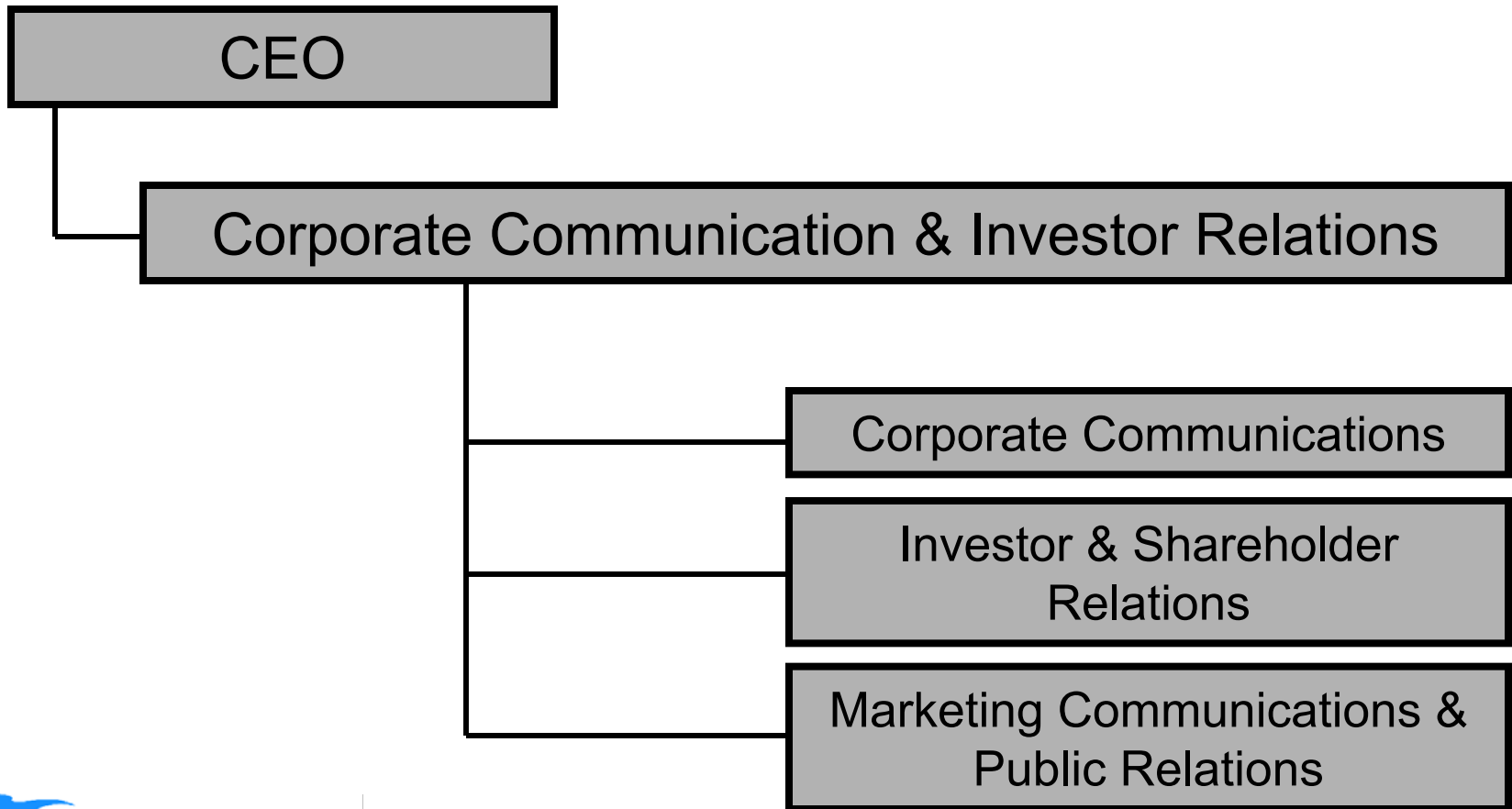
What is Corporate Communications?

Function	Total (% of Companies)
Media Relations	98
Crisis Management	79
Employee/Internal Communications	72
Special Events	70
Reputation Management	68
Community Relations	62
Product/Brand Communications	60
Marketing	44
Annual/Quarterly Report	42
Public Affairs/Government Relations	36
Product/Brand Advertising	35
Issues Advertising	28
Financial/Investor Relations	25

Winning a Seat at the Table



Organizational Chart



Strategic Communications

