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**THE MIW RADIO GROUP PRESENTS "CASHING IN... IN A DIGITAL WORLD" AT THE 2008 RAB "BOLD SIGNALS" CONFERENCE IN ATLANTA**

**(Boston, MA) February 4, 2008:** The Mentoring & Inspiring Women (MIW) in Radio Group will sponsor a panel entitled "Cashing In... In a Digital World" at the 2008 RAB "BOLD SIGNALS" Conference. The session will take place on Wednesday, February 13<sup>th</sup>, from 9:30-10:45am (Session 33) at the Hyatt Regency/Atlanta (Downtown), located at 265 Peachtree Street, NE in Atlanta, Georgia.

Cashing In... In a Digital World will reinforce the RAB's theme of Bold Signals, presenting the two most important perspectives on selling in the digital world: that of the buyer and the seller. Hosted by Ruth Presslaff, President of Presslaff Interactive and a MIW Radio Group Executive Committee member, panelists will include Kelly Wallace/Director of Interactive Marketing for Greater Media Philadelphia, Tracy Terry Cohen/Founder of Force Marketing and Donna Garcia/:Senior Vice President of Marketing for Empire Tickets in Atlanta, GA.

***While at the Conference, attendees are invited to stop by the annual MIW Networking Reception, sponsored by BMI, on Tuesday, February 12<sup>th</sup>, from 7-8pm in the "Courtland" Room at the Hyatt Regency. It's a great opportunity to network with MIW Group members and learn more about the organization.\*\*\****

The Mentoring and Inspiring Women in Radio group consists of top-level radio women across the country who are committed to using their influence and resources to help women in radio develop strong management and leadership skills. The MIWs are equally committed to advocating the advancement of women to senior positions broadcasting. For more information about the 2008 Mildred Carter MIW Group Mentoring Program or to become part of the MIW Network, visit [www.RadioMIW.com](http://www.RadioMIW.com).