

Media Advisory

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New Media Speech at James Madison University

The chairman of one of today's largest public relations agencies will present a lecture about the impact and social significance of new media to students, faculty and spectators at James Madison University.

Harold Burson is the founder of Burson-Marsteller agency and has been acknowledged by PRWeek as "the most influential public relations figure of the century." His successful agency caused a stream of others to develop, strengthening the public relations industry as a whole. His speech will begin at 7 p.m. on Wed. Feb. 29 in Kalupa Auditorium.

James Madison University (www.jmu.edu) has over 16,000 undergraduates and 2,000 graduates studying in Harrisonburg, Va. For the past 15 years it has been recognized by the *U.S. News & World Report* as the top public, master's-level university in the south. There are 68 undergraduate programs and 30 graduate programs available for students. Founded in 1908, the university celebrates 100 years of success and achievement.

The Nelson Institute for International and Public Affairs (www.jmu.edu/nelsoninstitute) focuses on the advancement and circulation of knowledge. It provides faculty, students, and scholars with resources and opportunities that can enhance their learning capabilities.

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