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**ORANGE COUNTY FORUM**

*Keeping Orange County Informed*

## Luncheon Program

*Featuring*



**Terry Horne**

*President & Publisher*

*The Orange County Register*

**Wednesday, May 28, 2008**

11:30 a.m. – Reception Noon – Lunch

**Hilton Irvine**

(Orange County/John Wayne Airport)

18800 MacArthur - Irvine, California

## The 21<sup>st</sup> Century Newspaper

*Reader and Economic Demands Require Innovation*

With rising production costs and declining print advertising revenue, the newspaper business is finding innovative ways to transition news delivery in the 21<sup>st</sup> century. Terry Horne, the new publisher of The Orange County Register, is betting on local zoning, free community newspapers, expanded Web offerings and a quicker-read Register to better serve the changing needs of Orange County readers, online users, and advertisers. The approach is an acknowledgment that the old newspaper business model – based on a one-size fits all newspaper – is no longer viable.

**RSVP/Pre-Paid Reservations Required by Noon on May 23**

Reservations made after prepayment deadline will be billed at \$60 rate

regardless of attendance.

Information: 949-588-9884

Telephone cancellations honored no later than 24 hours in advance.

Please reserve early as seating is limited.

Members Paid in Advance: \$45

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All At-Door if Space Available: \$60

Hotel Parking Fee not included in ticket price

Reservations are confirmed as payment is received

**ORANGE COUNTY FORUM**

**RESERVATION**

**MAY 28, 2008**

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**Please Reserve:**

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(Please list Guest Names or call 949-588-9884 - Fax 949-770-2089 or email OrangeCoForum@aol.com by Noon on May 26)

**Please make checks payable to ORANGE COUNTY FORUM and mail to**

**23 Musick, Suite 110 - Irvine, CA 92618**

**\*\*\* Pre-Paid Reservations Are Required by Noon on May 23 \*\*\***

The Orange County Forum is a non-profit organization, and contributions are tax deductible.

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