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PRESS
INFORMATION

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**MEDIA RATING COUNCIL NAMES ITS 2015-16 EXECUTIVE COMMITTEE,
ELECTS DR. GARY HELLER, CBS RADIO, AS BOARD CHAIRMAN**

MRC MEMBERSHIP ROSTER STANDS AT AN ALL-TIME HIGH 151 ORGANIZATIONS

New York – March 13, 2015: At its most recent Board of Directors Meeting, the Media Rating Council (MRC) elected a new Executive Committee for the two-year term of 2015-2016. Those named to the new Executive Committee were:

Chairman of the Board of Directors:	Dr. Gary Heller, CBS Radio
Digital Committee Chair:	Joe Barone, GroupM
International Committee Chair:	Stephen Kim, Microsoft Advertising
Out-of-Home Committee Chair:	Lisa DeFelice, The CW Television Network
Print Committee Chair:	Jim Conaghan, Newspaper Association of America
Radio Committee Chair:	Joanne Church, Radio Research Consortium
Television Committee Chair:	Artie Bulgrin, ESPN

In addition, Helen Katz of Starcom MediaVest Group, who served as Board Chair for the 2013-2014 term, will remain on the Executive Committee in an Ex-Officio capacity.

“The increasing complexity of audience measurement gives the industry even more reason to support and champion the MRC in its quest to ensure high quality and transparency among all media measurement companies,” said Helen Katz, outgoing Board Chair. She added, “In my years on the Executive Committee, I have learned so much, and thank the MRC for all that it does to maintain, and raise, the performance standards for our industry. I wish Dr. Gary Heller every success for his tenure as MRC Chairman.”

George W. Ivie, MRC Executive Director and CEO, said, “We’re gratified to have such an experienced and knowledgeable group representing the MRC Membership filling the positions on the MRC’s Executive Committee. As the challenges and possibilities related to media measurement continue their steep upward trajectories, MRC is very fortunate to have the talents of these members upon which to call. I congratulate them on their appointments, and look forward to working with them.”

There are currently 151 members of the MRC, an all-time high for the organization, which was founded in 1963. These members represent a wide range of organizations with interests in media measurement and advertising, and include media companies, advertising agencies, brand marketers, and industry trade associations. A complete listing of current MRC members can be found on the following pages.

The MRC's current members include the following organizations:

4A's	Dispatch Printing Company
A+E Networks	DPAA
A+E Ole Communications	E.W. Scripps Stations
ABC Networks	ESPN
ABC Owned Stations	ESPN Digital
ADTECH	Facebook
Advertising Council	Forbes Media
AMC Networks	FOX Broadcasting
American Urban Radio Networks	FOX International Channels
ANA	FOX News Channel
Annalect/OMD	FOX Sports
AOL	FOX Television Stations
Apple	Game Show Network
Assembly	Gannett Broadcasting
Association of Magazine Media (MPA)	Globo
Azteca America	Google
BBC Worldwide Americas	Graham Media Group
Beasley Broadcast Group	Grupo Radio Centro
BrightRoll	Hearst Magazines
Cable Advertising Bureau	Hearst Television
Cablevision	Horizon Media
Campbell-Ewald	Hubbard Radio
Carat USA	Hulu
CBS Broadcasting	iHeartMedia
CBS Interactive	Initiative
CBS Radio	Interactive Advertising Bureau
CBS TV Stations	ITN Networks
CIM	Katz Media Group
CIRT	Kellogg Company
Comcast Spotlight	LAMAC
Condé Nast	LIN Media
Cox Media Group	MAGNA Global
Crown Media	Major League Baseball Advanced Media
CW Television Network	Manship Stations (KRGV-TV)
Digital Content Next	Martha Stewart Living Omnimedia
Discovery Communications	Maxus
Discovery Networks Latin America	MEC
Disney	MediaCom

MRC Members (continued):

MediaVest Worldwide	Sony Pictures Television
Meredith Broadcasting	Starcom MediaVest Group
Meredith Corporation	Telemundo
Microsoft	Televisa
MindShare	Time Warner Cable
Mobile Marketing Assn.	Time, Inc.
MSNBC	Tremor Video
NAB-Radio	Tribune Broadcasting
NAB-Television	Turner Broadcasting
NABOB	Turner Broadcasting Latin America
National Public Radio	TV Azteca
NBC Networks	TVB
NBC Owned Television Networks	Twitter
NBC Universal	Unilever
NCC Media	United Stations Radio Networks
NCM Media Networks	Universal McCann
New York Times	Univision Interactive Media
Newspaper Assn. of America	Univision Local
NJ Broadcasters Association	Univision Networks
OAAA	Univision Radio
P&G	Univision, Inc.
Pandora	VEVO
PBS	Viacom Media Networks
Pfizer	Viamedia
PHD USA	Wall Street Journal
Premiere Radio Networks	WAPA-TV
Press Communications	Warner Bros.
Radio Advertising Bureau	WBEB
Radio One	Weather Company
Radio Research Consortium	Weigel Broadcasting
Raycom Media	WestwoodOne
Saga Communications	WPLG (Berkshire Hathaway)
Schurz	Yahoo
Scripps Networks	ZenithOptimedia
Sinclair Broadcast Group	

About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC *Minimum Standards for Media Rating Research* as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 100 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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