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Patti Cohen, SVP of CBS Television Stations Group, Elected to MRC Local Market Advocate Position

The Media Rating Council (MRC) announced today that Patti Cohen, Senior Vice President of Research for the CBS Television Stations Group, has been elected by the MRC Board of Directors to serve in the newly created role of MRC Local Market Advocate. Ms. Cohen, who is the CBS Television Stations Group representative on the MRC Board, will assume an enhanced role within MRC to ensure that local market interests are fully served and represented across MRC's engagements and processes. In the role of Local Advocate, Ms. Cohen will serve as a representative for the local market interests of all MRC member organizations, and will play a lead role in encouraging those measurement services that are audited by MRC to improve the quality of their locally focused services, and to submit these to the MRC accreditation process.

In announcing Ms. Cohen's appointment, MRC Executive Director and CEO George W. Ivie commented, "We're extremely pleased that Patti Cohen has agreed to serve in this newly created role, and we're excited about the contributions she'll make to help MRC foster improvements in local media measurement." Ivie added, "Patti has always been a leading voice for local market research quality, and to have her fill the role of MRC's first Local Market Advocate is a perfect fit."

The Local Market Advocate position has been created on a trial basis at the request of the MRC Board. The Local Advocate's term, which begins effective immediately, runs through calendar 2016. At the conclusion of the term, the MRC Board will decide whether to make the Local Advocate position a permanent one within the MRC governance structure.

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 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.