



## **MRC Names Bolcar, Director, Measurement Audit Operations**

*Former Senior Manager, Sales Development, Sirius XM/Pandora, To Lead Support for  
Measurement Audit and Accreditation Services*

New York, NY (March 11, 2024): The Media Rating Council (MRC) has named Hannah Bolcar as Director, Measurement Audit Operations.

The announcement, effective immediately, was made by George Ivie, Executive Director and CEO, the MRC.

Bolcar will be responsible for leading support of MRC's audit and accreditation activities. This will include audits of services in various media and advertising measurement lines, with an emphasis in digital, but also including Television, Radio, Print, Out of Home and Cross-Media measurement, as well as other emerging measurement methodologies.

She will also support standards setting activities including research, data analytics and organizing feedback, as well as representing the MRC to internal and external constituencies.

“With the need for accreditation growing, and with the scope of Standards that the MRC now audits against broadening, we are looking forward to benefitting from Hannah's experience as we enhance the support we provide to the industry and MRC members,” says Ivie.

Bolcar was most recently Senior Manager, Sales Development, for SiriusXM/Pandora, where she was responsible for leading audio strategy, strategic partnership agreements and cross-platform audio programs for some of the nation's largest advertisers. Prior to her time with SiriusXM/Pandora, Hannah served for more than eight years across Mindshare, Carat and Giovatto Advertising, specializing in digital activation, customer strategy, and research.

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### **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](http://www.mediaratingcouncil.org).

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