



MRC Announces New Executive Committee for 2023-24

New York, NY (January 11, 2023): MRC held its annual Board of Directors meeting in December, and the following members have been appointed to serve on MRC's Executive Committee for two-year terms, which began on January 1, 2023:

Board of Directors Chair:	Annette Malave, Radio Advertising Bureau
Board Chair, <i>ex officio</i> :	Dale Coons, Campbell Ewald
Print/Data Quality Committee Chair:	William Bock, Universal McCann
Radio Committee Chair:	Mike Bustell, Hubbard
Out of Home Committee Chair:	Chris Cowlbeck, IBO USA
International Committee Chair:	Judy Davey, Association of Canadian Advertisers
Digital Committee Chair:	Brendan Kelly, Pandora Media LLC
Television Committee Chair:	Kevin Stuart, Hearst Television

In addition, MRC Executive Director and CEO George W. Ivie holds a seat on the Executive Committee.

The departing members of the 2021-22 MRC Executive Committee also were recognized by the Board for their outstanding service to the organization. These departing members included Board Chair *ex officio* Matt Ross of NBCUniversal Owned Television Stations; former Print/Data Quality Committee Chair Rob Frydlewicz, Carat USA; International Committee Chair Atin Kulkarni, PepsiCo; and Digital Committee Chair Eric Warburton, Horizon. 2021-22 MRC Executive Committee members Dale Coons, Annette Malave, and Kevin Stuart will continue to serve on the 2023-24 Executive Committee in the roles noted above.

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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.

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