



## NEWS

### COUNCIL FOR RESEARCH EXCELLENCE ADDS MEMBERS FROM KIMBERLY-CLARK, MAGNA GLOBAL, TRIBUNE CO., TWITTER

New York, NY, June 20, 2013 – The Council for Research Excellence (CRE), a diverse group of senior-level research professionals from throughout the media and advertising industries dedicated to advancing the knowledge and practice of audience measurement methodology, announced today that it has approved four new members.

The new members are **Janice Finkel-Greene**, executive vice president and director of buying analytics at Magna Global; **Jeffrey Graham**, director of advertising research, Twitter; **Mark Kaline**, director, global media & licensing, Kimberly-Clark Corporation; and **Robin Thomas**, senior vice president, research, Tribune Studios/WGN America.

“The Council is capping off a very active first-half 2013, most recently with three well-attended presentations of study findings at the Advertising Research Foundation’s Audience Measurement 8.0 conference,” said Ceril Shagrin, executive vice president of Univision Communications Inc. and chair of the CRE. “The second half of 2013 promises to be similarly busy, so these new members join us at a welcome time.”

#### About the Council for Research Excellence

The **Council for Research Excellence** (CRE) is an independent research group created (in 2005) and funded by Nielsen. The CRE is dedicated to advancing the knowledge and practice of audience measurement methodology and comprises senior-level industry researchers representing advertisers, agencies, broadcast networks, cable, syndicators, local stations, and industry associations.

CRE members represent advertising agencies, media-buying firms, media companies, advertisers and industry organizations including ABC, AMC Networks, CBS, Comcast, Cox, Discovery, Disney, GroupM, Horizon Media, Hulu LLC, Kimberly-Clark, LIN Media, Magna Global, the Media Rating Council, Media Storm, the National Association of Broadcasters, NBC Universal, News Corporation, Nielsen, Nomura Securities, Omnicom, Raycom Media, Scripps Networks Interactive, Starcom MediaVest, the Syndicated Network Television Association, TargetCast tcm, the Television Bureau of Advertising, Time Warner, Tribune Co., Twitter, Univision and Viacom.

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For more information about the Council for Research Excellence, please visit:  
<http://www.researchexcellence.com/>

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