

**RESOLUTION
PUBLIC SESSION
BOARD OF DIRECTORS
CORPORATION FOR PUBLIC BROADCASTING
WASHINGTON, D.C.
Thursday, June 6, 2024**

unanimously

RESOLVED,

That the Board of Directors
of the
Corporation for Public Broadcasting
Expresses its Heartfelt Condolences
to the Family and Friends of

JOANNE CHURCH

Pioneering Public Radio Thought Leader
Co-Author of *Audience Ratings: A Primer for Non-Commercial Stations*
President, Radio Research Consortium

We will long remember public radio researcher Joanne Church, who dedicated her professional life to strengthening public radio through research and the strategic use of audience metric that demonstrated the value and impact of public radio to sponsors, donors, supporters, and listeners.

Joanne and her husband Tom founded the Radio Research Consortium in Olney Maryland in 1981, with the goal of introducing audience research to public radio.

They educated public radio managers and programmers about audience metrics, helping public radio to better meet the needs of their audiences.

Joanne became president of RRC in 2005 and was a driving force in ensuring public radio had access to Arbitron and Nielsen ratings.

In 2009, Joanne received the Public Radio Regional Organization's PRRO Award.

The CPB Board of Directors marks Joanne Church's leadership, vision, and extraordinary service to public media and the American public with deep respect and appreciation and offers our heartfelt condolences to her family, friends, and colleagues.