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FOR IMMEDIATE RELEASE

Toronto, July 17, 2025

CRC names Lori Rosenberg as new CEO

The Board of Directors of the Canadian Retransmission Collective is pleased to announce the appointment of Lori Rosenberg as President and Chief Executive Officer. Her predecessor, Carol Cooper, after 33 successful years leading the organization, will remain in an advisory capacity during a transition period.

Lori brings extensive television industry experience to CRC, including senior management roles with broadcaster, broadcast distributor and member service organizations. Her education includes an MBA (Finance Major) with a Certificate in Arts and Media Management, as well as an Honours BA in Economics.

Stephen Ellis, co-founder and Chair of the Board of CRC, said “We’re delighted to have Lori leading us into a new era, particularly during this period of rapid industry change,” and added that, “we congratulate Carol, after an outstanding career defining CRC, and are grateful for her commitment to a smooth transition.”

Lori Rosenberg commented, “I am looking forward to working with such a passionate and committed team and Board, contributing to the success of CRC as it navigates change while continuing to support producers in Canada and around the world. Congratulations to Carol for a truly successful 33 years.”

Carol Cooper noted, “CRC’s future is bright under the leadership of my successor; Lori brings a wealth of knowledge and experience to CRC. For me, the work has always been interesting but ultimately it is the quality people I encountered, in the service of our rightsholders worldwide, that kept me at CRC for so long: CRC’s Board of Directors, its trusted advisors and the incomparable CRC staff. Alongside them, I look forward to sharing my expertise through the transition, to position Lori - and the CRC - for continued success.”

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Founded by/Fondée par: Canadian Media Producers Association

The CRC was founded by the Canadian Media Producers Association in 1989. It collects its share of Canadian-territory royalties from cable and satellite retransmitters according to an annual tariff set by the Copyright Board, Canada, and distributes the eligible royalties to its Canadian and worldwide affiliates.

CRC is a not-for-profit organization, and has distributed over one-third of a billion dollars in its 36-year history to an exclusive affiliate base that includes independent Canadian producers, program suppliers to PBS, English-language educational networks in Canada, and foreign producers and broadcasters outside North America.

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