

## NEWS ALERT

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## SAS AND KDPAIN & PARTNERS WIN

### 2010 EXCELLENCE IN NEW COMMUNICATIONS AWARD

November 7, 2010 --BERLIN, NH — KD Paine & Partners, a leading public relations and social media measurement firm, and SAS, the leader in business analytics software and services, and the largest independent vendor in the business intelligence market, have won the prestigious New Communications Award of Excellence for their breakthrough work in social media research. The announcement was made during the Society of New Communications Research Awards Gala at Stanford University in Palo Alto, CA on November 6, 2010.

The New Communications Excellence Award is a highly competitive program that honors the best individuals and organizations that are pioneering the use of social in the areas of business, media, journalism and professional communications, entertainment, education, social initiatives, government and politics. Awards were granted in six divisions: Corporate, Government, Media, Nonprofit/NGO, Academic, and Technology Innovation.

SAS and KDPaine and Partners won the award in the Social Data Measurement/Measurement Innovation Division for their work transitioning traditional PR measurement into an integrated, consistent and comprehensive communications measurement program.

The program outlined how SAS had expanded its traditional media measurement program to include all the other media influences that now impact the company's business outcomes. The work was conducted by KDPaine & Partners, LLC of Berlin, NH.

The research program gathered information from thousands of traditional and social media outlets, including YouTube, Facebook, social bookmarking sites as well as internal and external blogs. Each item was analyzed to determine the nature of the conversation, content of the posting, engagement level, and how the author positioned the company.

"This program demonstrated both the opportunities and the challenges of communications and marketing measurement in the 21<sup>st</sup> century. It's not just about measuring results in different media, it's about adopting an entirely new mindset and taking a holistic view of your priorities" said CEO Katie Delahaye Paine. "It's the sort of research that can only be done accurately with highly trained human coders, in combination with the latest computer technology," explained Paine, whose shop relies on a team of expert analysts based in Berlin, NH.

The Society for New Communications Research is a global nonprofit 501(c)(3) research and education foundation and think tank dedicated to the advanced study of the latest developments in new media and communications, and their effect on traditional media and business models, communications, culture and society.

SNCR is dedicated to creating a bridge between the academic and theoretical pursuit of these topics and the pragmatic implementation of new media and communications tools and methodologies. The Society's Fellows include a leading group of futurists, scholars, business leaders, professional communicators, members of the media and technologists from around the globe – all collaborating together on research initiatives, educational offerings and the establishment of best practices.

The awards were judged by a blue-chip panel of social media experts that included individuals, corporations, nonprofit organizations and NGOs and academic institutions.

#### About KDPaine & Partners

KDPaine & Partners is a New Hampshire-based consultancy that provides plans, products, and services that help PR, public affairs, and marketing professionals measure their success and make better, more informed decisions for their organizations. In addition, it is the publisher of the industry's first measurement blog (<http://kdpaine.blogs.com>) and the world's only international newsletter entirely devoted metrics and evaluation, KD Paine's Measurement Standard at:

<http://www.themeasurementstandard.com>. For more information about KDPaine & Partners, go to <http://www.kdpaine.com>.

#### About SAS

SAS is the leader in [business analytics](#) software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world The Power to Know® .

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