

NEWS ALERT

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GEORGIA TECH AND KDPAIN & PARTNERS WINS

2009 EXCELLENCE IN NEW COMMUNICATIONS AWARD

November 5, 2009 --BERLIN, NH — KD Paine & Partners, a leading public relations and social media measurement firm, and Georgia Institute of Technology, (GIT) one of the nations leading research universities, 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 Harvard University in Cambridge, MA on November 6, 2009.

The New Communications Excellence Awards are a highly competitive program that honors the best in emerging social media technology each year.

The program, titled “Using Research to Define an Effective Social Media Strategy” helped GIT to define best practices in social media and then develop their strategy around those practices. The work was conducted by KDPaine & Partners, LLC of Berlin, NH.

The research program gathered information from thousands of 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 competitive positioning. As part of this research, KDPaine & Partners identified 27 types of conversation and 17 (check this number) types of video content that have become standards for content analysis across the industry.

“This program was one of the first comprehensive content analyses of Facebook, YouTube and Social Bookmarking sites, so we really had to develop our own methodologies,” said CEO Katie Delahaye Paine. “It’s the sort of research that can only be done accurately with human coders,” explained Paine who’s 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, 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> .

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