



## Society for New Communications Research Honors Award Winners for Innovation and Success in Their Use of New Media

Winning Social Media and New Communications Case Studies Published by SNCR

SAN JOSE, Calif.- The Society for New Communications Research, a global nonprofit research and education foundation and think tank focused on the latest developments in new media and communications, announced the winners of the 2009 SNCR Excellence in New Communications Awards at the 4th Annual SNCR Research Symposium & Awards Gala held at the Harvard Faculty Club in Cambridge, Mass. on Friday, November 6, 2009.

The Society's prestigious awards program honors individuals, corporations, nonprofit organizations, educational institutions, and media outlets that are pioneering the use of social media, ICT, mobile media, online communities, and collaborative technologies in the areas of business, media, journalism and professional communications, entertainment, education, social initiatives, government and politics. Top winners include:

**\* Behind the Firewall Category**

o Novartis Oncology with Fleishman-Hillard for Open Employee – Corporate Division

**\* Collaboration and Co-creation Category:**

o Prevention Institute and Berkeley Media Studies Group for Jointuse.org – Nonprofit Division

o Weight Watchers and MS&L for "I Really Want!" Snack Widget – Corporate Division

**\* External Communications & Communities Category:**

o Clickable, Inc. for Clickable's Search Marketing Gurus – Corporate Division

o Sutter Medical Center Castro Valley with Creative Sage and G2 Communications, Inc. – Nonprofit Division

o Stanford University for its Facebook Strategy & University Fan Page – Academic Division

**\* Influencer Relations Category:**

o Intel Corporation's Global Communications & Ogilvy Public Relations Worldwide for "Intel Insiders" Program – Corporate Division

o PBS KIDS with 360 Public Relations – Media Division

**\* Measurement Innovation Category:**

o Zócalo Group for The Digital Footprint Index – Media Division

**\* Microblogging Category:**

o Sodexo Talent Acquisition Group for Social Recruiting – Corporate Division

o Dana Lewis for #hscsm – Nonprofit Division

o Washington State University Spokane for Building a Health Sciences Campus Identity – Academic Division

**\* New Media Creation Category:**

o HP Technology Services with Cohn & Wolfe for "What Haunts Your Data Center?" – Corporate Division

o United Nations University Media Studio for Our World 2.0 web magazine – Academic Division

- o Catholic Healthcare West with JWT INSIDE for PURL Employee Communications Site – Nonprofit Division
- \* Online Publishing Category:
  - o Canadian Centre for Architecture – Nonprofit Division
  - o Lion Brand Yarn with Converseon for Yarncraft Podcast and Lion Brand Notebook Blog – Corporate Division
  - o AdweekMedia for Real Time Cannes – Media Division
- \* Online Reputation Management Category:
  - o Georgia Institute of Technology with KDPaine & Partners, LLC – Academic Division
- \* Social CRM Category:
  - o Phoenix International Raceway for CRM through Facebook & Twitter – Corporate Division

In addition to the top award winners in each division and category, Commendations of Merit and Commendations of Excellence were presented to many other organizations that submitted case studies in the awards program. All of the winning case studies have been published on the Society's website at <http://snrcr.org/symposium2009/>.

"These winning case studies provide impressive examples of how organizations are successfully using new tools, technologies, solutions and practices in innovative ways to enhance their communications, relationships and improve their organizations," commented Jen McClure, founder and president of the Society.

Founding Fellow and board member Steve King of Emergent Research was named the 2009 Fellow of the Year. McClure stated, "Steve has been an incredible asset to the Society since the inception of our organization. His vision for SNCR's potential, his impressive experience and expertise as a business leader and researcher, and his unwavering commitment to the Society's mission and goals is greatly appreciated, and I am honored to work with him as a colleague on our board of directors and as a Fellow conducting research on behalf of our organization."

The Society's Fellows also honored Ford Motor Company as the SNCR Brand of the Year, Amazon.com and Lab126 for the Kindle as the SNCR Innovation of the Year, the Iranian political bloggers as the SNCR Humanitarians of the Year and David Plouffe, President Obama's campaign strategist as the SNCR Visionary of the Year.

#### **About the Society for New Communications Research**

The Society for New Communications Research (SNCR) is a global nonprofit 501(c)(3) research and education foundation 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. For more information, visit <http://snrcr.org> or call +1 (408) 266-9658.

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