



## Society for New Communications Research and Middleberg Communications Announce Second Annual Middleberg/SNCR Global Survey of Media in the Wired World

**Palo Alto, Calif., JULY 25, 2009** . The Society for New Communications Research (SNCR) and Middleberg Communications today announced the launch of the **Second Annual Middleberg/SNCR Global Survey of Media in the Wired World** to examine the effects of new media and communications developments on journalists and journalism. The research team will examine the effects of new media and communications developments, social media, and citizen journalism on journalists and the journalism profession. The survey seeks to:

- ~ Determine how and why journalists use new media and communications tools and technologies
  - ~ Determine the frequency of use of and preferences for new media and communications tools and technologies
  - ~ Assess the perceived impact of new media and communications tools on the way journalists work
  - ~ Assess the attitudes of journalists toward the impact and value of these new tools and trends on journalism
- Similar to last year's initial re-embodiment of the Middleberg-Ross Survey, the current study will include an updated online survey and case studies based on interviews with journalists.

All journalists are invited to participate in this research study. An online survey is available at <http://www.sn-cr-middleberg-2009survey.com.questionpro.com/>

Journalists who complete the survey will be entered to win an iPod Touch, and will receive a complimentary copy of the executive summary of the survey results, which, this year, will focus on social media, including journalists' use of and views on the credibility of content found on Twitter, blogs, and Facebook. Participants will also receive a special discount to attend the 2009 Society for New Communications Research Symposium, which will be held on November 5-6, 2009 at the Harvard Faculty Club in Cambridge, Mass., where the initial findings will be shared. The final results will be highlighted in the Society's Journal of New Communications Research and published in a full report.

"This study is needed today more than ever, due to the significant changes and continuously evolving developments that are affecting traditional media organizations, journalists, and professional communicators as the result of new technologies and the emergence of social media," stated Jen McClure, president, Society for New Communications Research. "Last year's study resulted in important new insights and discoveries about this changing profession, and we are excited to continue this discovery process through this year's survey."

"I am delighted that to be working with SNCR on this survey for the second year in a row," commented Middleberg, a SNCR Senior Fellow. "For those of us in public relations it is vital that we understand the new media channels journalists are using if we are to be effective communicators. One of the objectives of this survey is to help inform public relations professionals about how they can communicate more efficiently and effectively with journalists, thereby providing more value to the journalistic community."

### **About Middleberg Communications**

Middleberg Communications is a full-service, independently owned public relations agency with specialized expertise in the consumer, financial services, media, and technology markets. The agency places a major emphasis on achieving real, tangible goals that are designed to help our clients grow their businesses. Hallmarks of the firm are: smart, creative strategic thinking; in-depth media relations; and unbridled enthusiasm for achieving clients' business goals . all supported by good old fashioned hard work. For more information, visit <http://www.middlebergcommunications.com>.

### **About the Society for New Communications Research (SNCR)**

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 new communications tools, technologies and emerging modes of communication, and their effect on traditional

media, professional communications, business, culture and society. For more information about the Society for New Communications Research, visit <http://www.sncr.org> or call +1 (650) 331-0083.

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