



SPONSORSHIP PROSPECTUS SNCR / MIDDLEBERG SURVEY OF MEDIA IN THE WIRED WORLD

Overview

About the Society for New Communications Research

The Society for New Communications Research is a global nonprofit 501(c)(3) research and education foundation and think tank focused on 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 standards and best practices.

Research Sponsorship Proposal: The Annual Middleberg/SNCR Global Survey of Media in the Wired World

The study is conducted by a team of SNCR's Fellows, led by Don Middleberg. The research examines the effects of new media and communications developments, social media, and citizen journalism on journalists and the journalism profession.

The purpose of the study is to identify key trends in journalism. Secondly the study helps to inform the public relations profession as to how they can communicate more efficiently and effectively with journalists in this new media landscape, and how they can provide more value to the journalistic community. Based on its research, a series of recommendations for the PR profession will be developed and presented by the SNCR Best Practices committee.

Methodology

The methodology for this study includes both quantitative and qualitative research via an online survey and interviews resulting in a final research report. SNCR will conduct all research and analysis.

Survey Component

An online survey has been developed by the SNCR Fellows, working with the University of Massachusetts Dartmouth. The survey was pre-tested with the SNCR Fellows and members of the advisory board and is slated for distribution in June or July.

Case Study Component

Case studies will be collected by the SNCR Fellows using a discussion guide developed to complement and expand on topics covered in the online survey. The interviews will be recorded, transcribed, analyzed/edited and used throughout the project output to illustrate specific points, describe situations and outcomes. The case studies will appear as podcasts sponsored by Sponsor and as independent content within the project output.

Research Sponsorship Benefits

Sponsorship of this research study will afford Sponsors with a wide range of benefits, including:

- Enhanced thought leadership for Sponsor(s)
- Executive summary to be made available to Sponsor(s) clients
- A branded webinar featuring a SNCR Fellow on the findings, presented by Sponsor(s)
- Onsite customized seminar or presentation with SNCR's Research Fellows for your team and/or at a Sponsor(s) event
- In-depth Research Report, sponsored by ... with logo(s), company descriptions in report
- Podcasts of case study interviews, presented by SNCR, sponsored by Sponsor(s)
- Executive summary in *Journal of New Communications Research*, with sponsorship acknowledgment
- Best Practices Tip Sheet, with Sponsor(s) logos
- Presentation of research by SNCR Fellows at SNCR Research Symposium, with participation and featured event sponsorship by Sponsor(s)
- Special discounts on the SNCR Symposium & Awards Gala for all Sponsor employees and clients

“The value we have received from our research project with SNCR has been immeasurable. It has helped us become a thought leader in our industry, provided us with invaluable consumer insight, and generated incredible visibility for our brand. It seems like every day we see another story from a top publication about the results of our research.”

- Jiyan Wei, Vocus (sponsor of the 2008 SNCR study “The ROI of Online Press Releases”)

Per Sponsor Cost: \$5,000. (maximum 5 sponsors)
Exclusive Sponsorship Cost: \$25,000

We thank you for your time and consideration in reviewing this proposal. We hope you will find it of interest, and look forward to having the opportunity to discuss this opportunity with you in more detail.

For More Information, Contact:

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