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**InterMedia strengthens its global research and analysis expertise**

**WASHINGTON, D.C.** – InterMedia, a Washington, D.C.-based research, evaluation and consulting organization, has enhanced its research and analytical team with two new appointments.

Diana Turecek joins InterMedia as the Regional Research Manager (RRM) for the Middle East and North Africa. Diana served as a government analyst for more than 18 years, specializing in strategic communications in the Middle East and South Asia. She has extensive experience developing analytical products for various government consumers. Diana has an M.A. from the Johns Hopkins School of Advanced International Studies, and most recently lived in Morocco. She is fluent in Arabic and French. Diana will supervise InterMedia's program of quantitative and qualitative research and evaluation across the region.

Dr. Haleh Vaziri, formerly InterMedia's MENA RRM, is taking on a new role as Senior Global Media and Communications Analyst. In this position, Haleh will be responsible for an increasing number of InterMedia projects requiring heightened strategic input and analysis. A valued member of the InterMedia team for more than nine years, she will bring to her new post extensive analytical and presentation skills, and a deep understanding of media and communications environments in developing and transitional societies. Haleh has a Ph.D. from Georgetown University, is competent in Persian and French, and speaks basic Arabic and Spanish.

Diana's appointment brings to 28 InterMedia's roster of global research, evaluation and analysis professionals.

**InterMedia** is a leading international media research, public opinion, evaluation and consulting organization creatively equipping clients to understand their audiences, gauge their effectiveness and target their communications in transitional and developing societies worldwide. Based in Washington, D.C., and active year-round in more than 60 countries, InterMedia helps clients understand complex issues in challenging research environments. The company's strengths include its people—area experts skilled in scientifically-based research and focused on client solutions—its vast global network of local research partners and contacts and its rich data archive of more than 670 media and opinion surveys carried out over the past 15 years.

**For more information about InterMedia, contact Alex Wooley, InterMedia's director of communications and development, at 202-434-9332, [wooleya@intermedia.org](mailto:wooleya@intermedia.org)**