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InterMedia's U.K. Managing Director Wins Prestigious ICA 'Communication Research as a Collaborative Practice' Award

Washington, D.C. — Dr. Gerry Power, newly appointed managing director of InterMedia in London, was recently awarded the International Communication Association's (ICA) "Communication Research as a Collaborative Practice" award at the organization's 2010 conference in Singapore. The award, which recognizes outstanding collaborative techniques to address emerging problems in media and communication, highlighted Dr. Power's work as Director of Research and Learning at the BBC World Service Trust, the position he held before joining InterMedia.

The award committee noted that: "Gerry's record shows amazing collaboration with scholars and practitioners in so many different countries of the world. His work with academics, governmental and other stake holders extends in multiple directions and the scope of the work in terms of topics, causes and regions is very impressive. Gerry exemplifies one of the best melding of communications theory and collaborative practice that these committee members have ever seen."

While at the BBC World Service Trust, Gerry worked across radio, television, internet and mobile platforms. He is credited with building up the Trust's knowledge management practice, making research a fundamental strategic part of all communication for development projects and for establishing a highly motivated award-winning global network of researchers spanning 14 countries.

The International Communication Association is the largest international academic association for scholars interested in the study, teaching, and application of all aspects of human and mediated communication. Its more than 4,300 members, from academia, government and communications technology, among others, aim to advance the scholarly study of communication by encouraging excellence in academic research around the world.

“ICA recognizes the central role of collaborative research practice to the advancement of the field and in understanding how people around the world are employing new media and technology forms,” said Dr. Power. “It is an honour to accept the award on behalf of the partners and researchers I have worked with across the globe, who are dedicated to delivering evidence-based insights on emerging patterns and trends in information, communication and influence.”

“We’re delighted with and proud of Gerry’s outstanding accomplishments and not surprised that his work is recognized by the ICA and by other widely respected organizations,” said InterMedia President Mark Rhodes. “His demonstrated leadership and commitment to innovative research and evaluation will be the cornerstone of the success and growth of InterMedia U.K.”

-30-

InterMedia (www.intermedia.org) is a leading international communications and media research, 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., London, UK, 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 experience implementing more than 700 media and opinion surveys over the past 15 years.

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