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InterMedia Releases Report on Perceptions of NATO in the Former Soviet Union and Balkans

WASHINGTON, D.C. – InterMedia, a Washington, D.C.-based research, evaluation and consulting organization, today released a new report that takes a closer look at shifting perceptions of NATO membership among the populations of 12 countries of the former Soviet Union and the Balkans. All the countries are potential NATO members. The report also analyzes NATO’s recent efforts to reach out to broader publics, many of whom are too young to recall NATO’s pivotal role in the Cold War.

The report is based on InterMedia’s extensive multi-year quantitative and qualitative research program in the two regions, including more than 320 general population surveys fielded over the last 12 years collecting data on how populations gather, share and shape information using different media, including new and emerging communication technologies, as well as what they think about key international and domestic issues and institutions.

Countries covered in the report: Albania, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Georgia, Kosovo, Macedonia, Moldova, Montenegro, Serbia and Ukraine.

InterMedia (www.intermedia.org) 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.

-30-

To order the report, or for more information about InterMedia, contact Alex Wooley, InterMedia’s vice president of communications and development, at 202-434-9332, wooleya@intermedia.org