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**InterMedia introduces Dr. Gerry Power as Managing Director of its
UK-based subsidiary**

WASHINGTON, D.C. — Global media and communications research company InterMedia (www.intermedia.org) today announced the appointment of highly respected leader of international research, Dr. Gerry Power, as head of London-based InterMedia UK and to lead the continued growth of its international development practice.

Gerry comes to InterMedia from the BBC World Service Trust, where he has been serving as Director of Research and Learning for the past five years, working 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 that spans 14 countries.

"We're delighted to introduce Gerry as the Managing Director of InterMedia UK," said Ambassador Richard Carlson, Chair of the InterMedia Board of Directors. "Throughout his career, Gerry has demonstrated leadership and a commitment to innovative research and evaluation. In this new position he will direct all aspects of growing a company whose foundation and values he shares: high-quality, value-added research that supports international development aims and objectives."

Gerry brings experience from commercial and public sectors in the UK, Europe, US, Asia, Africa and Latin America. He has conducted strategic research to inform policy and decision making at the most senior level of organisations throughout the world. He spent seven years in the private sector leading international media research for Frank N. Magid Associates, in both New York and London. Gerry earned a Ph.D. in Communication Theory and Research from the Walter Annenberg School of Communication

and Journalism at the University of Southern California in Los Angeles, and has an M.A. in Communication Management. He has also served as an associate faculty member at the London School of Economics.

“I have observed and respected the work of InterMedia over the years and I welcome this exciting new challenge and responsibility to grow a still-young company as it diversifies its international development practice,” said Gerry. “I believe in the mission of InterMedia, and further developing how research and evaluation can help drive, support, strengthen and validate the role of media and communications in social change and development.”

Established in 2007, InterMedia UK is a for-profit subsidiary of the U.S. not-for-profit InterMedia Survey Institute, a research-based consultancy specializing in media and communications for international broadcasting, public diplomacy and international development clients.

Still in the international development arena, earlier this month InterMedia launched AudienceScapes (www.audiencescapes.org), a multi-platform communication resource intended to support and improve international development efforts and outcomes. AudienceScapes fills a need in the development community to better understand how people gather, share and use information, from word-of-mouth to new and emerging ICTs, at both the grassroots and the policy levels—essential knowledge for those using communication, public interest education or media-based initiatives to improve lives in the world’s poorest countries.

With support from the Bill & Melinda Gates Foundation, AudienceScapes comprises an online portal of country communication profiles and analysis, data query tool, and custom downloadable analytical reports derived from an integrated research program of national quantitative surveys as well as in-depth interviews with national policymakers.

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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.

For more information, contact Alex Wooley, InterMedia’s vice president of communications and development, at USA +1-202-434-9332, or at wooleya@intermedia.org.