



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

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NEWS RELEASE

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Norman Booth, Coyne PR, and Julie Ann Matic, PR & Digital Media Specialist, Receive Practitioner Best Paper Award at the Conference on Corporate Communication 2010



From left to right: Norman Booth, D. Litt., conference paper presenter, and Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited, award sponsor.

Wroxton, England. Norman Booth, D. Litt. and Julie Ann Matic received the Practitioner Best Paper Award at the Conference on Corporate Communication 2010, held June 4-7, at Wroxton College, Wroxton, England for their paper, “Mapping and Leveraging

Influencers in Social Media to Shape Corporate Perceptions.” Emerald Group Publishing Limited sponsors the award.

“Booth and Matic have developed a powerful new way to measure the impact of social media,” says Dr. Michael B. Goodman, CCI Director. Social media, according to the paper’s authors, is driving the emerging new influencer community and is wielding significant power over the perceptions of brands and companies. The “nobodies” of the past are now the new “somebodies” demanding the attention of communication professionals who seek continuous engagement with targeted consumers on the social Web. Booth and Matic introduce in this paper a “customizable valuation algorithm” created to identify these new influencers, as well as creating a revitalized level of brand awareness for companies. The index valuation algorithm measures a cross-section of variables that numerically rate influencers in the social media conversation about a particular company, product or service. The index also identifies the “conversation points” that should guide engagement with each individual influencer, determining aspects such as subject,

and tone; and identifies who these influencers are. This information helps communication professionals understand these new influencers, and establish strategies to reach them. Integrating the influencer index data into a comprehensive social media strategy provides an effective social media approach for optimizing brand equity.

Dr. Norman Booth is a Vice President at Coyne PR responsible for the company's Technology practice. He focuses primarily on consumer technology, information technology, knowledge and business process management, higher education and professional services market sector. He received a Doctor of Letters degree with a specialization in Science, Technology and Philosophy from Drew University. Julie Matic, a senior PR and digital media specialist, has a career rooted in developing brand advocacy in traditional and new media channels for category leaders in consumer electronics, CPG, digital lifestyle, and emerging technologies. She began her public relations career managing NOKIA-owned digital mapping provider, NAVTEQ, and launching Silicon Alley darling Babbie.com and Outside.in, a Union Square Ventures backed start-up.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2010 conference, scholars and practitioners gathered to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Of particular interest in 2010 were papers investigating the evolving relationship between corporations and stakeholders in the wake of the global financial crisis of 2008-2009. Papers given at the conference were included in the *Conference on Corporate Communication 2010 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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