

Image Gallery



Prestigious Awards Honor Individuals and Organizations for the Exemplary use of Digital, Mobile and Social Media

Online PR News â€“ 11-November-2013â€“ The Society for New Communications Research (SNCR), a global nonprofit research and education foundation and think tank focused on the latest developments in new media and communications, announced the winners of the 2013 SNCR Excellence in New Communications Awards at the 8th Annual SNCR Symposium & Awards Gala held at the Mortons The Steakhouse in Boston, MA on November 7th, 2013.

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The SNCR Excellence in New Communications Awards program honors individuals and organizations for the exemplary use of digital, mobile and social media. Awards were granted in six divisions: Corporate, Government, Nonprofit/NGO, Media, Technology and Academic, and in five categories. The top winners include:

Internal Communications: Department of Veterans Affairs (VA) Office of Information & Technology (OIT), Government Division

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Online Community: Idea Grove, Corporate Division

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Social Media Marketing: University of British Columbia, Academic Division; Adobe, Corporate Division; UAE Ministry of Education with INFIN8VENTURES, Government Division

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Technology Innovation/Best New Technology: Nexgate, CyberBully Hotline, Categorical Technology

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Visual Media: Get City Dealz with SEO-PR, Corporate Division; The Municipal Securities Rulemaking Board, Nonprofit Division

The Societys Fellows also honored:

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The Boston Police Department as Organization of the Year for its use of social media tools and technologies during the Boston Marathon Bombing incident this spring. The Boston Police Department used social media tools and technologies to inform the public of important news and updates of the event and connecting directly with the community in a time of crisis.

Google Glass as Innovation of the Year for reinventing wearable technology. Google Glass is a wearable computer with an optical head-mounted display and the ability to operate in a hands-free format.

Khan Academy as Humanitarian Organization of the Year for providing free world-class education for anyone around the globe.

Tim Berners Lee, Director of the World Wide Web Consortium (W3C) as Visionary of the Year for his creation of the World Wide Web technology, for his vision in making the Internet accessible for society, and changing the way individuals and businesses collaborates, purchase, shares and educates. SNCR is honored to celebrate the 20th anniversary of the World Wide Web through its acknowledgement of how Tim Berners Lee truly helped to change our world.

In addition to the top award winners in each division and category, Commendations of Merit and Commendations of Excellence were presented to six other organizations that submitted case studies in the awards program. In its eighth-year history, SNCR has honored nearly 300 organizations and individuals through this prestigious awards program and all the winning case studies will be published on <http://sncr.org>.

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These prestigious awards honor the work of corporations, governmental organizations, nonprofit organizations, educational institutions, media outlets and individuals who are innovating the use of social media, ICT, mobile media, and collaborative technologies in the areas of business, media, and professional communications, including advertising, marketing, public relations, corporate communications, and CRM, as well as entertainment, education, politics, and social initiatives.

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For more information on the 8th Annual SNCR Symposium and Awards Gala, please visit: <http://sncr.org>.

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