



Abrams Research

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**Abrams Research Social Media Survey – February, 2009**

## **Shotgun Wedding!**

***The Winners of our Social Media Survey Contest:***

***Best Social Media and Mainstream Media Pairing***

Abrams Research surveyed over 200 social media leaders from across the U.S. and Canada during Social Media Week 2009 – including founders, bloggers, journalists, entrepreneurs and members of the Twitterati – to see what they thought about the future of social media. The results are [here](#) – but most important were the results of our WILDCARD question, which will award the winner a \$500 donation to Social Media Week beneficiary charity:water, a Downtown Records CD sampler and everlasting fame and glory on the internet (or at least on Twitter, Facebook, Tumblr and wherever else the denizens of social media may dwell). The question:

**The New York Times paired with Facebook for their recent NYC Inauguration party. Which (dying) print media property do you think could be saved by a shotgun wedding with social media?**

We received over 200 suggestions, some funny, some practical, some that completely ripped off our question (for the record, New York Times and Facebook, quite a few people think you should stay in business together). Our winner was first-year MIT student **Amanda Peyton**, whose suggestion that Reader's Digest partner with Digg, in conjunction with AARP, to capitalize on older demographic that is quickly getting up the technological curve but has been under-served by targeted social media thus far – a pairing that is practical, innovative and forward-looking. Well done, Amanda!

Here are our winning entries (edited slightly for clarity).

**WINNER! Reader's Digest + Digg (+ AARP):**

"Take *Reader's Digest*, add Digg, get AARP to sponsor. Create Digg-type ranking system within RD website. Call it "Seniors Speak: Content Ranked By Seniors, For Seniors." Baby Boomers are getting older and 50+ community is tech-savvy and loves targeted products. Digg gets an entirely new demographic. Site can start with only RD content and then expand."

– **Amanda Peyton**, 25, first-year MBA student at MIT Sloan.  
Twitter: @amandapey; URL: [amandapeyton.com](http://amandapeyton.com)



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### **1<sup>st</sup> Runner Up: WNYC + Last.fm**

“WNYC and Last.fm because WNYC has some fantastic programming, but a lot of people don't know that because they aren't listening to the radio, and they aren't tuning into WNYC on the web. If people could tune into WNYC (or even NPR news, standalone) on Last.fm, maybe a whole new generation could appreciate that kind of journalism.”

– **Jeanette Arrowood**, 25, Marketing Coordinator/Freelance Producer, WNCY Public Radio  
Twitter: @nettap; URL: <http://pleasedproductions.blogspot.com>

(Note that Jeanette submitted her responses with a personal email address and no representation of speaking for WNYC.)

### **2<sup>nd</sup> Runner Up: Vogue + MySpace**

“Vogue & MySpace. [Old Media] is going broke, MySpace is falling off a steep cliff into un-cool. Vogue should make all of their world issues digitally accessible through MySpace for an annual subscription fee. Models, photographers, stylists would have MySpace profiles with exclusive photos and media only accessible to subscribers. Usage of photos/media on blogs would tag back to MySpace.”

– **Samantha Duenas**, 24, Advertising Coordinator at National Promotions & Advertising (Los Angeles, CA), Independent Blogger.  
Twitter: @sosupersam; URL: [www.sosupersam.com](http://www.sosupersam.com)

### **3<sup>rd</sup> Runner Up: Wall Street Journal + StockTwits** ([www.twitter.com/stocktwits](http://www.twitter.com/stocktwits))

“Wall Street Journal + StockTwits. Would make them [WSJ] less snobby and more relevant.”

– **Nate Westheimer**, 25, Entrepreneur in Residence, Rose Tech Ventures & Organizer, NY Tech Meetup  
Twitter: @innonate; URL: <http://innonate.com/>

### **Honorable Mention: Conde Nast + Untitled Graydon Carter Project**

Participant **Katie Baker** submitted what was by far the most creative effort: An ode to magazine giant Conde Nast, in verse, exploring various possible social media pairings. Alas, what she finally suggested didn't actually exist (though we think Graystr.com has potential!). So, while she was ineligible for the top prize, she's our pick for most creative. The poem is printed in full below.

But first, the best of the rest – ranging from the practical to the, well, you decide:



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1. "Playboy and JDate. Yiddish Erotica, 21st Century-style"
2. "Cookie + Dodgeball" (Connecting Moms + kids with playdates)
3. "Playboy & Facebook. Just because I'd love to see a 'Poke a Playmate!' promotion."
4. "AARP magazine with Facebook. Since all of our moms are on Facebook now anyway..."
5. "High Times Magazine + Twitter. It will give a whole new dimension to the term "tweetup"
6. "Golf Digest and [buyyourfriendadrink.com](http://buyyourfriendadrink.com). It'd make 15th-hole bets all the more simple."
7. "US Weekly + Twitter + Flickr. Because US Weekly is nothing except tiny sentences and glam pictures."
8. "Newsweek/Twitter because the magazine's incarnation as an opinion mag would benefit from the hive mind of a million tweets."
9. "Hustler and AdultFriendFinder. Talk about a match made in heaven."
10. "I'll go with Rolling Stone Magazine and Last.fm. Would be great if I can listen to user-generated Kate Nash playlists and read intelligent, in-depth articles on her at the same time - not just user-submitted quotes like "i lurve her", and "i like how she says 'can't'"."
11. "LA Times and Yelp. The LAT needs younger readers and writers and Yelp needs some legitimacy. Hyper-local at it's finest."
12. "The Pennysaver and Twitter; they could combine and you could frequently follow updates on randomized things for rent or sale. The Pennysaver could even set up something online that you can link your Twitter account to and personalize what postings go directly to you (if you are looking for a dog, you get dogs for sale postings in your area)."
13. "Time Out NY and Tumblr - any listings magazine is very threatened right now."
14. "Saltwater Fisherman / Last.fm" (We're not sure what the respondent was suggesting here, but we like it.)
15. "New York Times + YouPorn." (We're not sure what the respondent was suggesting here, but we like it.)

### **Katie Baker: Ode To Conde Nast**

If there's one shop I'd want to last  
I'd have to say it's Conde Nast  
Perhaps because I like to shill  
For middlebrow; despicable.



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But jokes aside, to whom to go  
To dodge another *Domino*?  
Must we call up one David Pogue  
To counsel on who can save *Vogue*?  
Which social net provides the treat  
To nourish our *Bon Appetit*?

Might *Cookie* look to trendy Twitter  
To be its careful babysitter?  
(Or would the purchase of Summize  
Cause *Wired* fans to roll their eyes?)  
Friendster'd be met with scornful frowns  
From writers of "Talk of the Town"  
And MySpace - bleh! Offends the pride  
Of oh-so-many *Modern Brides*.

You see, there is no easy fix  
For such a broad and widespread mix  
Of titles like dear Conde has  
(Some humorless, some with pizazz.)

While the brass at *Portfolio*  
Might want a place where bigwigs go  
The frumpy dullness of LinkedIn  
Would not suffice for Anna Win  
And Flickr might bring value-add  
To *Traveler*, but 'twould be sad  
To see what pix would be unfurled  
By schlumpy readers of *Golf World*.

But fear not, Abahms: I believe  
I've found the likeliest reprieve!  
He comes in-house! S-Y-N-E-  
R-G-Y! Yes, that's synergy!

Now, at first glance you may recoil  
But don't allow your mind to spoil  
When I suggest one Graydon Carter  
As Conde's savior (and/or martyr?)  
He's got the network, as you'll see  
On any trip to Waverly



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And his planned Greenwich Village school  
Is technically a social tool!

Now all we really need to know  
Is how we'll brand it 2.0.  
Cartr.net? Grayster.com?  
He'll do whatever with aplomb.  
So shall I call Si, or will you?  
I think they'll love this at GQ.

– **Katie Baker**, 25, Marketing, self-described “Corporate Procrastinator,” NYC  
Twitter: @katiebakes  
URL: <http://katiebakes.tumblr.com/>

The complete survey results are available at [www.abramsresearch.com](http://www.abramsresearch.com).

### ABOUT ABRAMS RESEARCH

Based in New York, Abrams Research is a unique global strategy firm that connects business leaders with top media professionals around the world through the Abrams Research Network. Abrams Research enables businesses to make smarter decisions about their marketing or communications strategies by facilitating consultations with experienced media insiders, bloggers, and journalists in almost any region or industry. For more information visit [www.abramsresearch.com](http://www.abramsresearch.com).

### ABOUT DOWNTOWN RECORDS

Downtown Records is the record label for Santogold, Gnarls Barkley, Cold War Kids, Spank Rock, Eagles of Death Metal, Kid Sister, Art Brut, and more. For more information visit [www.downtownrecordings.com](http://www.downtownrecordings.com).

### ABOUT SOCIAL MEDIA WEEK

The first Social Media Week launched on Feb. 9, 2009 in New York City, with the goal of creating an open and inclusive environment for participants to make real-world connections and discuss innovations in social media, via a series of free events, including workshops, panel discussions and social-media-based fundraiser the “Twestival” benefiting charity:water. For more information visit [www.socialmediaweekny.com](http://www.socialmediaweekny.com).

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