



INTERSEARCH

WORKING TOGETHER TO SOURCE RESEARCH FOR MEDIA MINISTRIES

InterSearch, International Research Associates, is a consortium of international broadcasters, digital providers, denominational ministries and independent program producers who strive to bring the Christian gospel to all humankind

InterSearch is dedicated to the improvement of Christian broadcasting through research. We seek to make research available so that members may better design and better assess the quality and impact of their Christian media activities. We strive to leverage economies of scale and to support learning and development between members.

PARTICIPATE IN & LEARN FROM A COMMUNITY OF MEDIA MISSIONS RESEARCHERS

- Participate at the InterSearch annual conference where the Christian Media Ministry community meets to learn about and discuss developments in media usage, societal trends, audience analysis, media strategy, evaluative research and research techniques.
- Participate in bi-monthly webinars to learn about new research and collaborative opportunities across the InterSearch community.
- Be a part of a virtual forum where news of current research is shared and where members can discuss Christian Media related research.

GAIN ACCESS TO VALUABLE RESEARCH INSIGHTS

- An e-library of Media related research that has been purchased for members or collated from publicly available sources.
- A set of resources designed to help Media organisations conduct and utilise research to measure audience reach and impact.
- A monthly update about events, resources, projects and emerging research with relevance for members.
- An annual briefing paper for Ministry Leaders on significant trends and thinking that is emerging from research activities for you to use in your strategy development.

USE OUR EXPERTISE TO DEVELOP YOUR OWN RESEARCH

- Access to the InterSearch office who can deliver advice on commissioning research projects to assist members, especially those who do not have expertise in house.
- Opportunity to have your research peer reviewed by the InterSearch community. This is beneficial both in the early stages of research design and in post research assessment to help deliver academic rigour and share learning with the community.
- Participate in cross community research initiatives where mutual benefit exists. E.g. by broadcast medium and geographic focus. Such initiatives will most likely be funded by participating members, but opportunities may exist to attract donor funding for collaborative projects.
- InterSearch can support the brokering of relationships with third parties who can scope, commission, conduct and analyse research on your behalf.

BENEFIT FROM ATTENDING CIBAR CONFERENCES

- InterSearch is an associate member of the Conference of International Broadcasters' Audience Research (CIBAR) which entitles us to attend their excellent annual meeting. At this meeting, members share valuable research insights and learning points, as well as developing helpful contacts in the industry.



Why not join us? We believe that research makes a difference to the effectiveness of our organisations. Help us to become even better.

Membership is open to not-for-profit organisations involved in international Christian media, including but not limited to:

- radio broadcasters
- web-based media
- content producers
- production houses
- digital providers
- television broadcasters
- print media
- social media
- film producers
- research entities

All members agree to abide by a set of Working Rules and to confirm the Lausanne Covenant as a shared statement of faith.

Members contribute an annual rate which is agreed each year at the Annual General Meeting. The 2019 rates are set at US \$750 per organisation.

For more details, or to apply for membership, visit www.intersearchmedia.org