



APM Affiliation: FY20 Benefits

- Dedicated, station-facing website and communications.
- Dedicated Distribution team with expertise across multiple disciplines, including data analysis, digital, marketing, fundraising, operations, etc.
- APM Reports docs and specials: annual, fall education docs, *In the Dark* radio exclusives, etc.
- Starting FY20 Interactive, digital findings from two research projects prepared by APM Research Lab.
- Ongoing commitment to work with internal and external partners to bolster value.
 - Internal partners include APM's content initiatives on mental health and water conservation.
 - Opportunities include station webinars, training, etc.
- Audience research findings, tips and collaborative ways to reach new audiences.
- Digital tools and assets.
- Fundraising tools and support.
- Underwriting tools and support.
- Marketing assets and support.
- Custom promos and graphics.
- Station event opportunities with APM hosts and producers.
- 24/7 ICC and technical support.