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Association Media & Publishing™

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New Membership Structure for Association Media & Publishing™

Targets those in new media as well as print; plans to better represent and track all manner of non-profit communications media

(McLean, VA, December 8, 2009) — Association Media & Publishing (formerly SNAP) announced a new membership structure is going into effect today, resulting from a complete assessment of overall member value and experience within the association.

“For over 30 years, Association Media & Publishing has served – and served well – the professionals and publications that educate, inform and engage members of trade and membership associations,” stated Amy Lestition, CAE, executive director. “However, our former structure only counted publications – and usually one at that – from each association. We know that associations are doing exciting work in a wide variety of media, and believe our new structure will not only address these products but better capture those professionals, responsible for their creation and management.”

Association Media & Publishing has created membership categories based on staff engagement with the association, rather than the former format of having the association publications as the members, with dues based on advertising revenue. The changes have been rolled out to a significant portion of the membership who review and renew their membership in December each year.

“Our former structure basically forced associations to pick one media product – usually the magazine – as the ‘member’ which meant we weren’t capturing data on the full range of media we know associations produce,” stated Jim Vick, CBC, group publisher of *IEEE Spectrum* brands and president of Association Media & Publishing. “We recognize many associations today have broad ranging media portfolios – such as websites, association wikis, blog posts, podcasts and streaming video for member education. We want to include those professionals – and their body of work – within our Association Media & Publishing community.”

Association Media & Publishing worked with The Coulter Companies to analyze current member composition and participation, membership value and market opportunities prior to crafting and presenting the new model for board discussion and approval in October 2009.

Dues rates will be based on the number of individuals who participate in Association Media & Publishing. This gives associations the option of engaging multiple staff in educational content, professional discussions, networking opportunities and a myriad of other activities of Association Media & Publishing. In addition, independent consultants that provide media and communications services to associations have a better membership fit within the new structure. Service provider members will be pleased to find a consolidation of dues categories when they update their 2010 membership.

Association Media & Publishing underwent an extensive rebranding initiative over the past year. Working with The Coulter Companies, Eason Associates, Inc. and Hammock, Inc., the organization has launched a new name, membership structure, publications and website.

Association Media & Publishing serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:

- Leads innovative approaches in community building, as shown by our use of social media, webinars and in-person learning opportunities;
- Hosts the preeminent recognition of industry and individual best practices via our Excel Awards and publications review program; and,
- Provides career advancement via an online career center, networking opportunities and lifelong learning experiences.

For more information, please visit www.associationmediaandpublishing.org.

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