

SNAP Changes Name to Association Media & Publishing™ 12 month roll-out planned; new name better captures and reflects changing industry and profession

(Washington, D.C., June 4, 2009)— Kathleen Rakestraw, outgoing president of the Society of National Association Publication (SNAP), announced today that over the next year, the association will change its name to Association Media and Publishing. The name change was approved by the board of directors in May 2009, after a nearly two year process of evaluation, survey and discussion.

Rakestraw, who is the director of communications at the American School Counselor Association, noted that the association's leadership began the discussion around a name change nearly two years ago, and stated, "Our association's core focus will continue to be to serve association professionals who edit, manage or contribute to member or industry-focused media, ranging from traditional print publications to websites and blogs to social media, streaming video and virtual community management."

Association Media and Publishing believes the new name will:

- Focus on emerging markets, both geographically and discipline based;
- Focus on professionals who connect with association members both in and outside of print publications; and,
- Retain and honor our essential connection to publishing, which we view as both an art and a trade.

Incoming president Jim Vick, the publisher of IEEE *Spectrum*, stated that a 12-month roll-out of the new name and brand is planned, and noted that the name will serve as "a new lens through which to view our member communications, including our publications, internet presence and community – both in-person and virtual."

Amy Lestition, CAE, who has served as the executive director for the association since 2006, stated, "I am excited not only by the opportunity to launch an updated brand, but the opportunity this allows us to reassess our membership structure, services and benefits so that we can continue to deliver the learning, knowledge and community resources that associations and their media professionals need in order to keep up and thrive during these dynamic times."

Over the past year, SNAP has explored many of these new elements first hand, launching an innovative conference community site, leveraging social media and offering digital publishing benefits and opportunities to its membership. SNAP engaged in a multi-year process and assessment prior to the board voting on the name change in May 2009.

Association Media and Publishing will not use an acronym and will use the full association name in all communications.

A new graphic identity, membership information and updated publications will launch over the next year, with the name change becoming final by June 2010.

Association Media & Publishing/SNAP 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 serving 10-1000 at a time;
- 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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