

# Defining Partnerships

<b>Type of Partner</b>	<b>What you might expect</b>	<b>What they could expect</b>
<b>Content or Issue based</b>	<b>Expertise on subject</b> Rep. on advisor group Background information People in the know	<b>Input that is valued</b> Some say in what is created Useful product as a result (free) Ownership
	<b>Promotional Assistance</b> Co-branding Through newsletters, etc. On their web site Utilizing existing relationships	<b>Recognition</b> Co-branding In printed materials On the web site At an event
<b>Media</b>	<b>Reciprocal Credit</b> Simulcast or joint publication Story idea sharing On-air or print credit Agreement @ funder recognition	<b>Reciprocal Credit</b> Simulcast or joint publication Story idea sharing (first crack at it) On-air or print credit Agreement @ funder recognition Exclusive partnership?
<b>Funding</b>	<b>Dollars to support Initiative</b> With few reporting requirements Realistic evaluation expectations Additional promotion	<b>Recognition of support</b> Logo and/or name in all venues Matching support from others
	<b>Distance from content</b> Editorial integrity/independence	<b>Measurable outcomes</b> Ability to write about it & share results with others

