

Identifying Partners

As you begin thinking about your initiative or project, identifying partners who add value to the effort is imperative. Consider the following questions:

- What groups or individuals are connected to the issue?
- Who is connected to your target audience?
- Who are you trying to engage?
- Who are your “natural partners”?

When you think creatively about this, you are likely to find partners that will further your organization’s reach and reputation, while improving the authenticity and effectiveness of your efforts. Depending on the scope of your initiative, your working group will ultimately vary by the number and size of partnerships.

While it is important to have traditional partners that reinforce the public perception of your station and brand, involving new and unique partners can enrich your effort in surprising ways. Think of reaching beyond your format and broadcast audience. Look for shared connections, be they in the topic, audience, goals or activities. Partners can also lighten the load, financially and on your staff, while bringing new energy and resources.

Start the process by brainstorming all the possibilities. Push yourself to think of unique organizations or individuals that connect in a non-traditional way

- Businesses & Corporations
- Childcare Centers
- Hospital & Health Organizations
- Libraries & Museums
- Local & National Government Offices
- Commercial Media
- Religious Organizations
- Schools
- Service and Civic Organizations
- United Way
- Colleges/Universities
- Youth Organizations

The *Partner Types for Successful Collaborations* diagram attached is another way to think about what kind of partnership makes the most sense and the variety of partners you can seek out.

Example/Case Study

You have an initiative focusing on diabetes.

In the planning process you discover that one in four African-American women over 55 years of age has diabetes. A local union represents a large female African-American group. Consider how involving this group can impact your efforts.

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