



TRANSFORMING DIGITAL MEDIA

APM Studios focuses on producing and distributing the highest-quality, most relevant podcasts that help listeners explore how we live, learn, and understand ourselves, our communities, and the world.

Our content speaks to the diversity around us and is produced by storytellers with backgrounds and experiences that reflect the millions of people we serve.

APM Studios is a nimble digital media business designed to more effectively realize the opportunities in podcasting to reach new, more diverse audiences. Our forward-thinking approach to financing content has led to the largest investment in podcasting in nonprofit and public media outside of National Public Radio.

INVEST IN DIVERSE STORYTELLING

APM Studios' portfolio of stories spans generations and genres, from shows with people who have been your companion for years to new programs that are focused on serving wider, younger and more diverse audiences.

A gift to APM Studios will ensure that more people have access to these highly impactful stories and to new stories yet to be told.

PRIORITIES FOR APM STUDIOS

Your gift to APM Studios will help us:

Fund a variety of diverse podcasts for all-ages including investigative programs; cultural and lifestyle podcasts like **The Splendid Table**, **The One Recipe**, **The Slowdown**, **Too Beautiful to Live**, and **Don't Ask Tig**; and educational family programs including **Moment of Um**, **Smash Boom Best**, and **Brains On!**

Create a high-quality content library full of enlightening stories for a more diverse audience focusing on young women, children, and families, particularly in Black and Latinx communities.

Recruit, develop, and retain diverse talent including creators in under-represented parts of the country, trans and queer producers and BIPOC podcasters; all in an effort to amplify perspectives not served in podcasting or public media.

Convene and work with other independent public media producers and organizations to share benefits and best practices and to help them tell their stories, reach new audiences, increase their impact and grow local support.

"I don't make very much money, but I increased my donation because I think that TBTL and the 10s community almost literally saved my life. This podcast is so comforting to me; in the best of times and the blurst of times, it's all I want to listen to."

- Morgaine, Madison, WI