



*“Making sure that your readers are on the same page will help everyone understand what you’ve composed” (Losh et al, 278)*

## Connecting Monmouth County with Interfaith APTV



### **Purpose:**

APTV assists Asbury Park with all public access channels and provide messages from local governments, businesses, and educational platforms. They provide free access channels through FIOS 30 and Optimum 77. By providing free access, APTV is able to help nonprofits like Interfaith Neighbors connect with people who might need their programs in rent assistance programs, workforce development, or services for aging citizens or volunteers.

### **Audience:**

Interfaith Neighbors runs recruiting commercials on APTV about their Business School and Kula Farms. Applicants are introduced to the program through alumni success stories and highlights of the program. For potential small business owners through Interfaith’s Business Development program, APTV provides important access to zoning meetings and other regulatory commissions for small businesses.

### **Process:**

The most significant contribution from our work was stuffing envelopes to help with their annual fund donor drive. Working with Interfaith volunteers and staff, we learned what it takes behind the scenes to run a nonprofit based on the Interfaith ministry

*“We want to make sure that different opinions are represented fairly, accurately, and logically and that the overall organization keeps the audience engaged” (Losh et al, 276)*

*“Changing to meet the needs of different audiences! So I’m training to try out a lot of different aspects of who I am because different communities will find certain identities more or less credible or reliable.” (Losh et al, 123)*