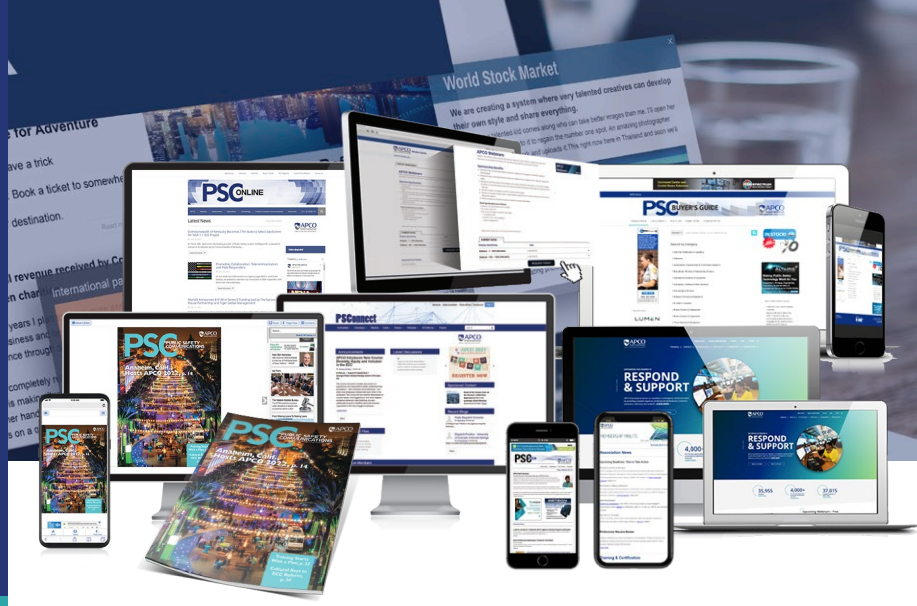


THE RESULTS ARE IN!



We recently surveyed APCO members to get their feedback on our media. Here's what we found out:

PSC Magazine

- 64.0%** of respondents say that they pass along *PSC* magazine to others after they are finished reading.
- 29.9%** of respondents report that *PSC* magazine influences operating and purchasing decisions for their company.
- 54.6%** of respondents report keeping *PSC* magazine on-hand for easy reference.

PSC eNews Weekly eNewsletter

- 83.7%** of respondents say that the eNewsletter's content is relevant to their job.
- 53.2%** of respondents have referenced past issues of the eNewsletter.

APCO's Website

- 87.0%** of members report referencing the website.
- 58.1%** of members report sharing the website with others.
- 47.2%** of members report accessing the website at least once per week.

PSC Online - APCO's News Site

- 50.5%** of members have shared this website with others.
- 84.8%** of members value PSC Online as a part of their membership.

Membership Minute Monthly eNewsletter



- 71.5%** say this e-newsletter keeps them in touch with the association and association-related issues.

PSConnect - APCO's Online Community



- 89.4%** of members find the content on PSConnect relevant to their job.

APCO's Readership



- 45.1%** Operations (Directors, Managers, Supervisors)
- 46.1%** Technical & Engineering (Telecommunicators, Dispatchers, Info. Systems)
- 1.9%** Officials (County/State, Sworn Officer)
- 0.1%** Sales & Marketing
- 0.1%** Consultants
- 6.7%** Other

