



PSI TV Nonprofit Media Partnership Initiative

Amplifying Mission. Elevating Leadership. Extending Impact.

PSI TV designates up to 12 nonprofit media activations annually as part of our structured commitment to community-conscious leadership and influence.

Through the frameworks of Authority Architecture™ and REACHology®, PSI TV provides strategic media placement that strengthens authority signals, increases signal density, and extends leadership visibility beyond a single event moment.

What the Partnership Includes

- Executive Leadership Interview: Structured on-site or studio interview with Founder, Executive Director, Board Chair, or Major Sponsor.
- Television Distribution: Broadcast via PSI TV connected-TV platforms (Roku, Apple TV, Amazon Fire TV).
- Podcast Repurposing: Audio distribution through Treadmill Tracks for Leaders of Brands.
- Digital Clip Assets: Short-form highlights for organizational amplification.
- Post-Event Visibility Extension: Continued authority positioning after the event concludes.

Partnership Selection Criteria

- Clearly defined leadership structure
- Demonstrated community impact
- Strategic sponsorship alignment
- Executive-level participation
- Ticketed or gala-level programming preferred

Mutual Visibility Exchange

- Recognition of PSI TV as Official Media Partner
- Logo placement on event materials (digital or print)
- Mention from stage or program acknowledgment
- Access to leadership interviews
- Inclusion in post-event recap communications

Why This Matters

Authority today is built through structured signals. When nonprofit leaders are placed inside intentional media environments, their credibility deepens, their mission expands, and their long-term influence strengthens. PSI TV supports mission-driven organizations by architecting influential reach — not merely covering events, but positioning leadership within enduring authority ecosystems.

Application & Consideration

Due to selectivity, only 12 nonprofit activations are approved annually. Organizations may request consideration by submitting event overview, sponsorship tiers, leadership roster, and expected audience profile.

Submit a request for consideration via email to Support@trudybeerman.com