



Communication Plan

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Corporation
for Public
Broadcasting

About IPBS

What IPBS Represents...

Indiana Public Broadcasting Stations (IPBS) represents eight NPR and eight PBS member stations, working collectively to deliver high caliber educational and informative programming to virtually every Indiana household.

As a statewide cross-media consortium, IPBS is a convening resource that connects stations and institutional partners together to create a sense of community from Evansville to South Bend, from Terre Haute to Fort Wayne and all points in between.

IPBS serves as a vital portal, linking the state's rich cultural and service organizations with Indiana's Public Broadcasting Stations and the millions of Hoosier citizens who depend on them every day.

Stations include:

PBS Member Stations

WYIN TV, Merrillville
WNIT TV, South Bend
WFWA TV, Ft. Wayne
WIPB TV, Muncie
WFYI TV, Indianapolis
WTIU TV, Bloomington
WVUT TV, Vincennes
WNIN TV, Evansville



NPR Member Stations

WVPE FM, South Bend
WBNI FM/ WBOI FM, Ft. Wayne
WBAA AM/FM, W. Lafayette
WBST FM, Muncie
WFYI FM, Indianapolis
WFIU FM, Bloomington
WVUB FM, Vincennes
WNIN FM, Evansville

IPBS is Indiana's Source for...

Statewide News and Information...

IPBS stations pool their journalistic strengths with a breadth of coverage heard and seen statewide. IPBS stations produced three gubernatorial debates that were carried by public and commercial broadcasters. Across Indiana, listeners tuned in for IPBS statewide election coverage, coordinating reports and returns on key races. Other special programs include statewide previews on the work of the General Assembly, live coverage of the governor's annual State of the State address, as well as the first-ever broadcast of the Supreme Court's State of the Judiciary address. IPBS is the only broadcast organization with a fulltime reporter filing daily statewide reports on behalf of member stations from the Indiana

Statehouse. IPBS works as a coordinator with news staffs and producers across the state to bring more than 90 reports each month to Indiana viewers and listeners.

Lifelong Learning Services...

IPBS stations provide free and accessible programming that entertains and engages as it educates. Nearly 40,000 students, 1,000 caregivers, and more than 150 teachers have participated directly with IPBS education services through Parenting Counts, Teacherline, Ready to Lead in Literacy, and local outreach promoting literacy, discovery, science, and mathematics. Digital technology has created local channels



where families can find quality early childhood programs 24 hours a day. Station outreach programs in their communities host book fairs, video field trips, reading programs with prison inmates, to station-produced citywide simulcasts on H1N1, senior health

fairs, young writer and artist contests, STEM web sites for teachers, and much more - all at an amount invested in education services departments of just \$530,000 annually for all IPBS members. A high return on public trust and support!

Engaging Programming...

Hoosiers count on IPBS member stations as a source of engaging, important programming. The significance of the services provided by Public Broadcasting stations is generally well-known at the national level. From A Moment of Indiana History, Indiana Week in Review, Facing the Mortgage Crisis, A Watershed Mentality, and The Principals Story, to regular news updates and special statewide coverage, and broadcasts of artists and ensembles in performance, IPBS stations bring the stories and the original documentaries on emerging issues in a thought provoking and thorough way.

The community public television and public radio assets known as IPBS in Indiana have been instrumental in delivering locally-relevant public affairs programs, providing education to everyone from the very young to the young-at-heart, and telling the stories that keep Indiana history alive. The stories told about Indiana landmarks and cultural institutions, whether in small towns or large cities, carry a common message - they are all homegrown. The teaching tools provided through Educational Outreach are unique to public broadcasting. And while the political and economic stories within the state may vary from border to border in detail, they all share something in common. The thread that weaves them together is represented by the shared programs that air on IPBS - Indiana Public Broadcasting Stations.

The stations linked by IPBS have learned that through cooperation and collaboration all stations benefit when their collective voice is heard.



The Plan...

The plan is comprised of four key components. They include: Developing a statewide image campaign for IPBS; Building collectively on CPB's highly successful MySource Campaign; Relying on Cause Marketing as a business model; and deploying a Multi-platform Media Strategy.

The first portion of the plan is designed to promote greater awareness of IPBS as the umbrella organization of Indiana's 16 public broadcasting stations. The remainder of the plan is designed to advance the individual identity of each station, while simultaneously positioning the collective efforts of IPBS as an invaluable statewide educational resource.

1) Image Campaign Theme

An image campaign would be created around the phrase: "We expand your horizons."

The campaign would be created using the programs and other statewide initiatives already embraced by IPBS and its member stations. Additionally, each station would be encouraged to produce its own image spot(s) highlighting its local program productions, awards, educational services, etc. The plan encourages each station to include the following tagline on their image spots: "A service of Indiana's Public Broadcasting Stations - IPBS."

Stations would use available on-air time to schedule these spots. The phrase: "We expand your horizons." would be integrated into each station's on-air/off-air communications, included at stakeholder events, and implemented into their online/social media efforts. All creative elements would be designed to be evergreen and customizable so each station could append its own brand identity.



2) MySource

Statewide Programs: The second component recommends the creation of MySource taglines to be appended to all locally-produced programs that are distributed statewide. The audio/video taglines would be distributed via satellite (or fiber if available) to stations as part of their regular IPBS program feeds in order to eliminate the need for additional distribution expenses. Each station would schedule the message(s) for air during their broadcasts of IPBS program productions, in addition to Run of Schedule and other available timeslots.

Stations should be encouraged to use their web site, member magazines and membership mailings to reinforce the MySource messages. All creative should be evergreen and customizable so each station could tag its own brand identity.

Sample Taglines for Statewide Programs:

- Across Indiana on (station) is my source for extraordinary Indiana stories.
- Across Indiana, a service of Indiana's Public Broadcasting Stations.
- Indiana's Public Broadcasting Stations, your source for Indiana Week in Review.
- Indiana Week in Review on (station) is my source for timely and relevant political discussions.
- Indiana Week in Review a service of Indiana's Public Broadcasting Stations
- Indiana's Public Broadcasting Stations, your source for Indiana Lawmakers.

MySource Testimonials: A second approach to the campaign should include production of MySource (:30 - :60) themed spots using volunteer spokespersons who could provide testimonials about the vital programs and services Indiana's Public Broadcasting Stations provide. Soliciting personal stories about the value that public broadcasting brings to them would be an ongoing effort. Spokespersons could be highly visible members of the community or everyday citizens. In most cases, a teacher, parent or station volunteer could offer extremely powerful testimonials as to how Indiana Public Broadcasting has improved their quality of life.



Both radio and TV stations are encouraged to participate and share their spots with other stations through their own Web sites or via the IPBS site. While the language of the spot might be based on an individual's experiences with a specific local station/market, with the spokesperson's permission, we could also share their thoughts/opinions with a statewide audience. For statewide distribution, whenever possible, the tag line (as stated by the spokesperson) should be: "Indiana Public Broadcasting Stations are my source for (short phrase summarizing the message headline.)" Efforts to employ the more generic use of "Public Broadcasting" can extend IPBS' value across multiple media platforms and is therefore, strongly encouraged. For television, an animated on-screen IPBS logo should be developed that allows space for each station to co-brand spots with their own logo. These visuals should appear on screen during the spot tagline.

The overarching goal of the My Source component is the development of a customizable model that stations can rely on for recruitment of local ambassadors to produce testimonials which use the My Source theme, or which are compatible with My Source in each of their markets. Again, wherever the message is not fundamentally station specific, it should be shared statewide.

3) Cause Marketing

The third portion of the plan employs the use of “cause” marketing. For example, IPBS stations would identify a universally relevant cause they would all embrace during a common broadcast timeslot. Each initiative would be promoted as “A service of Indiana Public Broadcasting Stations – IPBS.” The cause should be supported through local partnerships or as a turn-key initiative that requires limited station resources to implement. Activities around the cause initiative could result in additional My Source testimonials for airing and streaming on the IPBS Web site. Initiatives would also generate dynamic interactive content featured on the IPBS Web site. Any cause initiatives would be implemented to the extent resources can be acquired to support this type of activity.

Some examples of “cause” marketing would include:

Education – host education night(s) on each station. Promote and air relevant programming; Host a phone bank to field “ask the expert” questions from viewers/listeners; Invite an expert in the field to host a live online chat immediately following the broadcast.

Health – Create a local health-awareness initiative by partnering with a local food pantry, shelter or hospital to support a food drive, Mr. Rogers Sweater Drive, or H1N1 awareness campaign. Stations would serve as collection sites for the effort. A health awareness campaign could also be implemented through on-air spots, an interactive online presence and/or by serving as information “clinics” or distribution hubs in their respective communities.

History – Utilize our public media assets to help document pivotal chapters in Indiana’s rich history and cultural heritage. Through their efforts, IPBS stations would be helping to compile an oral history of the state. Collections would take place online and the activity could culminate in an event at a selected location in each station’s market.



Environment – tips for ways to reduce, reuse or recycle are applicable to virtually everyone. Since the “green” movement will likely remain viable for many years to come, this campaign can be used and refreshed to keep the messages relevant.



4) Multi-platform Media Strategy

This plan points to the use of a cross media strategy. In particular, broadcast is coupled with on-line while print and other tools underscore the themes.

Some IPBS member stations are further along in their Web site applications than others. Consideration should be given to investing in a common Web platform that is both practical and appropriate for all member stations. It is also highly recommended that significant improvements be made to the appearance and functionality of the IPBS Web site. The site redesign should include easy-to-navigate functions and online features that highlight IPBS’ statewide services, member station success stories and spotlight statewide underwriting and sponsorship opportunities.

Consideration should be given to providing content that is both relevant and engaging as a means of enticing visitors to return the site more frequently. Online content would include IPBS news and information reports and programs, as well as IPBS services, funding information, station success stories, podcasts, social media applications and other elements which emanate from a Web development strategic plan which is beyond the scope of this project.

Additional Considerations

Stakeholder Events

Each station engages in stakeholder cultivation events during the course of the year. At the discretion of each station, the themes noted in this plan would be incorporated into event messaging wherever appropriate. IPBS would develop a matching fund policy to assist with collateral associated with the initiative: displays, invitations, brochures, etc. Funding might also be obtained through a statewide grant initiative for this purpose.

IPBS leaders stand ready to assist local station management with the planning and implementation of these events whenever feasible or whenever an urgent need manifests itself (i.e., economic hardships, natural disasters, etc.) in an Indiana community. When IPBS leadership is engaged for this purpose the local station should be positioned as a major element in a larger statewide public media outreach campaign. And, while a campaign may originate from a particular region and/or broadcast market, the campaign's overall goal would be to serve the entire "Indiana Community."



Communication Tool Audit

IPBS is equipped with a newly designed IPBS logo, customized presentation folders, IPBS collateral materials, education services brochures, statewide IPBS coverage maps and a video tour of IPBS services (CD). Some of the services highlighted in existing IPBS collateral may be revised in light of funding levels and a dynamic economy. Consideration will be given to updating IPBS collateral to reflect these changes as appropriate.

Conclusion...

The concepts of this plan build on the cooperative experience of the IPBS member stations. By pooling their existing resources the stations can extend the value of their current investments. Through sharing with one another their locally produced image and MySource spots, each broadcaster's inventory of local testimonials and promos can be efficiently expanded. To maximize the full potential of this plan, IPBS member stations will further investments in creative services, resources and strategic partnerships.

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