
**Presentation To
Connecticut Public Broadcasting Company**

Overview: We believe

A vision that is communicated but not executed upon will set the organization back. You can avoid that by migrating to your new vision. No organization realizes its vision overnight. You can signal a new era today with communication that is meaningful but does not over-promise. You can set a tone for that which is to come: a continuation of the change started by your restructuring. There will be resistance and fear. This can be overcome by getting (more) organization buy-in, creating a process that inspires and motivates, and by measuring progress. While leadership needs to steward change, employees need to be the change. This is hard – and paradoxical – you’ll need courage to realize “Brave.”

Overview: Reality check

It's hard to be brave on your own.
It's better to be brave together.

The key question is: Evaluation:

REFRESH THE BRAND

CHANGE THE CULTURE

DEFINE & DIRECT THE WORK

ACHIEVE ICONIC BRAND
ARCHITECTURE

VALIDATE “CPM”

BRIDGE THE “CONNECTICUTS”

CREATE FUNDING



How do we develop a measurable plan,
brand strategy and communication to
inspire stakeholders to action while
allowing the organization to grow into
its vision



playbook

The Play-To-Win Plan

playbook

Migration: Three Phases



SEED



GROW



NURTURE

Migration:

Role Of Communication

Description

SEED:
Cultural Change



Co-opt all stakeholders and participants in the new vision. Raise awareness of new name and brand look.

Introduce the idea: “Brave
Draw everyone into the CP.

• **GROW**

Introduce
“Brave” Content



with the people: people in the organization, viewers, listeners, donors, FFC, sponsors and the board.
unity. One communication idea, one brand, all stakeholders.

Raise awareness of what is new at CPM

Begin to introduce new content: programming, communication, fund raising, events, etc. IDEO funding model ideas. Some early sponsors exist.

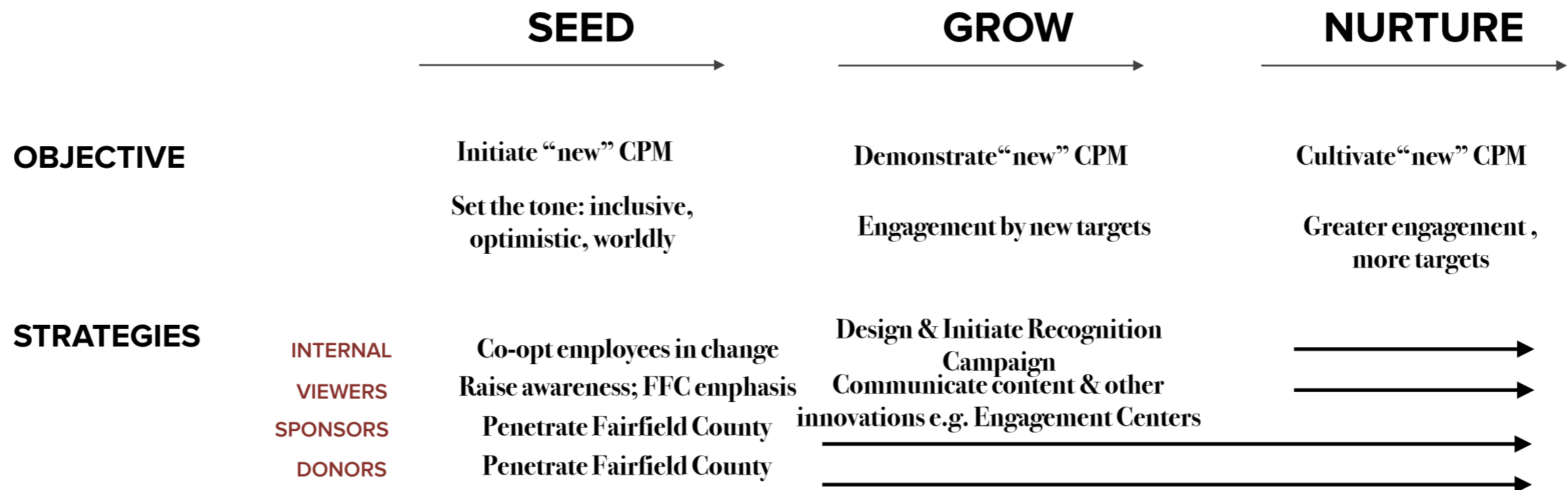
NURTURE:
Fully” Brave”



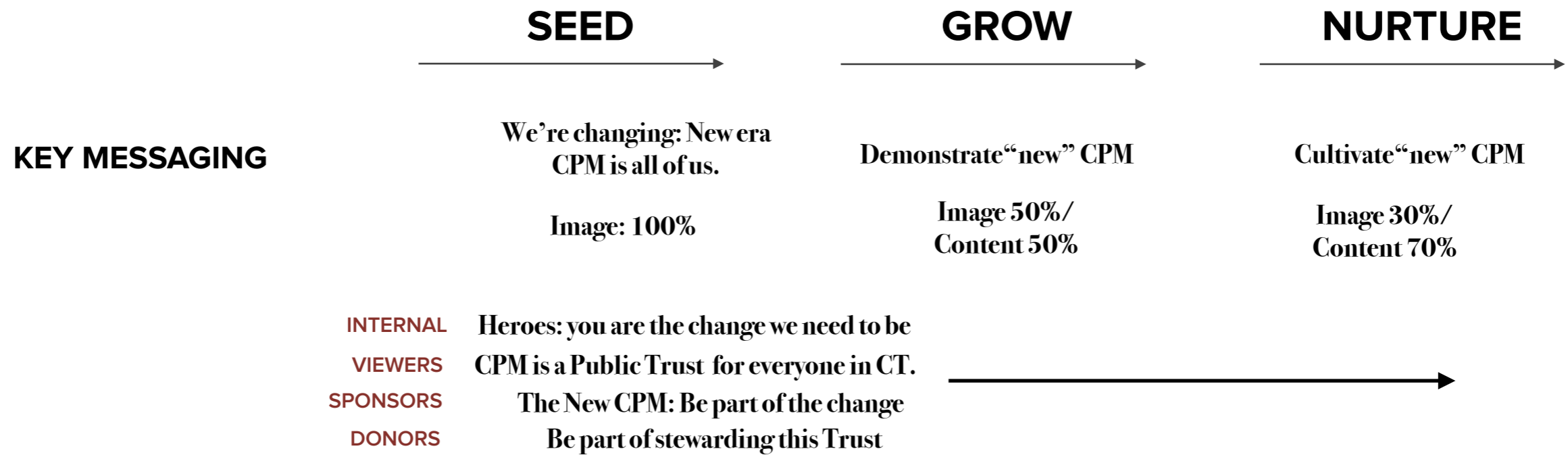
Full engagement of CPM with Connecticut and Connecticut with CPM.

A fully emotional commitment to the brand. Employees push the boundaries everyday. CPM is vibrant culture of highly charged crusaders of “Brave.” Viewers and listeners are engaged in the Connecticut and Worldly dialogue. Sponsors are jumping on board.

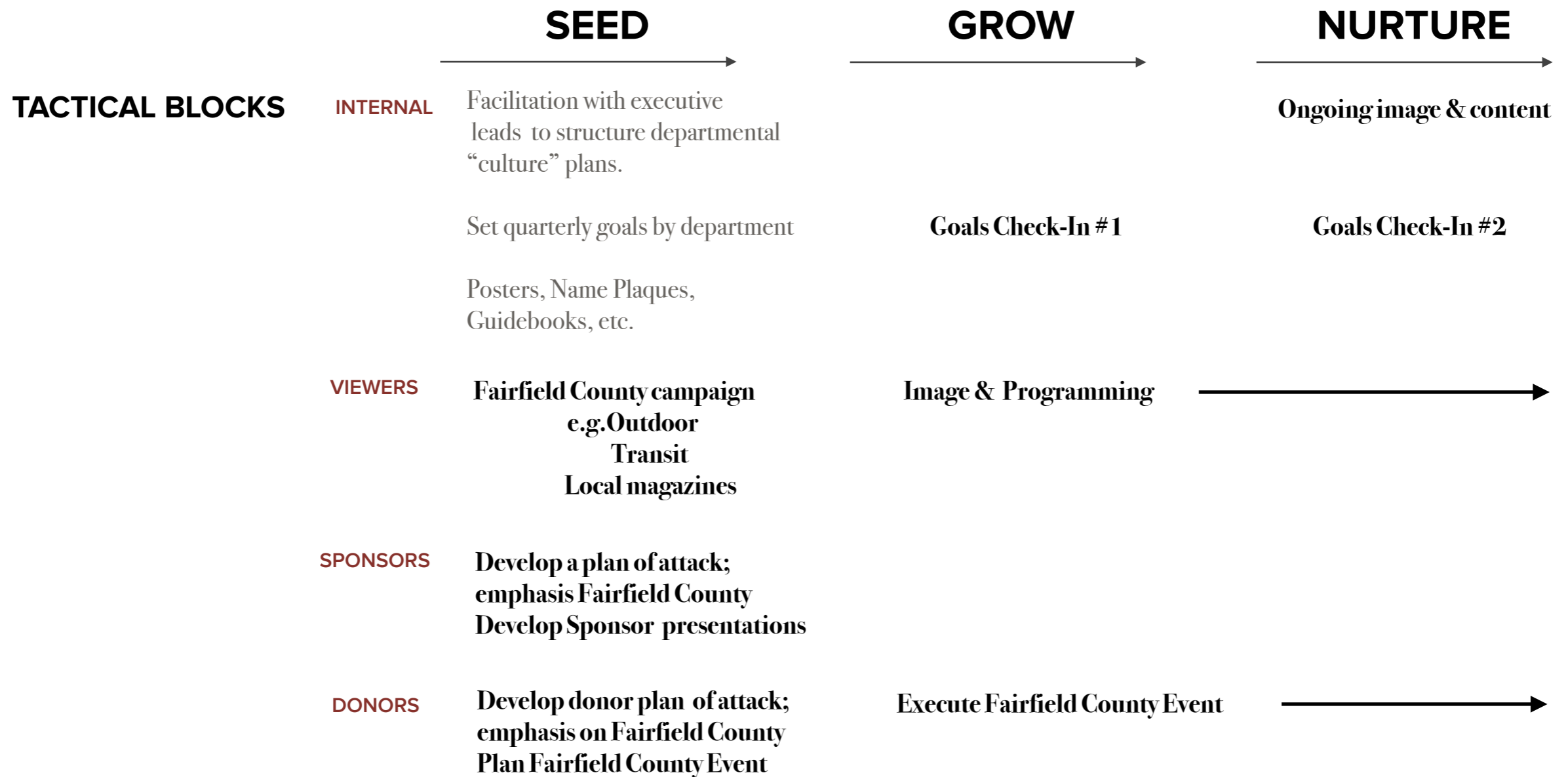
CPM Brand: Migration Strategy



CPM Brand Migration Strategy: (continued)



CPM Brand Migration Strategy: (continued)



CPM Brand Migration Strategy: (continued)



CPM playbook

| Brand Architecture Discussion

CPM Brand Universe: it's out there

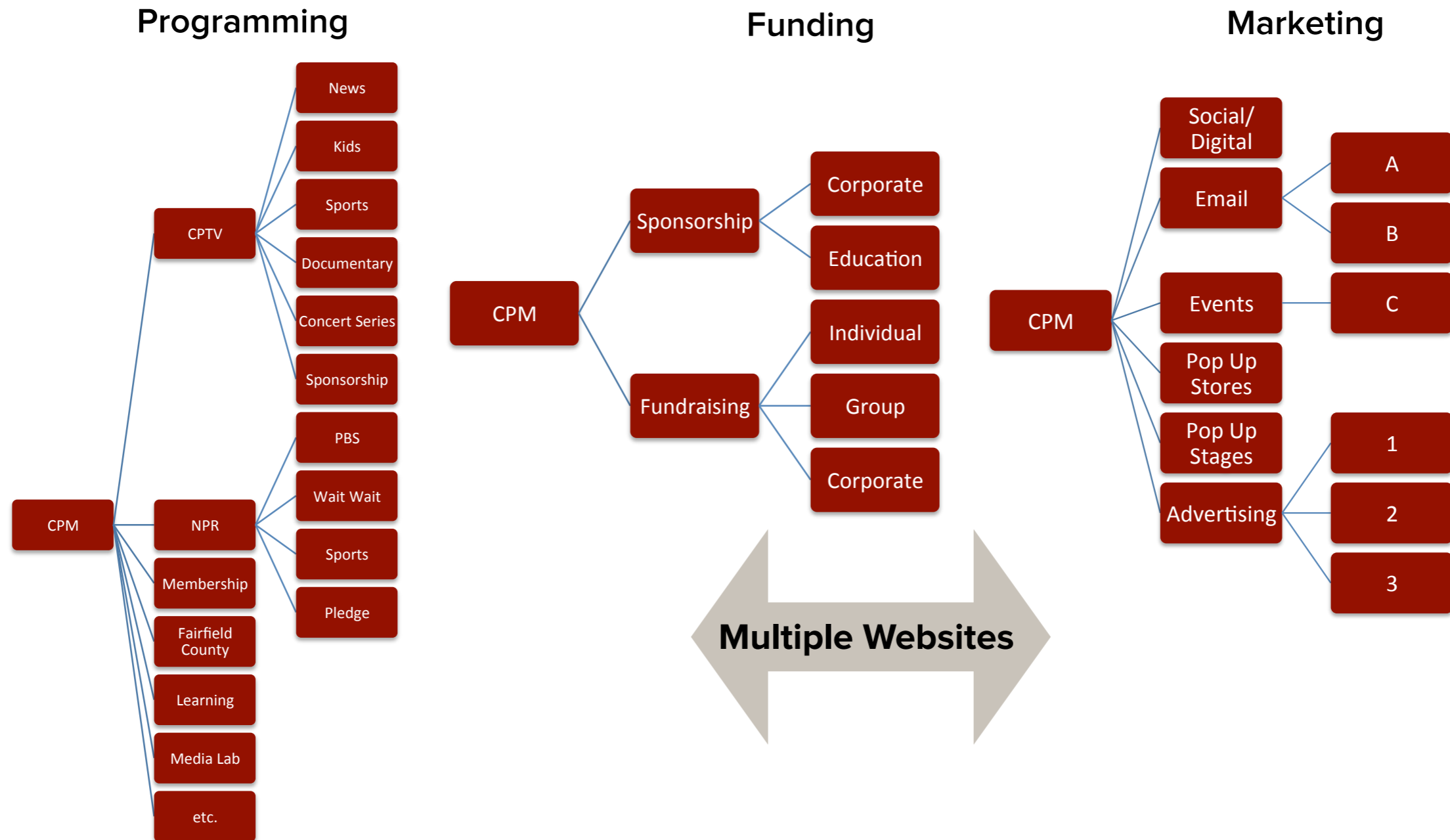


CPM Brand Architecture Criteria

Going For “Iconic”

Before	After
Unfocused	Focused
Confusing	Clear
Over-extended	Appropriate
Afterthought	Strategic
Helter Skelter	Coordinated
Dysfunctional	Functional
Static	Alive

CPM Brand Architecture



A creative approach

Bringing the “BRAVE” strategy to life

CPBN: Logo brand evolution



1962

TODAY

CPBN: Brand inspiration



**A CIRCLE IS PERFECTLY CONNECTED,
SO CAN CPM.**

CPBN: Brand inspiration

 **cpm**

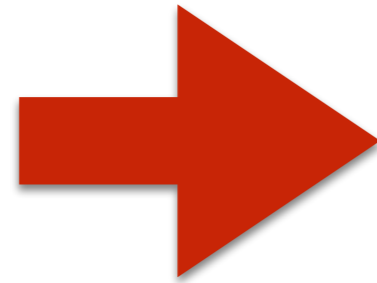
CPBN: Brand heritage evolution

• cpm

• cpm  • cptv  • wnpr  • cptv 
SPORTS

Brand Family: how we live together

 **cpm**



 **cpm**  WNPR

 **cpm**  CPTV

 **cpm**  SPORTS

 **cpm**  lab

 **cpm**  kiDs

 **cpm** 

CPM: Anthem video



view video: <https://vimeo.com/143893762>

CPM Advertising: Seed



CPM Advertising: Seed



CPM Advertising: Seed



CPM Advertising: Growing Fairfield Co



GRAND CENTRAL STATION

Influential CPM Brand Ambassadors:



connecticut
public media

cptv • wnpr • cptv sports • web • learning lab • digital

cpm

 Paul Simon
Resident of Connecticut
Citizen of the World

The image shows a black and white portrait of Paul Simon wearing a fedora hat. The top of the graphic has an orange background with the text 'connecticut public media' and a list of services. Below that is a teal bar with the 'cpm' logo. The bottom right corner features the PBS logo and Paul Simon's name and titles.



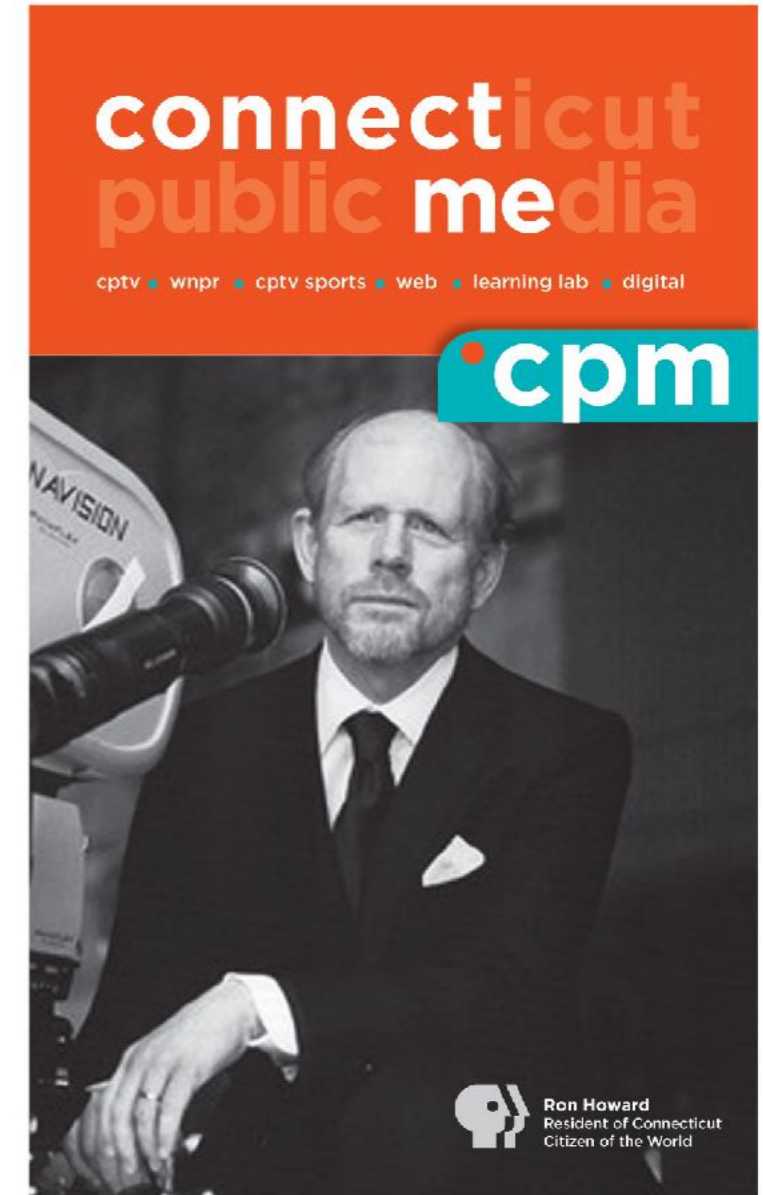
connecticut
public media

cptv • wnpr • cptv sports • web • learning lab • digital

cpm

 Harry Connick
Resident of Connecticut
Citizen of the World


The image shows a black and white portrait of Harry Connick in a suit and tie. The top of the graphic has an orange background with the text 'connecticut public media' and a list of services. Below that is a teal bar with the 'cpm' logo. The bottom right corner features the PBS logo and Harry Connick's name and titles.



connecticut
public media

cptv • wnpr • cptv sports • web • learning lab • digital

cpm

 Ron Howard
Resident of Connecticut
Citizen of the World

The image shows a black and white portrait of Ron Howard in a suit, looking through a telescope. The top of the graphic has an orange background with the text 'connecticut public media' and a list of services. Below that is a teal bar with the 'cpm' logo. The bottom right corner features the PBS logo and Ron Howard's name and titles.

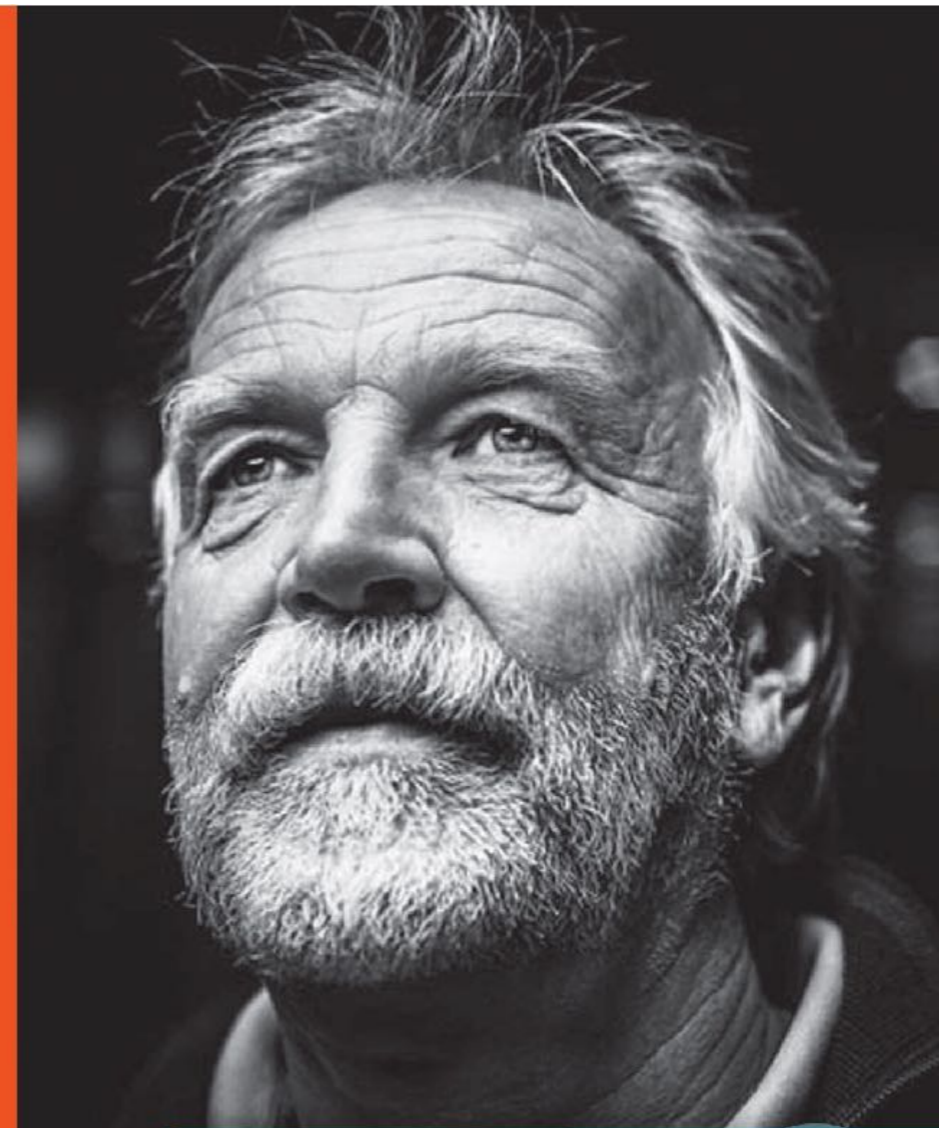
CPM Advertising: Grow

i am connected

I am a poet, and a playwright - a chef and a dreamer. I follow the news in the morning, write in the daytime and reflect in the evening. I'm connected to my work and to my beloved state of Connecticut.

Troy Madison
Resident of Avon
Citizen of the World

cptv • wnpr • cptv sports • web • learning lab • digital



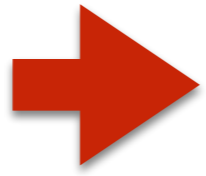
PRINT

Timeline: 18 months



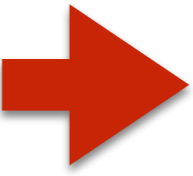
SEED

Cultural Change



GROW

Introduce
“Brave” Content



NURTURE

Fully “Brave”

Wrap Up

We believe it is critically important to initiate a cultural shift within the organization.

We designed a plan and demonstrated how it can be executed. By getting it right in the Seed Phase, CPBN can migrate to Full Bravery and realize a complete transformation. We believe you can make heroes out of your employees, and communicate to Connecticut that when it comes to Public Media, it is a trust that we can all be a part of. This “inclusion strategy” sets the stage to penetrate untapped areas such as Fairfield County, test the new financial models as outlined by IDEO, and grow the coffers of the organization.

thank you