

Nashville PBS

MESSAGING GUIDE

This document outlines the purpose and identity of Nashville PBS

It should inform all written and verbal communications.

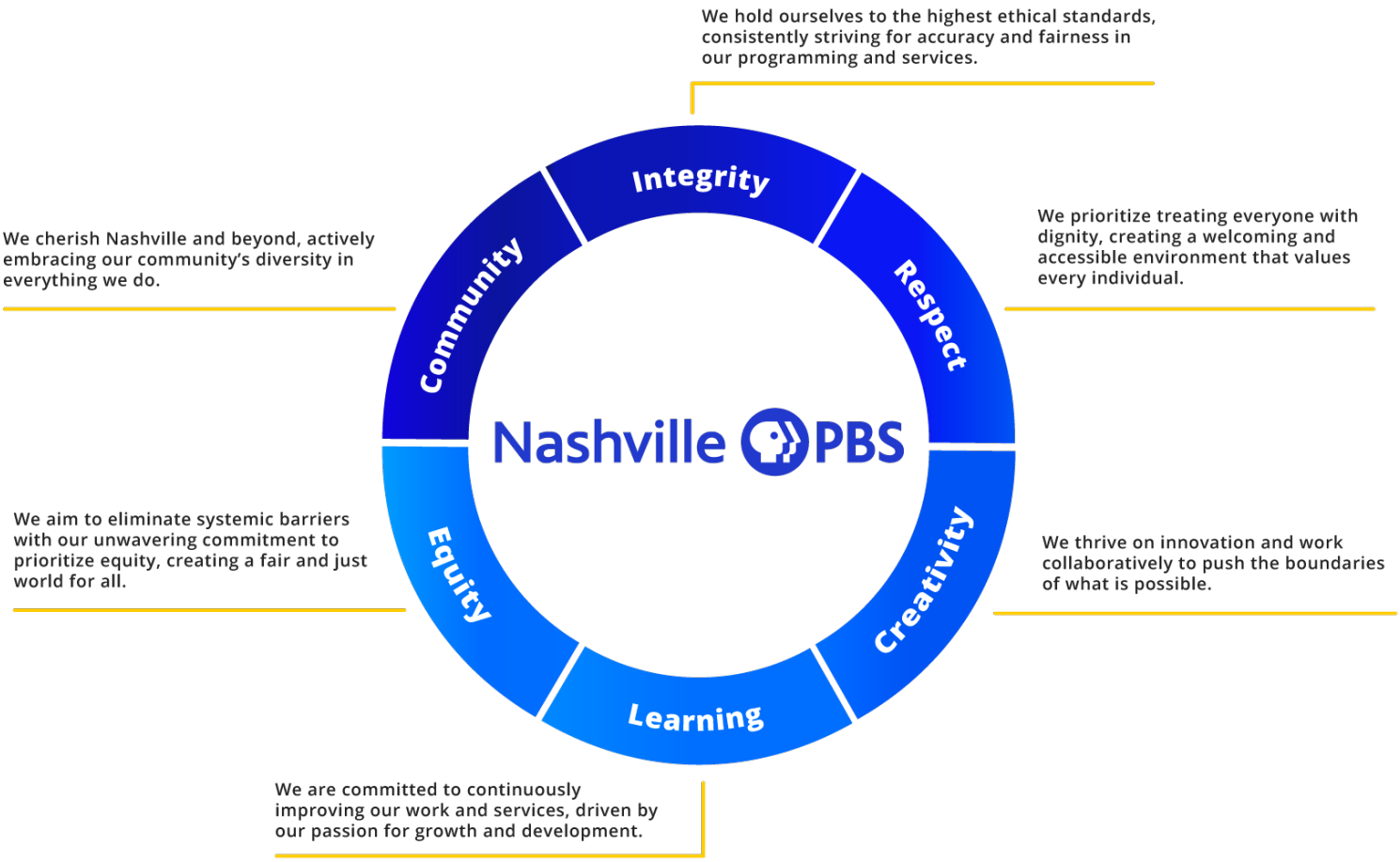
Core Values
Mission, Vision, CIRCLE

Mission

NPT connects Nashville and beyond with trusted content that reflects, strengthens, and celebrates our community.

Vision

NPT cultivates meaningful connections through experiential engagement and programming that inspire a vibrant, inclusive community.



Positioning Statement

Nashville PBS is an essential community institution that supports community members with non-commercial, trusted, educational programming and services.

Tagline

For the *love of our* community.

Key Messages

Old and New Nashville

Nashville PBS addresses lifelong Nashvillians, new residents, and visitors to our region as we help the community bridge "old and new Nashville."

Content

Nashville PBS serves our core audiences with non-commercial, objective, and trusted broadcast programs while creating content that resonates with the interests, formats, and viewing styles of digital media users.

Partnerships

Nashville PBS works with community partners and independent producers to generate programming that reflects and celebrates our community.

Trust

Nashville PBS leverages our value as a Public Broadcasting Service (PBS) station. The Roper Poll has long ranked PBS as the nation's most trusted media brand and one of our country's most trusted institutions. We are Nashville PBS, your local PBS station.

Lifelong Learning

Nashville PBS focuses on educational services and lifelong learning, the very DNA of public broadcasting.

Tone

We're Moving.

SPARK CURIOSITY:

Curiosity is contagious. We ignite imaginations by asking open-ended questions that drawn people in.

HOW IT SOUNDS:

Have humans broken the climate clock?

MAKE IT PERSONAL:

Facts are essential, but we bring individual narratives to the forefront, adding depth and humanity to every story.

HOW IT SOUNDS:

PBS LearningMedia helps teachers like Ms. Matthews make lessons bilingual, so her students—and their parents—can thrive.

GREAT PERSPECTIVE:

We have a long legacy, which means we can pull from our heritage or American history, to create better understanding of today.

HOW IT SOUNDS:

We've been here before. We'll explore how modern politics echoes both the 1970s and the Gilded Age.

Tone

We're Welcoming.

WHY YOU'LL LOVE IT:

We're proud of our shows and feel confident making recommendations.

HOW IT SOUNDS:

Did you enjoy *She Loves Me*? You'll love *Holiday Inn*.

COMMON GROUND:

We believe in finding common ground through mutual interest. We use universal truths to unite viewers from all walks of life.

HOW IT SOUNDS:

There's an adventurer in all of us.

VIEWERS LIKE YOU:

We give a voice to viewers, using quotes and first-person stories to show we're listening.

HOW IT SOUNDS:

"The lessons remind me of the essence of what good teaching is."
—Maggie Nash

Tone

We're Bright.

FIND THE LIGHT:

We see the bright side. Across our topics—from humorous to heavy—we're positive, uplifting, and action oriented.

HOW IT SOUNDS:

Your vote makes a difference. See how good turnout in the primaries can impact your community.

MEASURE THE IMPACT:

We're careful to keep things fact based. In fact, there's power in numbers. We pull in impactful measures that amplify our insights.

HOW IT SOUNDS:

Nearly 75% of our budget comes from support in our region, so it's no exaggeration to say that without contributions from caring viewers like you, we simply could not provide the exceptional programs you value so much.

FRESH FRAMING:

When we **introduce new programs or initiatives,** we look at them from a different angle to offer new perspectives.

HOW IT SOUNDS:

Go behind the scenes of your favorite museums with *Civilizations*.

Tone

We're Local.

CREATE NOSTALGIA:

Remind community members of elements from our collective past, recognizing that not all will remember it the same way.

HOW IT SOUNDS:

Sandy Burgess, like many of us, remembers The Arcade.

WHAT'S UNIQUE:

Focus on what makes our region unique and special.

HOW IT SOUNDS:

Nashville PBS tells the unique role our city played in the evolution of country music.

ASK QUESTIONS:

Invite community members to share their own stories. Nashville PBS is here to amplify the stories of our community.

HOW IT SOUNDS:

Did you visit the Opry as a kid? If so, tell us about it.

Bringing the Brand to Life

Here are some **sample headlines** to get you started. They are simply meant to help get you going in the right direction.

- Celebrating all things Nashville
- Community stories
- This is exciting
- Bring the world home
- Lighting the path forward
- New perspective
- Ask questions
- A force for curiosity
- Curiosity welcomed
- Feed your curiosity
- Nurture your inner genius
- More aha moments
- Spread wonder
- Find your passion
- More possibilities
- Bringing people together
- A world of good
- Power in people
- Seek out
- Seek out life
- The world is waiting
- See yourself there
- A place for every American
- Ready to meet the world?
- Fresh perspective
- New angles in

Bringing the Brand to Life

Verbs and phrases help channel the moving, welcoming, and bright spirit of the brand.

VERBS

Guide
Shine
Lead
Immerse
Share
Learn
Experience
Sample
Discuss
Investigate
Create
Build
Find
Visit
Travel
Explore
Enjoy
See
Hear
Look
Meet
Know
Love
Become
Believe
Begin
Strive
Educate
Empower
Bring
Seek
Nurture
Spread
Expand
Start
Watch
Listen
Engage

PHRASES

Immersive experience
Shine a light
We'll share with you
Breakthrough idea
Won't you join us?
Come with us
We'll uncover new viewpoints
Dive down
Take a look at
Go behind the scenes
Discover how she did it
Join our roundtable of experts
We'll show you
We'll talk with
Introduce your kids
Exciting adventures
Learn how
Blaze a trail
Get an inside look
Let's get started
We need your voice
Your voice matters
Tell us what you think
You make it possible