II Brand and Marketing

Strategies

2.1 REBRANDING

Rebrand NPT to Nashville PBS to leverage two strong brand affiliations: Nashville, recognized globally for blending heritage and innovation, and PBS, one of America's most trusted institutions.



2.2 BRANDING AND MARKETING CAMPAIGNS

Create campaigns to launch the new Nashville PBS rebrand, increase brand awareness, and support major local-programming initiatives. Earmark more funds for branding and marketing to enable greater reach and effectiveness.

2.3 DIVERSIFIED MARKETING APPROACHES

Mix traditional broadcast and print approaches with digital and social-media marketing. Continue to leverage community partnerships for in-kind marketing opportunities.

2.4 MEASURING EFFECTIVENESS

Identify, track, and analyze key marketing and communications metrics to gauge effectiveness, explore new opportunities, and customize messaging.

III Content and Platforms

As the shift from broadcast to digital viewership accelerates, NPT will follow a digital-first, broadcast-too approach to local content creation to meet our audiences on their platform of choice. NPT will continue to share our locally produced content with national audiences via PBS and other distribution partners. We will also work with independent content creators to share their work with our Nashville audiences and nationally through the PBS pipeline. A critical element in our local content strategy will be ongoing community engagement and research to help us understand viewers' needs and important regional issues.



III Content and Platforms

Strategies

3.1 ANYTIME, ANYWHERE CONTENT

Ensure NPT's content is available anytime and anywhere by creating digital and broadcast programming.

3.2 REACH AND IMPACT

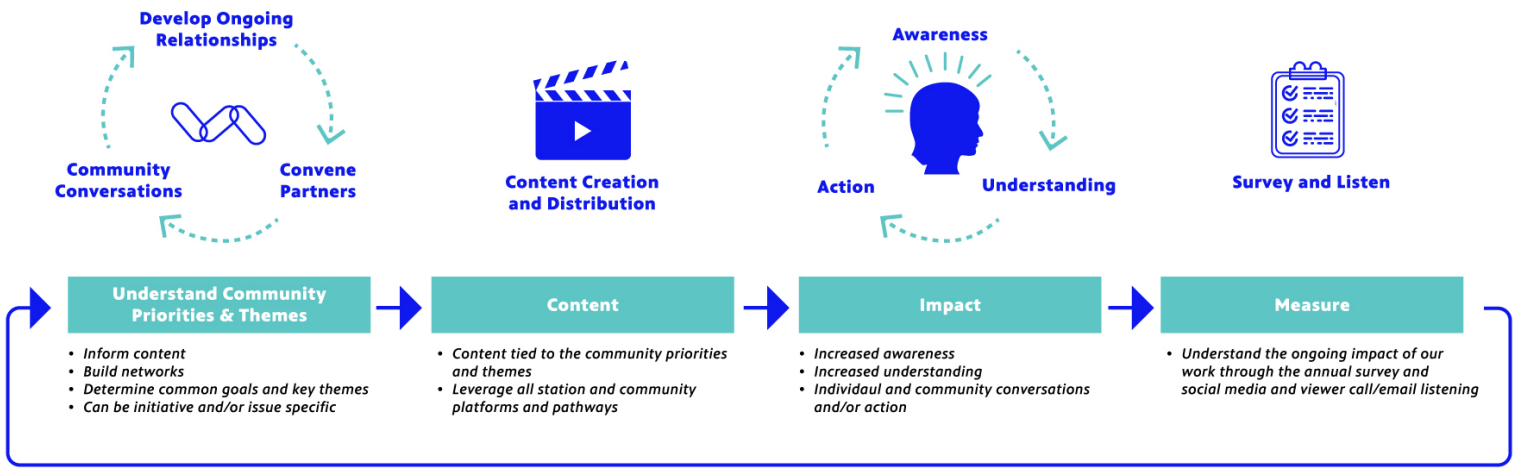
Extend NPT's local and national reach and the impact of our original programming by diversifying distribution channels, harnessing digital platforms, and bringing new voices and independent producers into the PBS pipeline. Ingrain, correct, and perfect metadata for all productions and marketing to ensure audiences can find our content on any platform.

3.3 RELEVANT AND REPRESENTATIVE PROGRAMMING

Assure NPT's original content represents local issues, concerns, and audiences by encouraging dialogue, soliciting viewer feedback, and conducting regular community surveys.

MODEL FOR ENGAGEMENT

Public media facilitates at scale a community conversation that creates impact.



3.4 INNOVATION

Experiment with new content formats and refresh current series, guided by metrics that evaluate the success, impact, and ROI of our programming.

3.5 LIVE PROGRAMMING

Serve core broadcast audiences and cultivate new digital audiences by collaborating with local and national partners to produce live programming, such as performances and concerts.

IV Education and Engagement

Lifelong learning is a core value of public broadcasting and integral to NPT's mission and vision. We will continue to serve our community's dynamic educational needs by deepening our relationships with students, educators, and caregivers. We will do this by providing valuable resources, offering dialogue and professional development opportunities, creating experiential learning activities, and activating our campus as a resource for education and community engagement.



IV Education and Engagement

Strategies

4.1 COMMUNITY INVESTMENT

Recognize and support the specified needs of our culturally, generationally, and educationally diverse coverage area by actively seeking feedback, promoting dialogue, strengthening existing relationships with centers of learning, and cultivating and maintaining community partnerships. Strategically align education and engagement activities with specifically identified community needs and focus educational fundraising and investment to support those initiatives.

4.2 RESOURCE ENGAGEMENT

Deepen student, educator, and caregiver engagement with existing NPT and PBS Learning Media educational resources. Employ content experts to create and deliver new resources locally, regionally, and nationally. Ensure NPT's educational resources continue to reflect Tennessee Department of Education, PBS, and CPB standards. Work with NPT Branding, Marketing, and Communications staff to build awareness of and trust in PBS KIDS, the PBS KIDS app, PBS Learning Media, and related educational resources among coverage-area educators, students, and caregivers.

4.3 EXPERIENTIAL LEARNING

Develop a comprehensive public-media-based experiential learning program targeting middle-school through college-aged students that inspires them to embrace co-curricular, extracurricular, and lifelong learning. Engage local school systems and educational resources to foster partnerships that extend experiential learning opportunities.

4.4 NPT: A CENTER FOR LEARNING

Invest time and resources in capacity building and campus reconfiguration to establish NPT as a Center for Learning within the Nashville community. Expand utilization of NPT campus for education and community-engagement activities grounded in public media-centric learning and innovation.

V Financial Sustainability

A secure, sustainable, and growing base of community, state, and federal funding along with effective investment strategies and internal stewardship are critical elements in realizing NPT's strategic objectives. As traditional patterns of giving to public media shift away from "Pledge," we require innovative approaches to developing membership and major donors. There are significant opportunities to engage new individual, corporate, and institutional funders as Nashville continues to grow, while also working to increase state funding and ensure the future of federal funding.



V Financial Sustainability

Strategies

5.1 MEMBERSHIP

Increase membership dollars and donors through a combination of digital fundraising strategies, enhanced proven strategies, unique special events, and targeted efforts to build a base of Sustainers.

5.2 DONORS

Increase the number of major donors and major-donor dollars through strategic investments in wealth screening, targeted digital campaigns, and additional development staff.

5.3 CORPORATIONS AND FOUNDATIONS

Increase corporate and foundation funding through targeted efforts, funding opportunities that complement institutional funding objectives, and additional development staff.

5.4 PLANNED GIVING

Increase planned gifts and planned giving revenue by developing and implementing a planned giving program, securing dedicated staff, and investing in marketing and wealth screening support.

5.5 STATE AND FEDERAL FUNDING

Increase recurring State of Tennessee funding and collaborate with TN PBS stations to match the state appropriation with increased community funding by 2026. Ensure the future of NPT's federal funding by working in partnership with the America's Public Television Stations (APTS) network and other public media partners.

5.6 FINANCIAL MANAGEMENT

Steward and grow contributed funds through careful financial management, investments, and internal fiscal policies.

VI Infrastructure: Technology and Facilities

NPT's future depends on the strength and readiness of our technology and facilities to meet staff and audience needs and expectations. NPT must be ready to transition to the next-generation ATSC 3.0 broadcast standard while evolving our digital platforms and ensuring that staff have the training and tools needed to navigate a complex media environment. An NPT facilities action plan will allow us to develop and nurture an even more collaborative work environment for staff and community partners.



VI Infrastructure: Technology and Facilities

Strategies

6.1 HARDWARE AND SOFTWARE UPGRADES

Develop and implement plans to maintain a strong IT infrastructure, upgrade production and studio equipment, refresh and upgrade broadcast airchain equipment, and stream all broadcast channels.

6.2 LIVE STREAMING

Secure the technology necessary to stream and broadcast live original and collaboratively produced local content targeted to new audiences. Partner with the Tennessee Public Television Council (TPTC) to improve the quality of live statewide broadcasts, including legislative coverage.

6.3 ENHANCED ACCESSIBILITY

Create new business models for usage of the next-generation broadcast platform ATSC 3.0. Invest in the NPT App to enhance audience accessibility and viewer experiences. Self-distribute NPT programming to PBS-station network via sIX.

6.4 BUILDING IMPROVEMENTS

Implement a facilities improvement plan that includes repairs and updates to the building's physical and mechanical infrastructure, exterior, and interior.

6.5 CAMPUS REBRANDING AND REDESIGN

Create and implement a community-focused facilities redesign that would enable NPT to engage residents, community partners, and tenants through on-campus programs, productions, events, installations, and internships. Update campus branding to reflect our brand transition.

