

# The NPR Network

A UNITED BRAND FOR OUR DIGITAL FUTURE



.....

“We are thought of like the ballet or the philharmonic. It's really nice for the community to have, **but not essential.**”

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*Source: Board Working Group Session*



**YET ....**

Together, we *do* offer something essential: **a blend of local, national and global journalism** and storytelling that fully immerses our listeners in their world.

Now, to rise above the competition, **we must clearly and powerfully articulate that value to the public.**

**Meet the NPR Network.**

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**THE NPR NETWORK** invites audience to pause, look closer, and *listen*, so that they can better understand their community, their country, and their world.

**We stand unmatched in our reach *and* our depth.** Our thousands (upon thousands) of on-the-ground journalists unpack the global issues shaping our future and lift up the local stories that must be told.

**We don't only report the news — we reveal how the issues of today *are lived*** by people across America and the world. We enrich understanding of differences that set us apart — city to city, country to country — and elevate the shared experiences, struggles, and aspirations that unite us across borders and continents.

# Now is our moment to tell that story.

The more people who are aware of the NPR Network, the **more people we can ask to donate to our mission.**

The more they understand our power, our scope, and our essential role in their lives, **the more likely they'll be to donate** wherever and whenever we make the ask.

## THE PROBLEM

There is **no clear brand throughline**  
across our audiences' journey with us.

# Here's how people likely experience our brands today.

Alex is a loyal NPR podcast fan, listening about 2-3 times a week. He hears solicitations to donate to WXYZ. He doesn't know who WXYZ is, so he never donates.



# The NPR Network will meet users' needs at all stages of their journey with us.

PHASE	USER NEED	TACTIC
<b>Awareness</b>	<i>"Tell me who you are and what you stand for."</i>	Launch a NPR Network campaign in September (national and local)
<b>Sampling</b>	<i>"Lead me to the first thing you know I'll love."</i>	Brand podcasts, websites, live streams, and other relevant digital content as part of the NPR Network
<b>Engagement</b>	<i>"Show me how you serve my whole self, with all my varied needs."</i>	Re-brand (and re-launch) key loyalty products and platforms (NPR One)
<b>Support</b>	<i>"Make what I love possible for me and others."</i>	Create cohesive fundraising messaging and graphics

# Here's how people will experience the NPR Network.

Alex listens to NPR podcasts 2-3 times a week and understands they are presented by the NPR Network.

He hears an audio promo for a podcast from the NPR Network created in his community by WXYZ, on a topic Alex cares most about. **Alex starts listening.**

At the end of the year, NPR and WXYZ ask him to donate to help make his favorite podcasts possible. **Alex chooses to support the NPR Network by becoming a member of his local NPR Network station, WXYZ.**

# A single, united brand will also allow us to invest in marketing to strengthen and support it.

- **Goal:** Introduce the NPR Network to young, diverse users.
- **Ambition:** Win their hearts and minds by connecting our mission to their unmet needs and core values.
- **Solution:** NPR Network awareness campaign, launching in September 2022 (and beyond).

# Building the NPR Network brand

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**MAY - JUNE**

## **Brand development**

NPR teams up with an agency to build out the NPR Network brand.

**JULY**

## **NPR Network podcasts**

Stations will have the option to use brand on their podcasts as part of an overall podcast network strategy.

**AUGUST**

## **Brand kit available**

NPR Network brand kit available to Members.

**SEPTEMBER - TBD**

## **Awareness campaign**

NPR and stations launch a national marketing campaign introducing the network to young, diverse users.

**What implementation  
might look like**

	NPR	MEMBER STATIONS
<b>Brand</b>	<ul style="list-style-type: none"> <li>- Either replace ‘NPR’ with ‘NPR Network,’ or co-brand the two (<i>in consideration</i>).</li> <li>- Reference ‘NPR Network’ in lieu of ‘NPR,’ on air and online (<i>wherever it makes sense</i>).</li> </ul>	<ul style="list-style-type: none"> <li>- Adopt ‘NPR Network’ logo/wordmark as a cobrand, in place of ‘NPR.’</li> <li>- Reference ‘NPR Network’ in lieu of ‘NPR,’ on air and online (<i>wherever it makes sense</i>).</li> </ul>
<b>Marketing campaign</b>	<ul style="list-style-type: none"> <li>- Strengthen existing audience with an ‘NPR Network’ awareness campaign on <b>NPR owned channels</b> (podcast, on-air, online, newsletter, social media, video, etc).</li> <li>- Reach new, younger, diverse audiences with a <b>paid awareness campaign</b>.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthen existing audience with an ‘NPR Network’ awareness campaign on <b>NPR owned channels</b> (podcast, on-air, online, newsletter, social media, video, etc).</li> <li>- If feasible and of interest, team up with NPR for collaborative paid marketing efforts.</li> </ul>
<b>EOY Fundraising</b>	<ul style="list-style-type: none"> <li>- Build on now-existing brand equity by continuing ‘NPR Network’ branding in fundraising asks.</li> </ul>	<ul style="list-style-type: none"> <li>- Build on now-existing brand equity by continuing ‘NPR Network’ branding in fundraising asks.</li> </ul>

## At NPR



Option 1



Option 2

## At Member Stations



Note: 'NPR Network' logo is still in development; shown here as illustrative only

**Our air: Find natural moments to mention the “NPR Network” in our shows.**

For example, in...

- NPR shows: *“This is Code Switch, part of the NPR Network.” “This is All Things Considered, part of the NPR Network.”*
- Hand-offs from a Member Station to NPR, or vice versa: *“This is Ben Smith, from WXYZ, part of the NPR Network.*
- Wherever we want to reinforce our local-national blend: *Elections, breaking news, etc.*



**The NPR Network  
icon must closely  
align with the  
existing NPR logo.**

This is critical, because the NPR brand has equity — especially among the existing digital users we most want to reach. We want those audiences to know that the brand they've long loved is **not changing; instead, it's bigger than they ever imagined.**

**In summary**

# Why unite under one brand?

- **Cement our unmatched local-national value** in a competitive landscape.
- **Introduce platform-neutral terms** in a fast-changing digital world.
- **Reveal our tremendous scale** and potential to serve the many distinct needs in our listeners' lives.
- **Clearly connect our real value** in our audiences' lives to our requests for their loyalty and support.
- **Create space** for the hard-earned identities of our Member stations to stand alongside our shared brand.