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.”

Source: Board Working Group Session
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.
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.
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.

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

**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
<table>
<thead>
<tr>
<th>Brand</th>
<th>NPR</th>
<th>MEMBER STATIONS</th>
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<td>- Either replace ‘NPR’ with ‘NPR Network,’ or co-brand the two (<em>in consideration</em>).</td>
<td>- Adopt ‘NPR Network’ logo/wordmark as a cobrand, in place of ‘NPR.’</td>
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<td></td>
<td>- Reference ‘NPR Network’ in lieu of ‘NPR,’ on air and online (<em>wherever it makes sense</em>).</td>
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| Marketing campaign     | - Strengthen existing audience with an ‘NPR Network’ awareness campaign on **NPR owned channels** (podcast, on-air, online, newsletter, social media, video, etc). | - Strengthen existing audience with an ‘NPR Network’ awareness campaign on **NPR owned channels** (podcast, on-air, online, newsletter, social media, video, etc). |
|                        | - Reach new, younger, diverse audiences with a **paid awareness campaign**.                         | - If feasible and of interest, team up with NPR for collaborative paid marketing efforts. |

| EOY Fundraising        | - Build on now-existing brand equity by continuing ‘NPR Network’ branding in fundraising asks.     | - Build on now-existing brand equity by continuing ‘NPR Network’ branding in fundraising asks. |
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.