

A dark blue background featuring a complex network of glowing blue and white lines forming hexagonal patterns, resembling a molecular or neural network.

# Moving PBS Forward

For Viewers Like You



**Sam Baker**



**Natalia Bednarek**



**Emeka Patrick**



**Sheila Cannon**



**Shelli Decker**

Thank you for the challenge

“ PBS is looking for an agency partner to establish an approach for measuring consumer engagement and to define and build a best-in-class digital tool to be used internally by PBS to aggregate and share research around consumer insights. ”

# Imagine a world...



Then what?

What does success look like for PBS?

**“consumer more front and center in business decisions...”**

**“help democratize access to information ...”**

**“Stakeholders across PBS, member stations and partners to use  
the system regularly ...”**

What does success look like for the member stations?

**“comprehensive view of how well they are  
engaging  
audiences in their local market...”**

**“get easy access to relevant consumer information ...”**

**“intuitive... easy to find, and be engaging enough that  
users keep coming back.”**

# What we did

## Review PBS Materials

Consumer Journey Mapping Study, Brand Health Check, Brand Guide

## Online Research

Review of articles, websites and PBS social media

## Competitive Analysis

Gathered insights from other major media companies

## Interviews Within PBS

2 PBS corporate interviews, 1 with local affiliate

## Focus Group

9 Interviewees, 3 one-on-one interviews, 3 group interviews.

# Brand Health Survey

## PBS KIDS COMPETITIVE SET



27

## PBS BRAND ATTRIBUTE PERFORMANCE IS SLIGHTLY DOWN



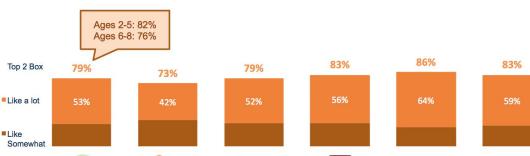
10

## SUMMARY OF 2015 PBS BRAND HEALTH ATTRIBUTE ANALYSIS

Who We Aspire To Be	Why Consumers Watch	Why Consumers Give	What Consumers Believe
Authentic	Authentic	Authentic	OPPORTUNITY
Educational	Educational	Educational	OPPORTUNITY
Engaging	Engaging	Engaging	OPPORTUNITY
For Everyone	For Everyone	For Everyone	OPPORTUNITY
High-Quality	High-Quality	High-Quality	OPPORTUNITY
Independent		Independent	OPPORTUNITY
Innovative	Innovative	Innovative	OPPORTUNITY
Relevant to Me	Relevant to Me	Relevant to Me	OPPORTUNITY
Trustworthy	Trustworthy	Trustworthy	OPPORTUNITY
Valuable	Valuable	Valuable	OPPORTUNITY

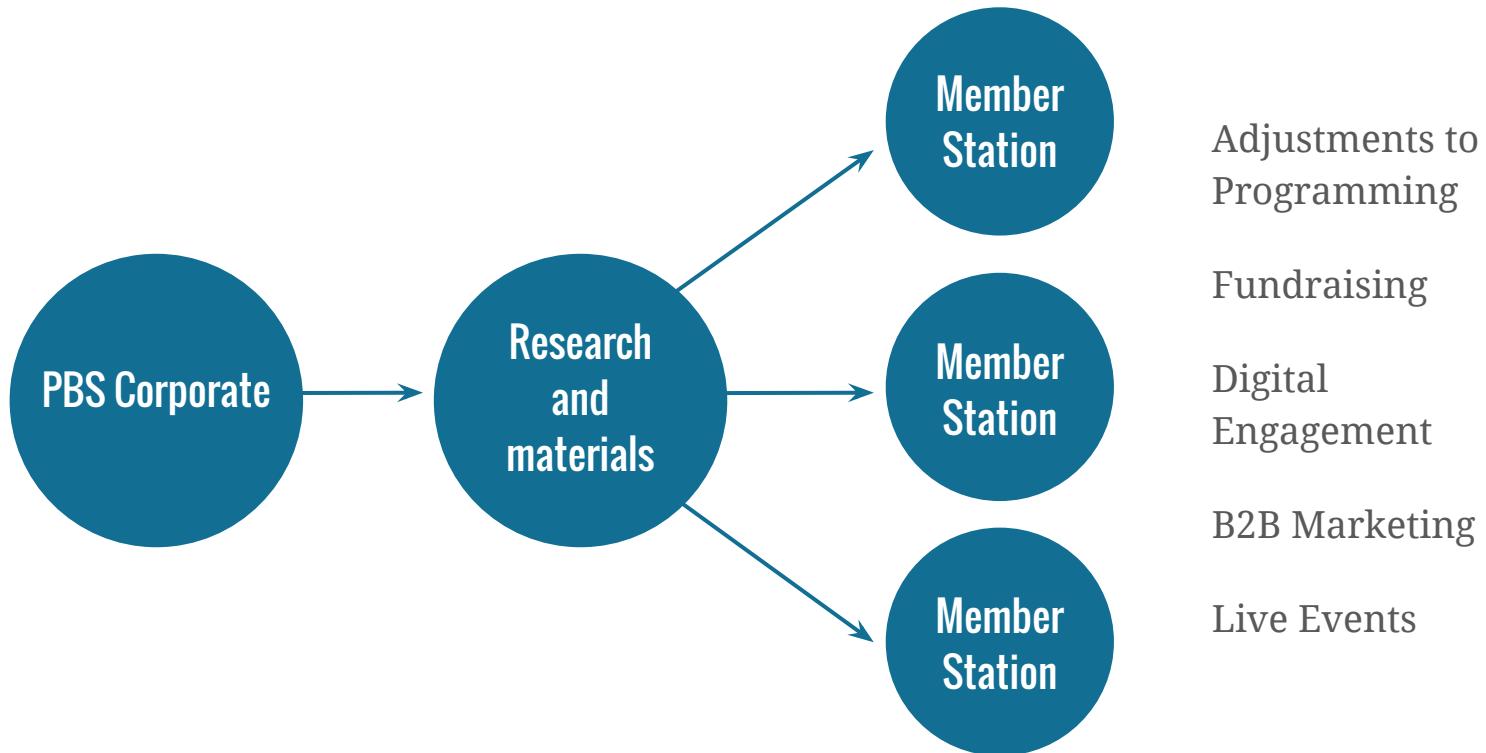
11

## PBS KIDS IS ONE OF THE MOST-LIKED BRANDS; ESPECIALLY AMONG PARENTS OF 2 TO 5 YEAR OLDS



23

# Current Model of Delivering Information





# PBS Connect

[SIGN IN](#)

Login to  
PBS Connect

[SIGN UP](#)

Submit a  
Registration Request

[FORGOT PASSWORD](#)

Receive an  
email reminder

## WELCOME TO PBS CONNECT

PBS Connect is an intranet intended for Public Broadcasting professionals whose stations are members of PBS.



### I AM A MEMBER STATION EMPLOYEE OR PRODUCER...

#### • If you have a PBS Connect Account

Click [Sign In](#) at the top of the page.  
**New!** A complete PBS Connect Profile is now required.  
You may be redirected to update your Profile.

---

#### • If you do not have a PBS Connect Account

Click [Sign Up](#) to access the new Registration Request form.

---

#### • Passwords are easy to forget

Click [Forgot Password?](#) link at the top of the page to have your password hint emailed directly to you. For more help, please contact your PBS Connect Administrator or email [connect@pbs.org](mailto:connect@pbs.org).

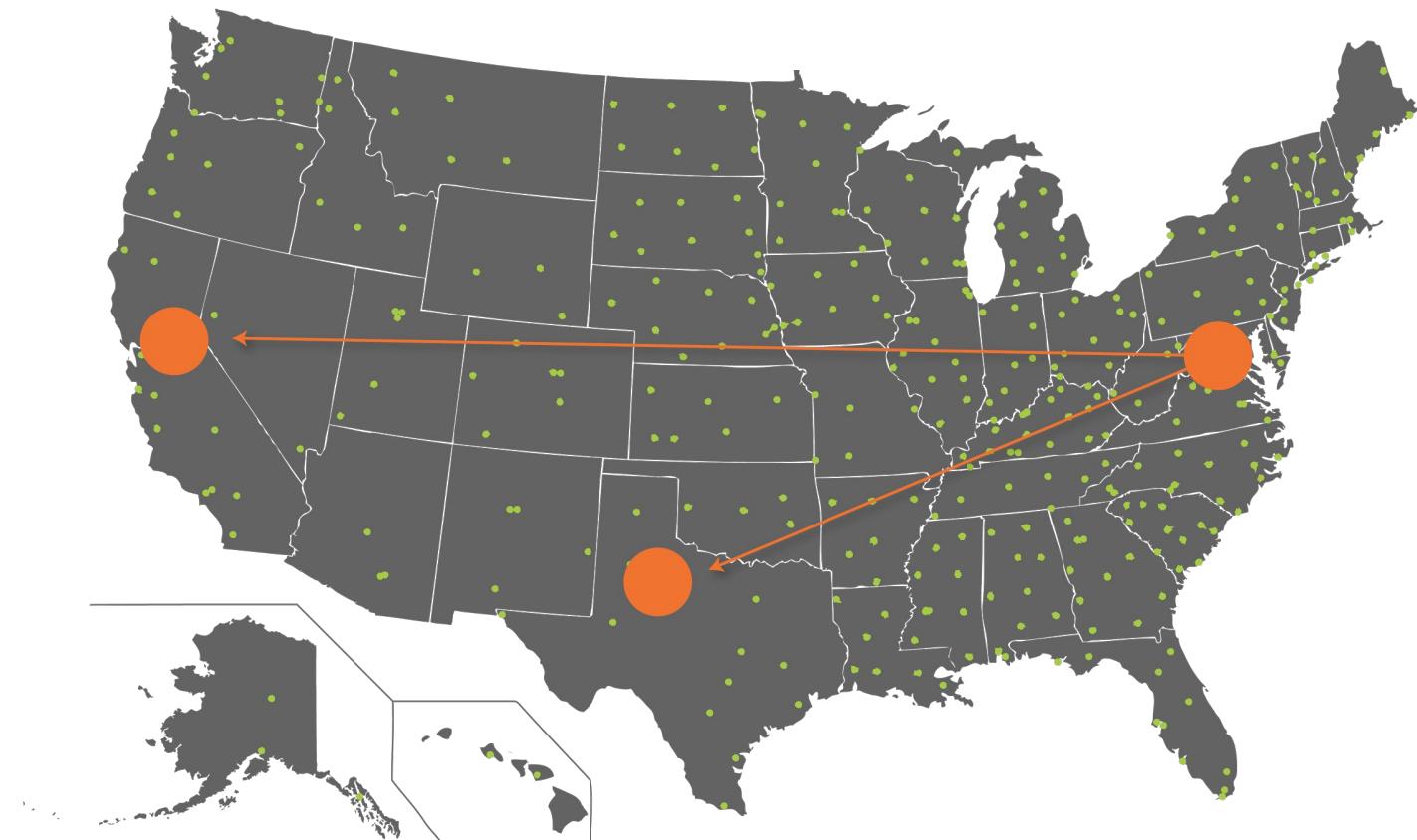
### ARE YOU A PBS MEMBER OR TELEVISION VIEWER?

#### • Check out [pbs.org](http://pbs.org)

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#### • Shop for home videos on [shoppbs.org](http://shoppbs.org)

# PBS Member Stations



**“Having a central resource would be really helpful.”**

**“I’m sure PBS have a lot of great resources,  
but I don’t know how to find them.”**

# PBS Member Stations



# Network

**1: an arrangement of intersecting horizontal and vertical lines.**

**synonyms:** web, lattice, net, matrix, mesh, crisscross, grid, reticulum

“a network of arteries”

**2: a group of radio or television stations linked by wire or radio relay;**

**a radio or television company that produces programs for broadcast over such a network**

“a network of television stations”

**3: a group or system of interconnected people or things. “a trade network”**

**synonyms:** system, complex, nexus, web, webwork

“a network of friends”

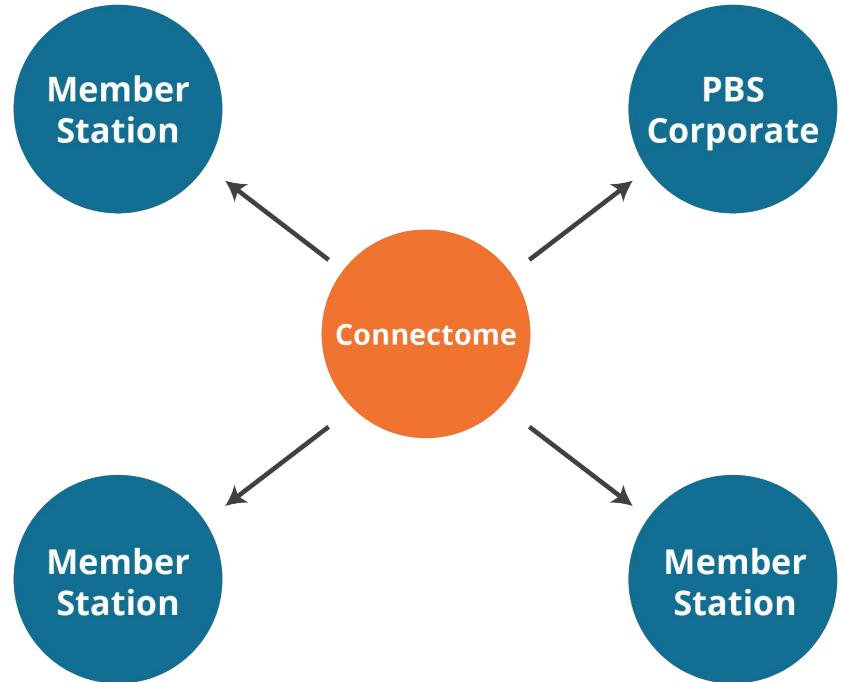


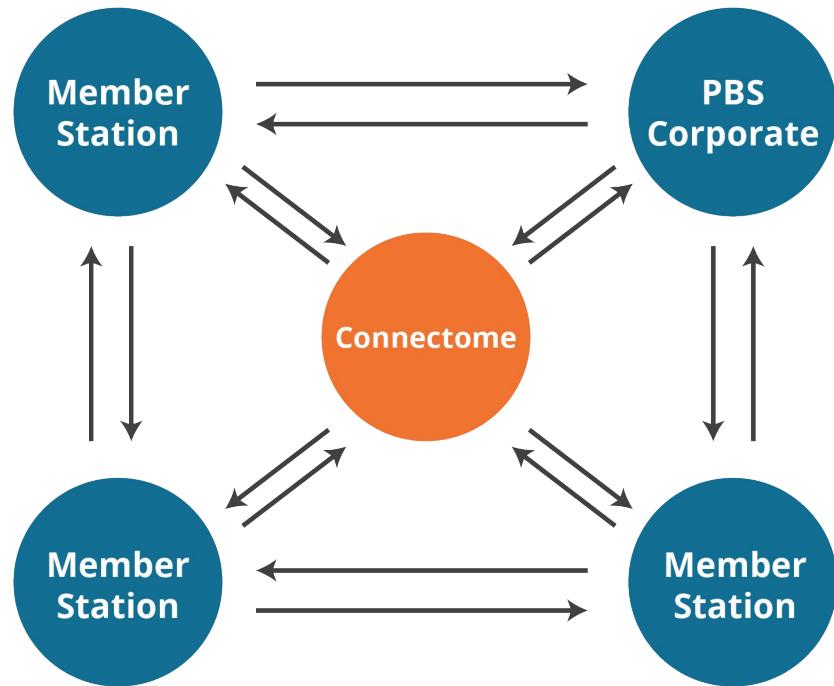


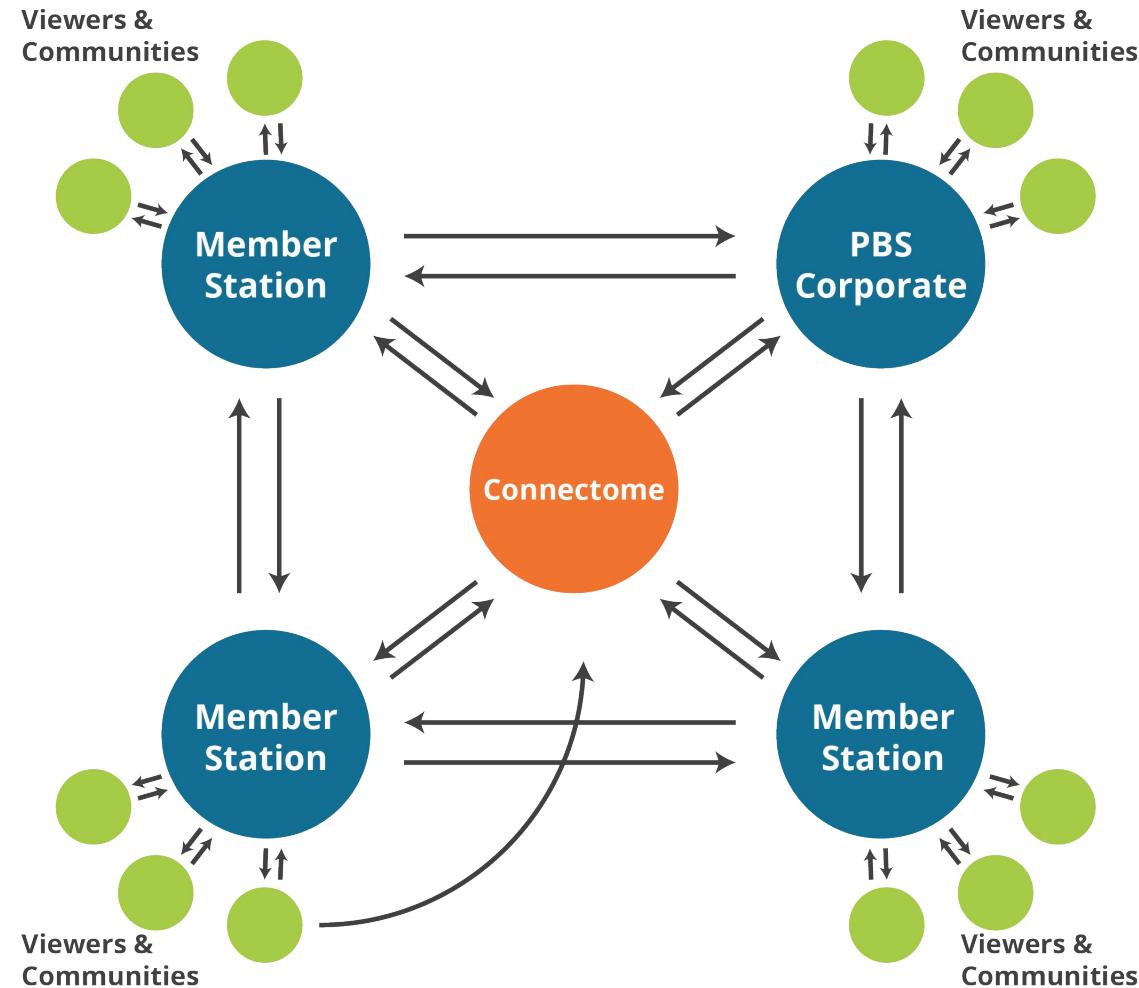
**PBS**  
connectome

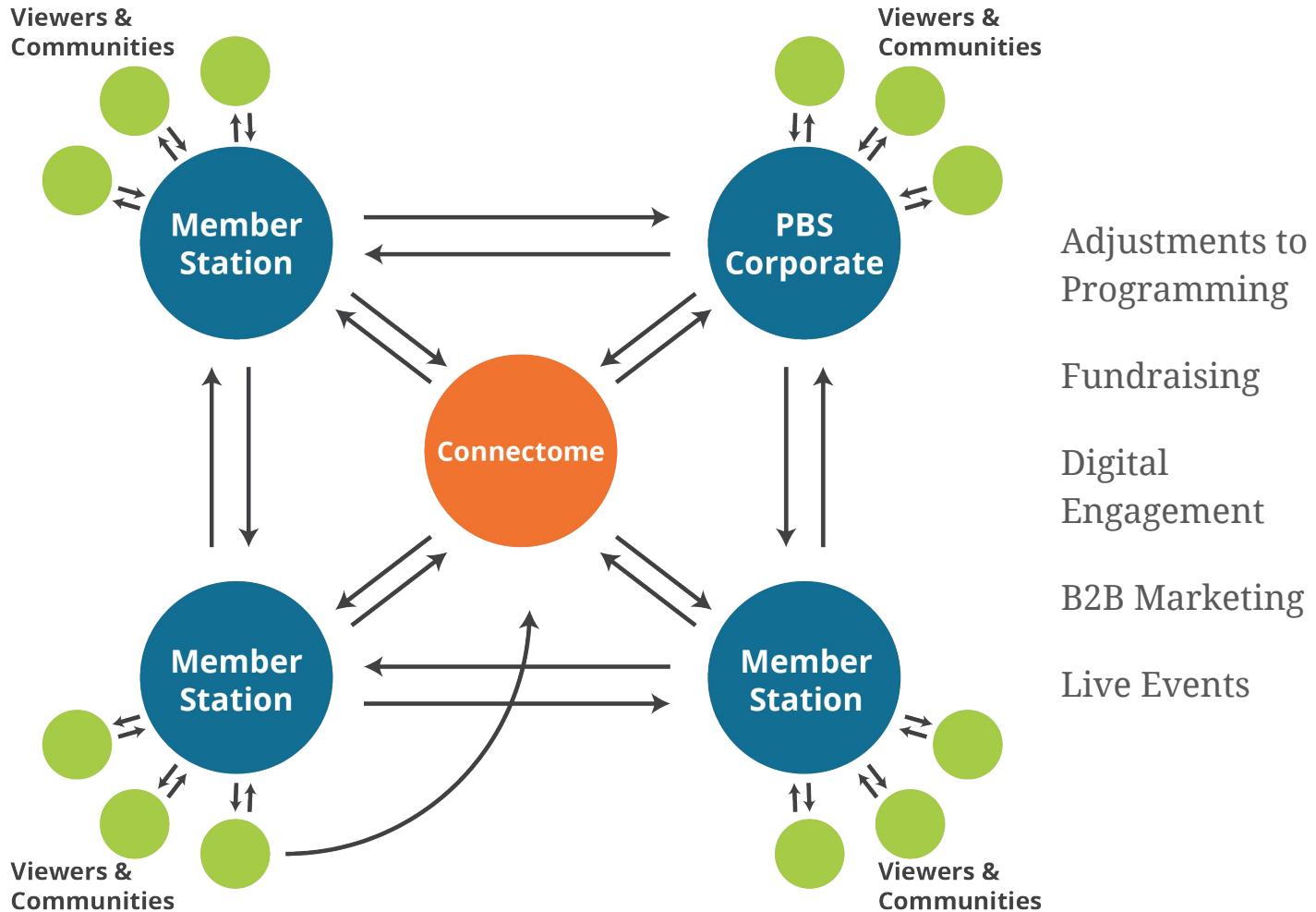


**Connectome**











**Lesli Rotenberg**

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**Betsy Gerdeman**

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**Kevin Dando**

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## Lesli Rotenberg

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SVP Marketing and Communications



## Champion Board

Laurie Peters, Denver, CO. Night of Stars Fundraising Event.

Tom Browne; New York, NY. #frontlinewins - hashtag program

James Hartwell; Atlanta, GA. Downton Viewing Party

## Newsfeed

### Downton Sunday

Downton Abbey on Masterpiece Wins Screen Actors Guild Award for Outstanding Performance by an ensemble in drama.

95 | 8 Comments

John Kelley  
1 hour ago

### PBS Kids Wins!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at quam nec.

78 | 5 Comments

Michael Vesela  
3 hours ago

### NOVA Nation

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46 | 12 Comments

Mike Johnson  
3 hours ago

### Trend Report



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Eva Green  
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### Grantchester Event in Chicago



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### Statistics and Results

### Initiative Central

### Toolkits

### Communities

## Groups



Marketing team



New York Fundraising



Downton Initiative

## Messages



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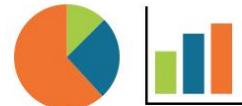
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Brand Appeal

Brand Loyalty and Advocacy

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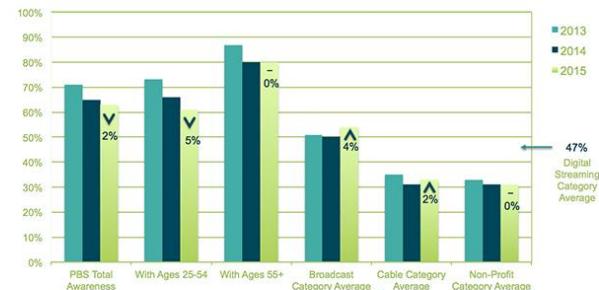
Brand Attribute Performance

Ratings per program

Marketing Data

Fundraising Data

### Brand Awareness



### Brand Appeal



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## Messages



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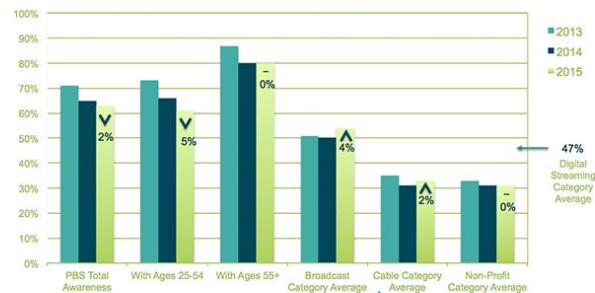
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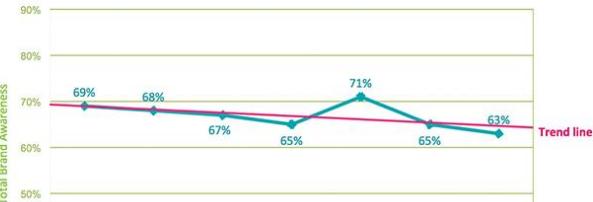
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## Initiative Central

Recent Results

Online Marketing Programs

Social Media Initiatives

Print Marketing

Television Marketing

Fundraising Marketing

Reports

Scoring

## Recent Results

### Downton Abbey Marketing Campaign (18-44 year olds)

87



Location: Pittsburgh

Producer: Wendy Smith

Reach: 2 million

Impressions: 3,000,000

Ratings differential: 2.4



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Toolkits

Communities

## Groups



Marketing team



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Downton Initiative

## Messages



## Betsy Gerdeman

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Downton Initiative

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### Toolkits

### Communities

## Groups



Marketing team



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Downton Initiative

## Messages



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### Wichita, KS

90



### Tom Browne

92

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### New York winners

87

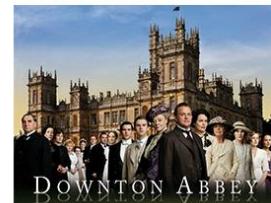
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DOWNTON ABBEY

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## Resources

### Statistics and Results

### Initiative Central

### Toolkits

### Communities

## Groups



Marketing team



New York Fundraising



Downton Initiative

## Messages



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### Resources

Statistics and Results

Initiative Central

Toolkits

Communities

### Groups



Marketing team



New York Fundraising



Downton Initiative

### Messages



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### Champion Board > Results

Description

Tracking

Engagement

Conversion

Resources

Tools

Wichita, KS

[Download Toolkit](#)

90



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### Resources

Statistics and Results

Initiative Central

Toolkits

Communities

### Groups



Marketing team



New York Fundraising



Downton Initiative

### Messages



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### Resources

Statistics and Results

Initiative Central

Toolkits

Communities

### Groups



Marketing team



New York Fundraising



Downton Initiative

### Messages



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Marketing Team

Hi Everyone, Here are the  
new Wichita results

*Placeholder text for Wichita results:*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla luctus porttitor ligula, id rhoncus quam sodales non imperdiet a, posuere a urna. Sed neque ligula, pre enim. In hac habitasse platea dictumst. Duis quis luctus dignissim quam. Donec risus nibh, rutrum quis laoreet Nulla rhoncus sagittis lacus non sodales. Etiam commodo nulla ut diam luctus ornare. Interdum et malesuada far Phasellus pellentesque luctus mi eget tempor. Duis non eget ullamcorper. Phasellus mollis a turpis et dictum. Ut ipsum felis, scelerisque vel lacus ac, tempor porta risus

Type a message



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### Resources

Statistics and Results

Initiative Central

Toolkits

Communities

### Groups



Marketing team



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Downton Initiative

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## Toolkits

Downloads

Messaging

Brand Guides

Artwork

Messaging

Fundraising Guides

## Downloads

  Lorem ipsum

  56 KB

  Dolor sit amet, consectetur

  125 MB

  Adipiscing elit

  79 KB

  Donec Cursus

  98 MB

  Ipsum Sed

  25 KB

  Placerat. Nulla

  12 MB

  Luctus Porttitor

  2 KB

  Ligula Id

  43 MB



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Statistics and Results

Initiative Central

Toolkits

Communities

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## **Kevin Dando**

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Senior Director, Social Media Strategy



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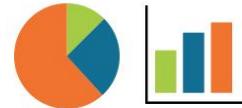
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### LA Fundraising Event

Lorem ipsum dolor sit amet, consectetur adipiscing.

46 | 12 Comments

Emeka Patrick  
3 hours ago



**Kevin Dando**  
Senior Director, Social Media  
Strategy

## Resources

### Statistics and Results

### Initiative Central

### Toolkits

### Communities

### Groups



Marketing team



New York Fundraising



Downton Initiative

### Messages



## Champion Board

Laurie Peters, Denver, CO. NIGHT OF STARS Fundraising Event.

Tom Browne; New York, NY. #frontlinewins - hashtag program

James Hartwell; Atlanta, GA. Downton Viewing Party

## Communities

### Traditionalists



### Digital Explorers



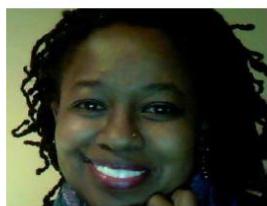
### Lifelong Learners



### Socialites



### Community Activist



### Free-Range Parents



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## Communities

### Traditionalists

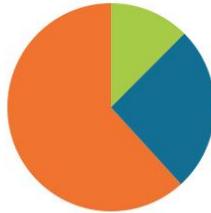
#### Report Created by:



Robin McNamara  
New York, NY  
VP Marketing  
Initiative 2.2.16



### Statistics



### Learnings

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## Messages



**Lesli Rotenberg**

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**Betsy Gerdeman**

---



**Kevin Dando**

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Imagine a world...



# Imagine a world...

The image shows a tablet displaying the PBS Connections Champion Board interface. The screen is divided into several sections:

- Header:** PBS connections logo, Champion Board title, and a message from Tom Browne.
- Left Sidebar:** A vertical menu with options: Description, Tracking, Engagement, Conversion, Resources, and Tools.
- Middle Content:** A section titled "Champion Board > Results" featuring a "positively Wichita, KS" graphic with a "Download Toolkit" button and a "90" badge.
- Right Sidebar:** A purple sidebar with links: Resources, Statistics and Results, Initiative Central, Toolkits, Communities, Groups, Marketing team, New York Fundraising, and Downton Initiative.
- Bottom:** An Apple logo.

The overall theme is a digital platform for managing and sharing resources and results related to community initiatives like "positively Wichita".



## Brand Audit: Opportunities

**Delivers viewer data to the fingertips of the users**

**Empowers PBS stations to communicate and share learnings**

**Provides a platform for professional development**

**Highlights real time patterns, changes, and themes**

**Leverages the existing PBS resources to connect with viewers,  
donors, and advocates.**

# THANK YOU

#bemore

# APPENDIX

# Implementation

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1. Create PBS Connectome team at PBS corporate to be responsible for creation and usage of the digital tool.
2. Listing all data to be incorporated into the tool based on interviews with PBS corporate, local stations, producers, and any other stakeholder to get input from all audiences using the PBS Connectome
3. Spread message to the local stations about concept of the Connectome
  - opening event
  - visits to local stations
  - nominating people accountable at local stations (Regional Connectome Ambassadors).

*Goal: spreading message across and involving local stations in the process.*

# Implementation

---

5. Installation of the tool and brand tracking devices.
6. Prepopulation of Champion Board, Toolkits and other resources.
7. Training at local levels.
8. Testing and improvements, if necessary.
9. Opening “Connectome Command Centers” at larger stations in different regions.

# Connectome Ambassadors



Northeast



Midwest



West



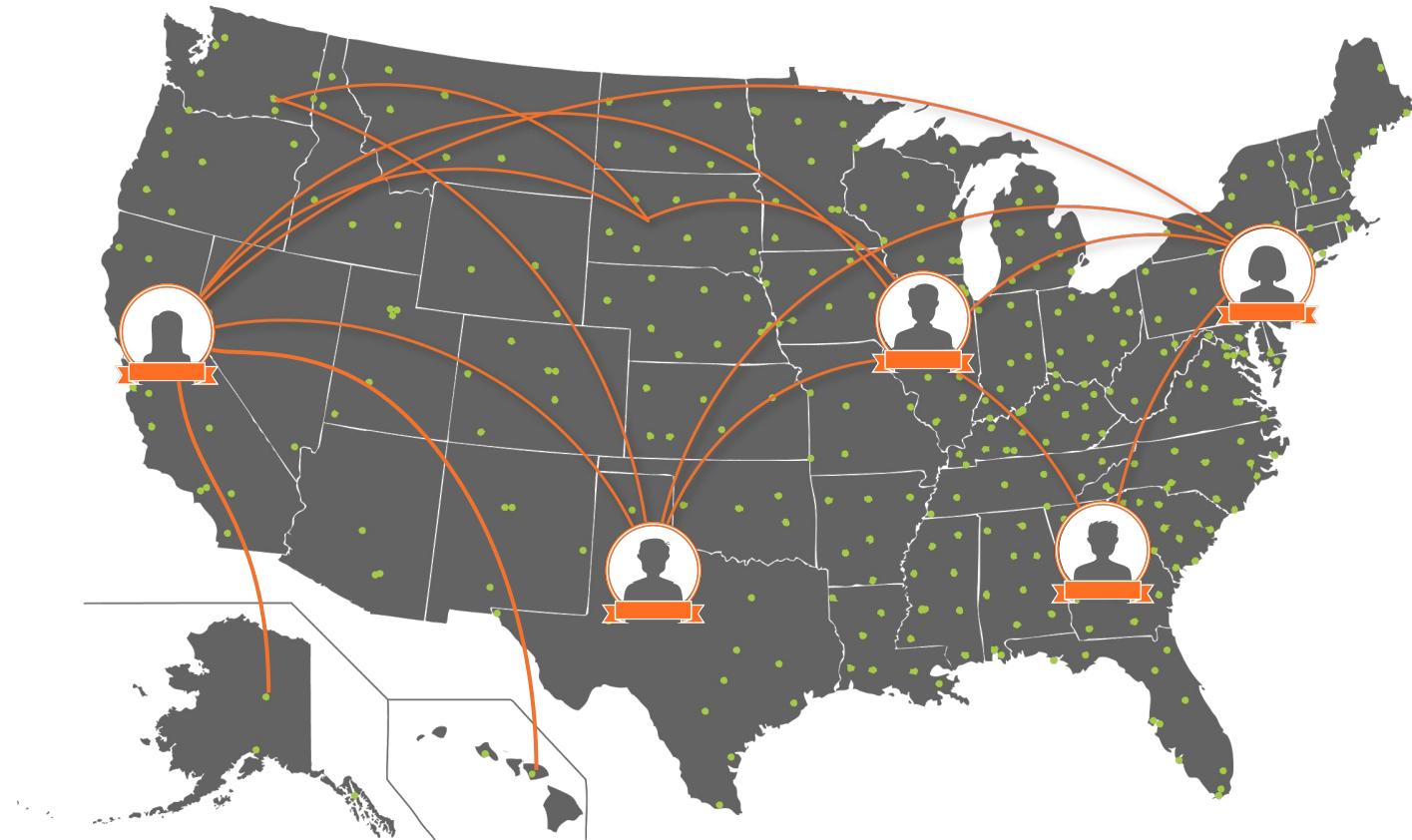
Southeast



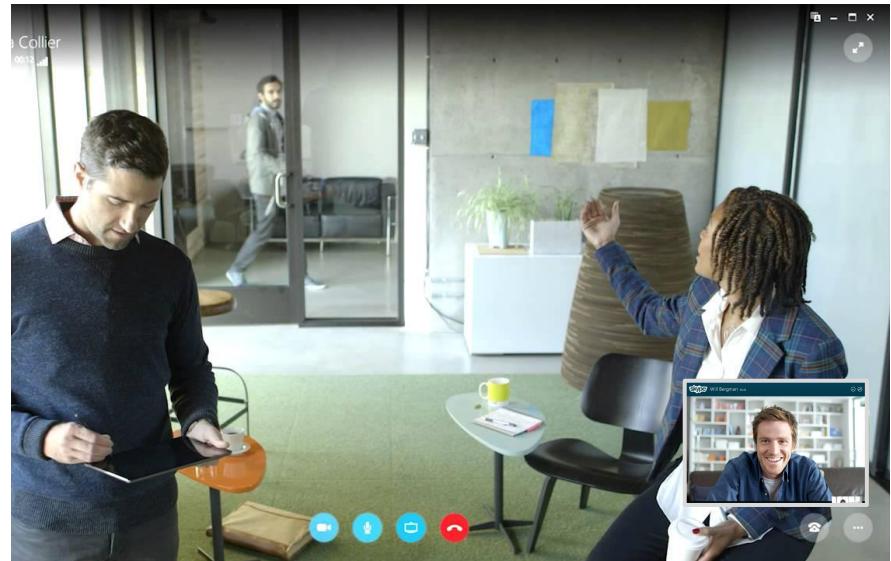
Southwest

Regional PBS Connectome representatives.  
The best of PBS best, keeping their fingers on the pulse of consumers and stations.

# Ambassadors stay in tune with PBS Member Stations



## Connectome Command Centers



Strategic locations could be used as Connectome Command Centers where PBS members can gather for meetings, monitoring, and mentorship.

# Connectome Prepopulation

Congratulations on  
a  
successful  
initiative!

Please fill out the below form to  
upload to the Connectome

Tell us about your initiative:

# of Attendees:

Funds Raised:

Social Media Platforms:



**UPLOAD** Initiative Photos



## Champion Board

Laurie Peters; Denver, CO. INIGHT OF STATE'S FUNDRAISING EVENT.

Tom Browne; New York, NY. #frontlinewins - hashtag program

James Hartwell; Atlanta, GA. Downton Viewing Party

## Champion Board

HAVE YOU HAD A  
SUCCESSFUL RECENT  
INITIATIVE?

CLICK HERE TO  
UPLOAD AND SHARE.

Wichita, KS

90



Tom Browne

92

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consectetur adipiscing elit.  
Aliquam at quam nec.

78 | 5 Comments

Michaele Vesela  
3 hours ago

James Hartwell

92



DOWNTON ABBEY

46 | 12 Comments

Shelli Decker  
6 hours ago

New York winners

87

Downton Abbey on  
Masterpiece Wins Screen  
Actors Guild Award for  
Outstanding Performance  
by an ensemble in drama.

46 | 12 Comments

Eva Green  
1 hour ago

Helen Jameson

84

Lorem ipsum dolor sit amet,  
consectetur adipiscing.

46 | 12 Comments

Emeka Patrick  
3 hours ago



Betsy Gerdeman  
SVP Development Services

## Resources

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Marketing team



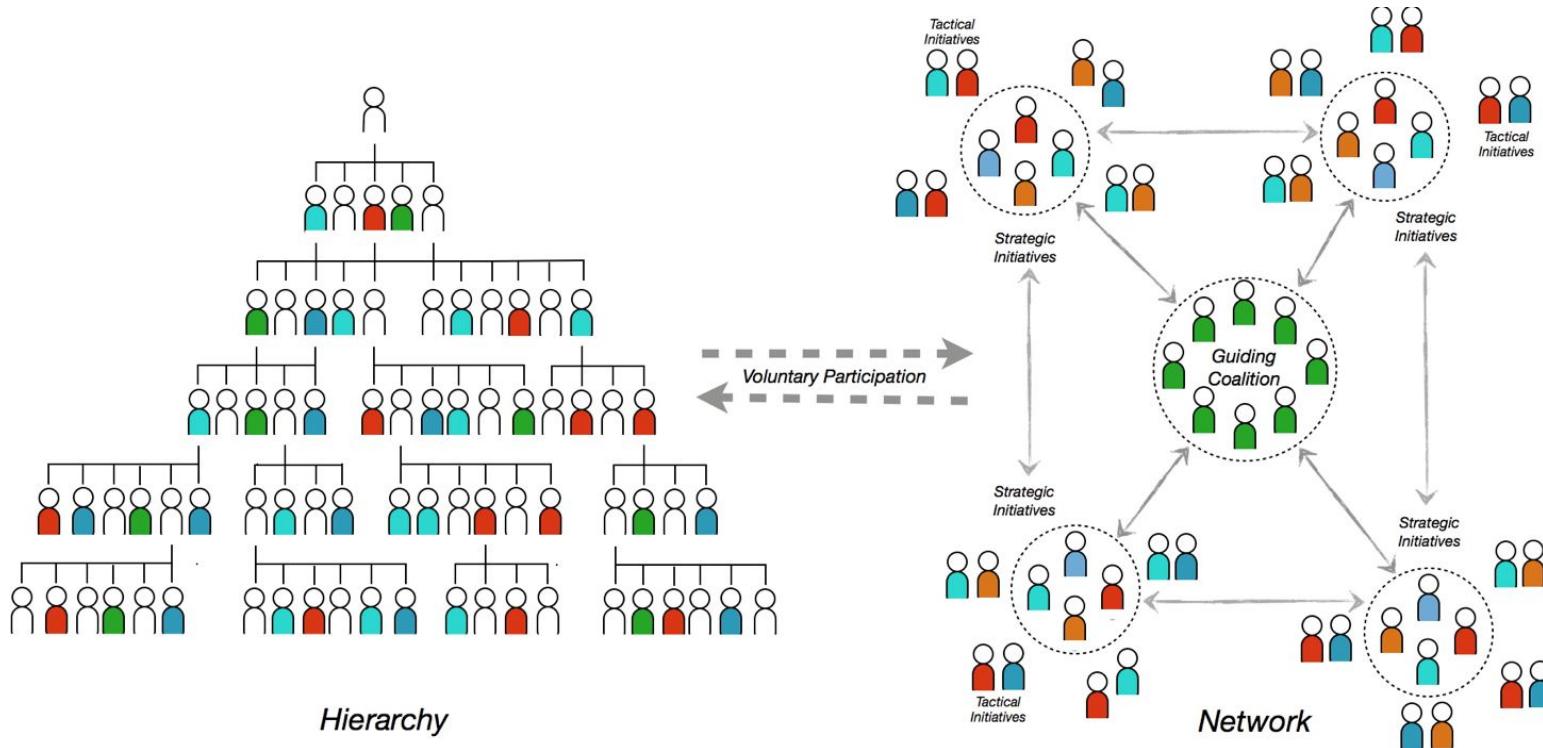
New York Fundraising



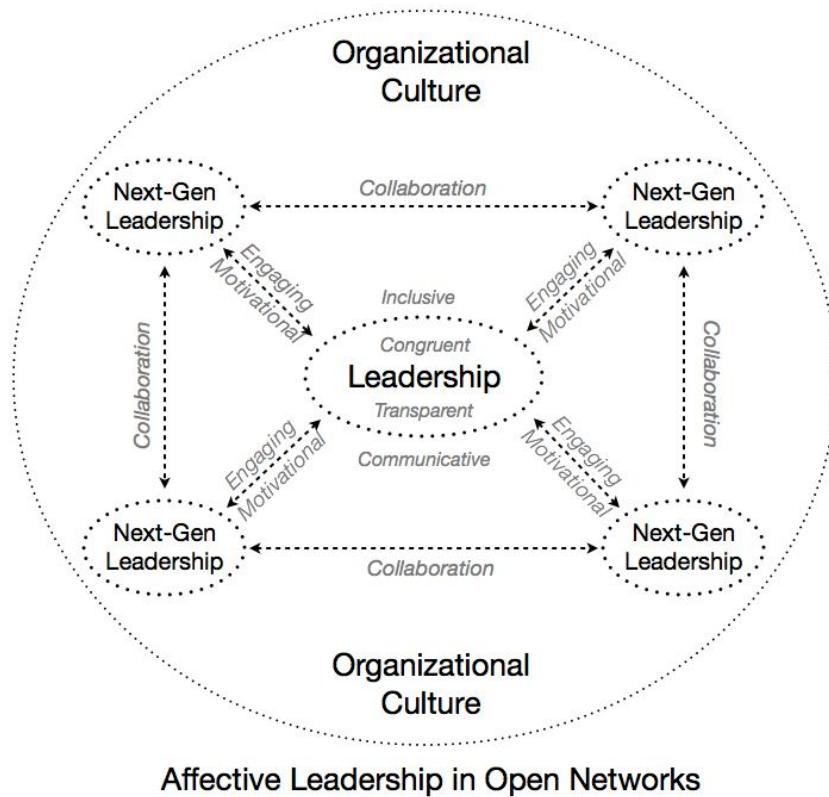
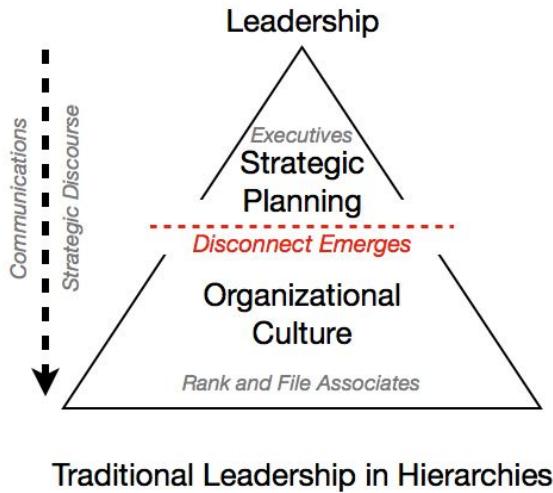
Downton Initiative

## Messages

# The Distinct Advantage of Your Network Structure



# The Distinct Advantage of Your Network Structure



Innovation Mall	Innovation Community	
<p>A place where a company can post a problem, anyone can propose solutions, and the company chooses the solutions it likes best</p> <p><b>Example:</b> InnoCentive.com website, where companies can post scientific problems</p>	<p>A network where anybody can propose problems, offer solutions, and decide which solutions to use</p> <p><b>Example:</b> Linux open-source software community</p>	
Hierarchical	Flat	