



Orange Television Network

2020 /04



Presented By:



PEEL IT BACK PR

Expert solutions ~ Unmatched Results

02

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Peel It Back PR Team



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ACCOUNT EXECUTIVE

Joseph is a senior from Syracuse, New York and is majoring in Public Relations at the S.I. Newhouse School of Public Communications at Syracuse University with a minor in history. He currently works in the communications department for the Syracuse Mets and is expecting to graduate in December 2020.

HAYLEY LONDON
COPYWRITER

Hayley is a senior from Malvern, Pennsylvania and is majoring in Advertising in the S.I. Newhouse School of Public Communications at Syracuse University and minoring in Psychology in the College of Arts & Sciences. She currently works in the Academic Chair Suite as a student employee and serves as a Newhouse Peer Adviser to incoming Syracuse University students.



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Peel It Back PR Team



REGAN TALLEY
VISUAL DESIGN/GRAPHICS

AJ is a junior studying Public Relations through the S.I. Newhouse School of Public Communications and sociology through the College of Arts & Sciences at Syracuse University. He is currently employed as an intern for the public relations agency W20 in New York City for the upcoming summer. AJ is from Northbrook, Illinois.

Regan is a junior from West Chester, Pennsylvania and is majoring in Public Relations at the S.I. Newhouse School of Public Communications at Syracuse University with a minor in finance. She currently serves as a campus representative for Victoria's Secret PINK and as an ambassador for the marketing and communications firm, W20 Group..

ANDREW (AJ) SEYMOUR
PHOTO/VIDEO



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Executive Summary

Orange Television Network (OTN) is a state-of-the-art, student produced television station on the campus of Syracuse University (SU) since 2004. With a mission to give Syracuse University students the ability to get hands-on experience creating real television content, OTN has become an award winning and pioneering organization. OTN has made it a point that they are open to all SU students, regardless of their major and are less concerned about the number of viewers as they are the quality of work being produced and the learning experience for the students.

Although OTN is open to all SU students, they have noticed the majority of employees and volunteers are coming from S.I. Newhouse School of Public Communications and the College of Visual and Performing Arts. With a student population of over twenty-two-thousand, they saw they had a problem with recruitment from other schools on campus. With further research, it was discovered there has also been issues on campus with name recognition and an understanding of what OTN is compared to other student television production organizations on campus. With the release of OTN app as well as an increase in new shows being produced, the ability to create better brand awareness is a main goal for OTN.

Peel it Back PR has created a comprehensive plan for OTN to create brand differentiation throughout the Syracuse University campus but also increase the number of students interacting and following OTN on all channels. Following our goals we set for, creating brand differentiation across the SU campus and establishing a cohesive brand voice across all social media, we have compiled a comprehensive step-by-step guide for OTN to achieve and maintain their stated mission.

Peel it Back PR has established simple and creative objectives and strategies for OTN to assist in creating the understanding of who and what OTN is across campus. By establishing clear brand image guidelines, OTN will ensure that students on campus will know and better understand what OTN is about. In addition, this will allow OTN to implement a new ad campaign, using these new brand guidelines will assist in recruitment and messaging. We have also set a goal of increasing followers across all of OTN's social media. By using already established tools such as Hootsuite, OTN will be better able to plan out all social media messaging and maintain a cohesive brand image and voice.

In addition to creating these stated objectives and strategies for OTN, we have also set up a way for OTN to monitor and evaluate what is working and what can be improved upon.

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Problem Statement

Orange Television Network's General Manager, Andy Robinson, started the station in 2004 with the goal of allowing students to be creative and tell stories to their fellow Syracuse University peers. Unfortunately, prior research conducted by one member of the team found that many students had not heard of the student television station. This lack of awareness between Orange Television Network's social media and branding usage poses a communications problem, as many students are not familiar with the network and the content it produces.

WHO

Syracuse University undergraduate and graduate students, as well as prospective students in their senior year of high school.

WHAT

Are not aware of Orange Television Network despite prior research indicating many students are interested in learning more about the station and are heavily involved within clubs/organizations of Syracuse University.

WHERE

Orange Television Network is marketed as content produced for Syracuse University students by Syracuse University students. The station's target audience live and learn within SU's campus making its awareness and engagement specifically target this geographical area more than any other.

WHY

A lack of a cohesive social presence and overall brand awareness prevent many Syracuse students from being exposed to the network. This awareness may be due to the organization's brand representation across all social channels, its engagement levels within its target audience, as well as a lack of free swag.

HOW

This problem will be solved by providing target audiences with cohesive and exciting re-branding of Orange Television Network. This includes a stronger social media presence with a focus on Instagram engagement such as polls, highlights and polls. The re-brand will also include a new logo that can be implemented on free swag items that will be creatively distributed to students.

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SWOT Analysis

STRENGTHS

- Orange Television Network is run by students, for students with diverse programming and easy accessibility. It is available 24 hours a day on its own Spectrum cable channel, Roku, and AppleTV with shows ranging from comedy, to news, and original films.
- A “flexible” budget allows OTN to fund all desired programming and equipment needed to be a top, student run television channel.

WEAKNESSES

- The desired publics currently lack awareness and understanding of Orange Television Network. There is confusion among the audience regarding both what the network produces and how students are/can be involved. The best example of this is the confusion regarding whether or not various popular shows such as CitrusTV and Live From Studio B are affiliated with the network and if the organization is strictly for Newhouse majors. Similarly, it is generally unknown that this is entirely student run and there are paid job positions.
- Mr. Robinson, Orange Television Network’s faculty advisor, regarded the social media strategy as “random.” There is clearly no cohesive method across all platforms, which hinders desired publics from learning about and keeping up with the organization in real time. • Orange Television Network lacks strong internal communication. Mr. Robinson says he holds all students accountable to only 2 specific rules, but beyond that there is no strong way the entire organization keeps in touch or on track. This also leads to the loss of student involvement because their role in the organization is unclear or they feel untrained.

OPPORTUNITIES

- As a student run organization, Orange Television Network has an opportunity to be a student voice of expression. Mr. Robinson noted in the wake of all that has occurred at Syracuse University in recent years that has received immense media attention, the Orange Television Network team is working to produce 2 new shows that discuss these issues from student points of view.
- Orange Television Network has the chance to build partnerships with other existing organizations on campus to both show support for fellow student run organizations in a variety of SU schools as well as spread the word of the content it produces and increase viewership. Mr. Robinson said Orange Television Network should be considered the aggregator of student content, bringing it all together into one place.

THREATS

- Due to the confusion of Orange Television Network’s partnerships and affiliation with popular student content, this can be mistaken for competition. This is a threat to the organization because it is seen as entirely separate to programs desired publics already interact with and therefore potentially unnecessarily compared. As Mr. Robinson said, Orange Television Network must be seen as an aggregator of all as opposed to a threat to other student content. • Because Orange Television Network is entirely student run, a major setback to the growth of the organization is the consistent time and effort students are able to put into their content creation and distribution. Mr. Robinson noted many employees and team members have heavy workloads and are involved in other organizations outside of the network. This then causes inability to adapt to the growth of the organization

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Target Publics

DEMOGRAPHICS

The primary focus for Orange Television Network's target audience is Syracuse University graduate and undergraduate students (about 22,000 people). This encompasses students mostly between the ages of 18 and 24 from a variety of diverse backgrounds. These are highly educated students attending a renowned private university in upstate New York. A sub-audience from this demographic includes prospective Syracuse University students and parents looking to send their children to the school. The main focus should remain on the currently enrolled students, but Orange Television Network faculty advisor, Mr. Robinson, noted there is an interesting angle for those conducting college research.

PSYCHOGRAPHICS

Orange Television Network's ideal persona is an actively involved, SU-loving student. This person is a member of various clubs and organizations on campus as well as deeply interested in their classes or declared major. They attend involvement fairs and take advantage of both social and learning activities on campus. Additionally, the target is informed on various happenings on campus, including events and affairs. They are motivated to have a voice within the student body and value the opinions of their fellow classmates. While they take pride in being a part of the Orange community, they are constantly looking for better ways to engage with and push the boundaries of the available resources. The target is seeking an outlet, both creatively and informatively, amidst all their hard work on campus. They may have a particular interest in videography and be involved in schools at Syracuse such as the Newhouse School and the Visual Performing Arts school, or they may be interested in policy studies and be members of the Maxwell School.

MEDIA HABITS

The target publics are best described as tech-savvy storytellers. They look for the latest campus (and world) news on social media in just the press of a button. Between scrolling through posts of what their SU friends are up to on the weekends, they are stricken by campus news and events on all social platforms as well. They are most intrigued by Instagram, as they are able to take advantage of both its creative and informative features to tell their own story and follow those of others. Some of the target public's favorite accounts to follow in order to stay up to date on campus information are The Daily Orange, SU's official newspaper, The Tab, an online news site written by students, and NotAgainSU, a student run movement protesting inequality on campus. Here, the target feels they find the most accurate information about Syracuse University as all of these sources support student advocacy.

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Goal 1 Brand Focus

GOAL 1 (BRAND FOCUS)

Create brand differentiation across the SU campus

OBJECTIVE

Create a cohesive brand image of OTN that can be implemented across all active social media, website, and traditional channels within the next three months.

STRATEGY 1

Establish and implement clear OTN branded guidelines to be used consistently on all channels

TACTIC

Create a unique platform agnostic of the OTN logo utilizing online tools such as Canva and/or Photoshop that can be adapted for all of its media channels - including in video, picture, GIF, and print format.



**ORANGE TELEVISION
NETWORK**

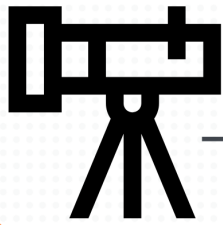
STUDENT STORYTELLERS

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Goal 1 Brand Focus

STRATEGY 2

Implement the new OTN branded image in a new ad campaign..



**ORANGE TELEVISION
NETWORK**



BROADCAST YOURSELF

—
—
**General Body Meeting
Newhouse 1 Room 102
September 1, 2020
7 PM**

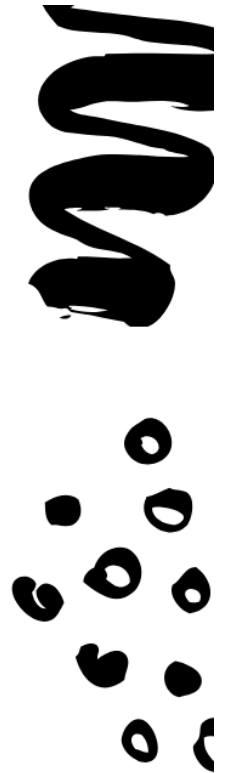


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Goal 1
Brand Focus



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X X X

ORANGE TELEVISION
NETWORK

**BROADCAST
YOURSELF**

GENERAL INTEREST MEETING
NEWHOUSE 1 ROOM 102
SEPTEMBER 1, 2020
7 PM

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Goal 1 Brand Focus

TACTIC 1

Create OTN branded PopSockets to be given away at high traffic campus events including the activity fairs and sporting events. PopSockets and phone wallets have become very popular with college students, and are a very visible form of promotion given that college students are reliant on their phones for a number of tasks, and always have them on their person.



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Goal 1 Brand Focus

TACTIC 2

Create OTN branded Phone Wallets to be given away at high traffic campus events including the activity fairs and sporting events. PopSockets and phone wallets have become very popular with college students, and are a very visible form of promotion given that college students are reliant on their phones for a number of tasks, and always have them on their person.



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Goal 1 Brand Focus

TACTIC 3

Create OTN branded hand sanitizer containers. On a college campus, a place where surfaces are often public and there is a risk of spreading germs and getting sick, carrying around hand sanitizer is an intuitive choice for college students. Since sharing hand sanitizer can also be a social thing, this will help increase visibility of OTNs brand. Also, coming back to campus after the pandemic, hand sanitizer will be in higher demand, meaning there will be more of an opportunity for students to interact with OTNs brand.



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Goal 1 Brand Focus

TACTIC 4

Create OTN branded drawstring bags. Drawstring bags have many uses on college campuses. From athletics to leisure to academics, drawstring bags are used by a wide variety of populations. Drawstring bags are also a highly visible form of advertising, which will increase OTNs brand visibility overall.



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Goal 1 Brand Focus

TACTIC 5

Create OTN branded pens. Having branded pens will help OTN spread its brand to potential members by distributing them at campus events such as activity fairs and sporting events. Since sharing and borrowing pens can also be a social phenomenon, this will help increase visibility of OTNs brand.



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Goal 1 Brand Focus

TACTIC 6

Create OTN branded T-Shirts for members of the OTN team and to be distributed at campus events such as activity fairs and sports events. T-shirts are by far the most visible branding you can have, and the creation of OTN branded shirts will establish the wearer as a brand ambassador for OTN who can help provide information about the network and recommend it to potential members.



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Goal 2 Social Media Focus

GOAL 2 SOCIAL MEDIA FOCUS

Establish a cohesive brand voice within the SU social media sphere

OBJECTIVE

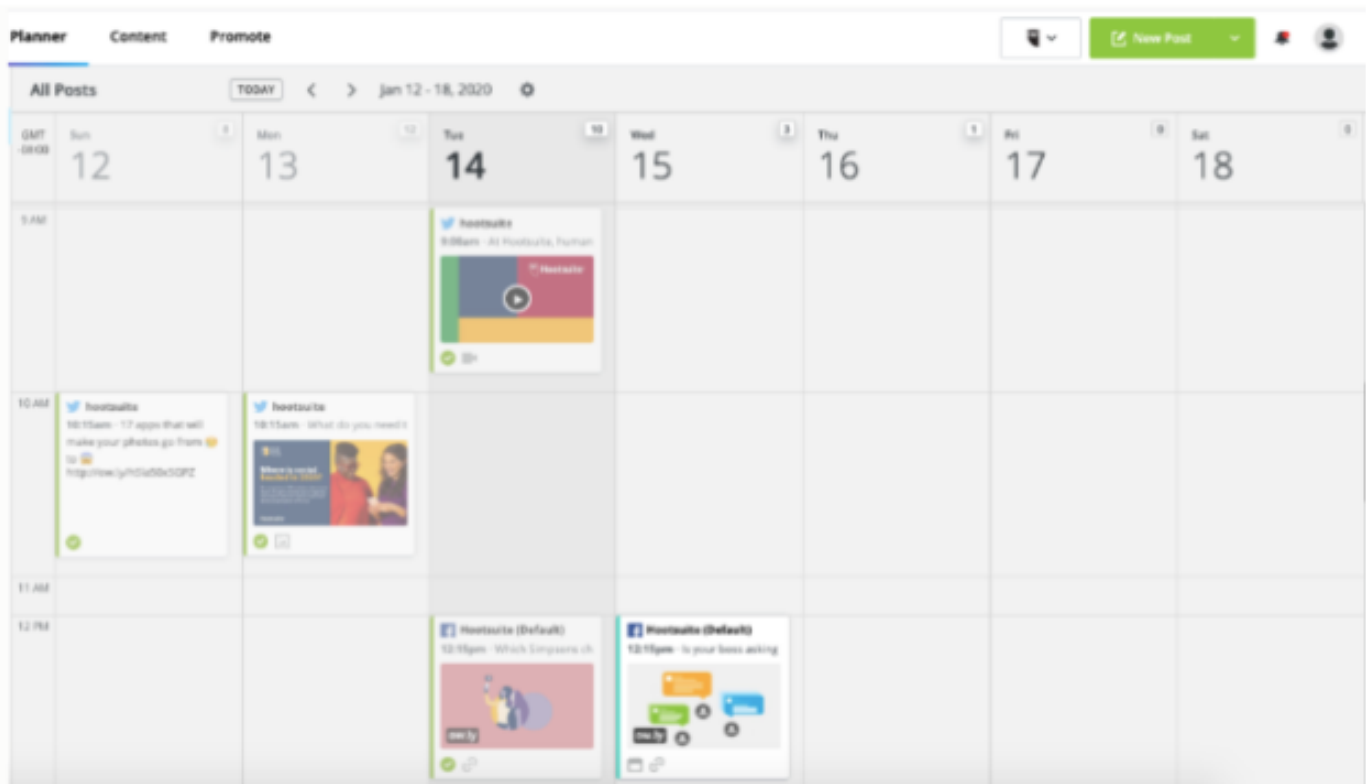
Increase the number of followers across OTN's social media networks by 500 per each selected platform over the next three months (currently have 464 followers on Instagram, 1164 followers on Twitter).

STRATEGY 1

Create master guidelines for social media within the next 4 weeks to properly plan social media posts and platforms being used monthly

TACTIC

Hootsuite Calendar



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Goal 2 Social Media Focus

STRATEGY 2

Make Instagram the main communication platform within social media for OTN as a way to effectively inform the Syracuse University student body of OTN's programming.

TACTIC 1

Create a "swipe-up" or "see-more" feature on OTN's Instagram story. OTN's website and Youtube channel are its main source of owned media, and serve as home bases where all of the information about the station and original content can be stored.

Streamlining the process of getting from OTN's social media to its website or Youtube channel will help to encourage potential new members or fans to engage with new content and watch new programming, or to learn more about how to get involved or who to contact with questions. This feature removes the complicated navigation through Instagram to find relevant information.

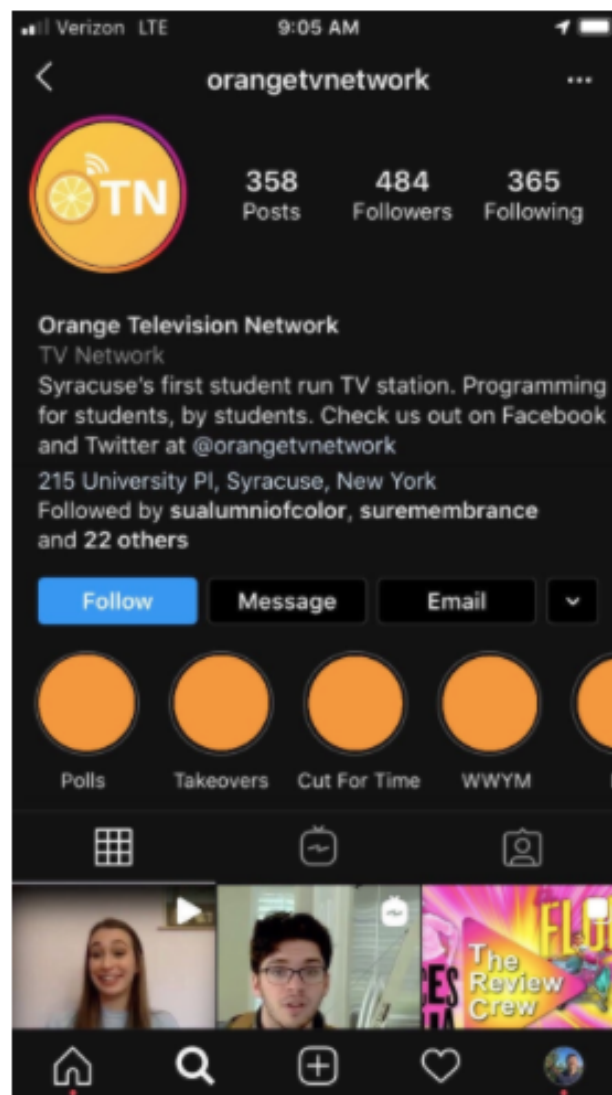


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Goal 2 Social Media Focus

TACTIC 3

Create Instagram story highlights sections for each show on OTN, and for takeovers by different members of OTNs staff. Organizing OTNs content in this way will make it more accessible to followers, and will give potential members thorough insights into what being a part of each show's crew or cast is like. Featured below is an updated version of OTNs Instagram profile, with a new profile picture, bio, and story highlights section.

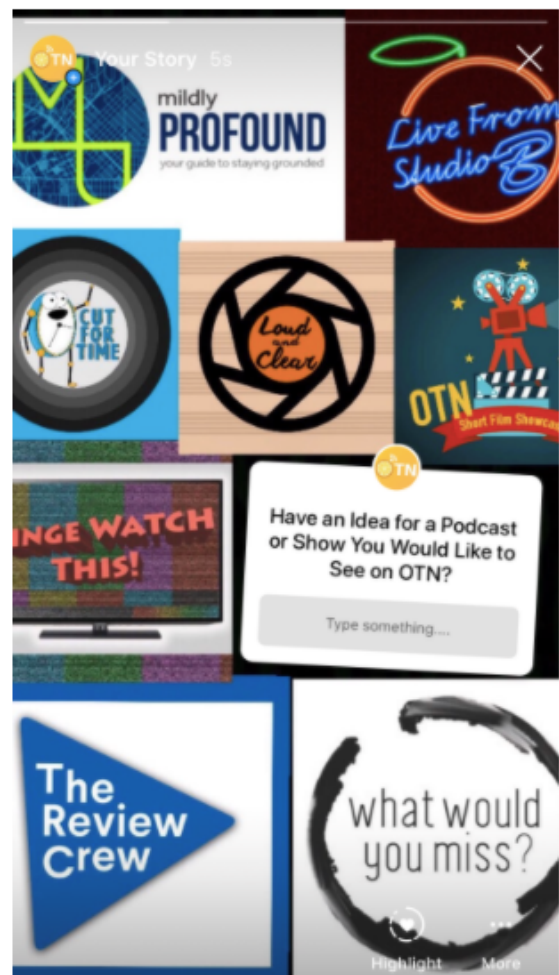


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Goal 2 Social Media Focus

TACTIC 2

Utilize Instagram polls or questions in OTNs Instagram stories to discern what content is the most popular with OTNs audience, and what the audience would like to see in the future. Polls and questions are a useful tool to communicate directly with your audience and to solicit feedback about what an audience is feeling toward the content they are receiving.



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Goal 2 Social Media Focus

TACTIC 4

Create Instagram TV videos that provide a behind-the-scenes look at the production of OTNs programs. This will show potential members different ways that they can be involved in the creation of these programs, and bring awareness to different programs that OTN offers. These promos will feature crew members discussing what their background is, as well as what they do on crew and how their work contributes to the final product.

IGTV Video: <https://youtu.be/LDYNavF2jL8>



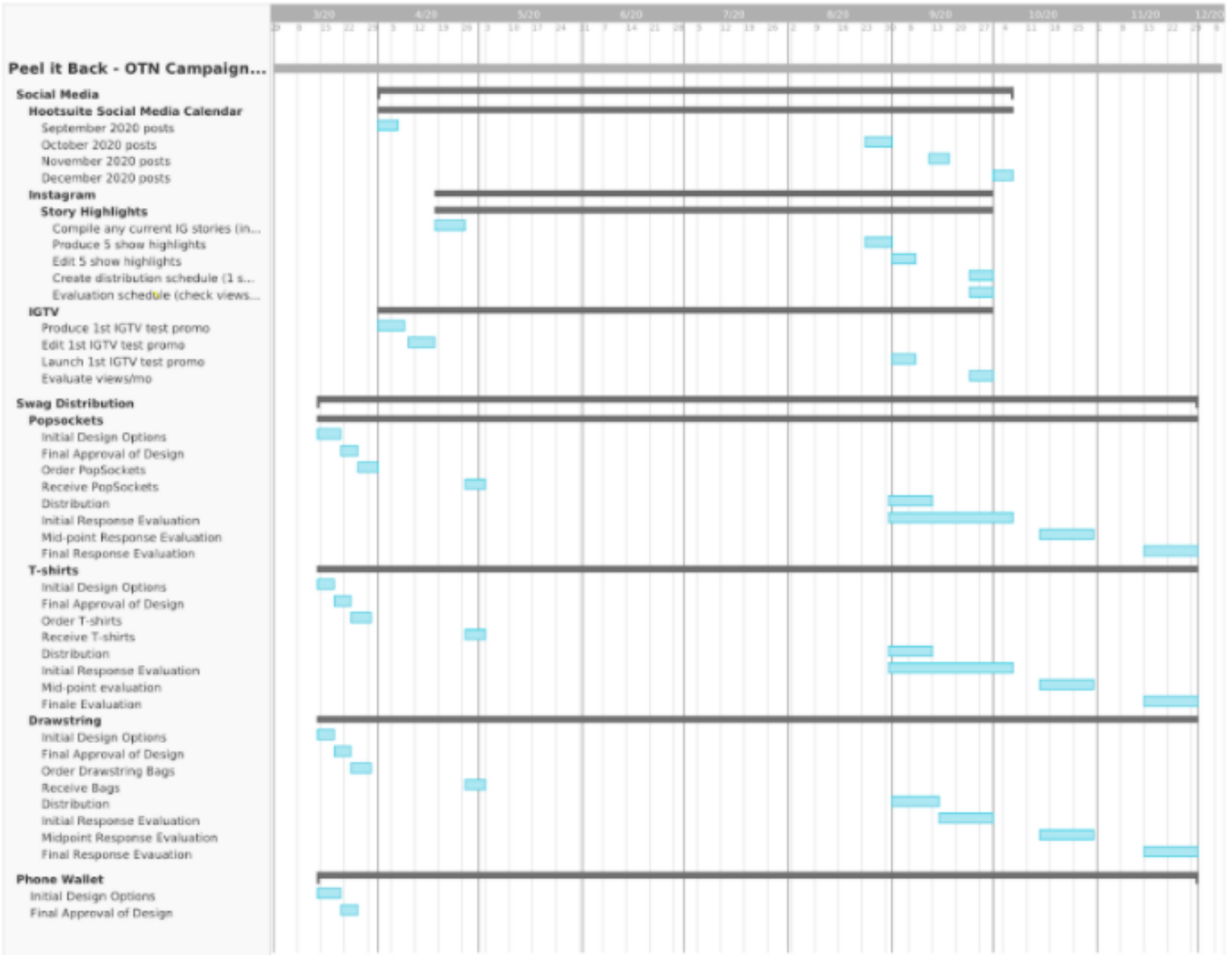
23 Budget

As Mr. Robinson noted the Orange Television Network budget to be flexible, our team allocated by priority keeping in mind both the most useful and frugal options for a student run organization. Our top priority is the social media calendar as this plays into reaching both our overarching brand and social media goals by setting clear and attainable guidelines for the organization to follow. Though it does have a yearly cost, this is where the money is best spent. In tandem, other high priority tactics include social media techniques that can be executed by the Orange Television Network team for no cost other than time spent. Lastly, our low priority tactics include the branded swag items (by cost respectively) as this can be seen as an additional way to spread the Orange Television Network name through an ad campaign if the budget allows.

Tactic	Expense	Amount	Priority Level
Hootsuite Social Media Calendar	Professional Plan (10 social profiles, unlimited scheduling, 1 user)	\$29/mo for 1yr = \$348	High
Logo	Brand awareness, Production and editing of content by OTN team	\$0	High
Instagram Story Highlights	Production and editing of stories by OTN team	\$0	High
IGTV promo	Production and editing of promo by OTN team	\$0	Medium
Phone Wallet	External promotion	\$279 for 300*	Low (by price)
Drawstring	External promotion	\$500 for 250*	Low (by price)
Hand Sanitizer	External promotion	\$550 for 500*	Low (by price)
Pens	External promotion	\$1,500 for 5,000*	Low (by price)
T-Shirt	External promotion	\$1,200 for 200*	Low (by price)
Popsockets	External promotion	\$2379 for 300*	Low (by price)
Total		\$6,756	*cost of items is based off of market research

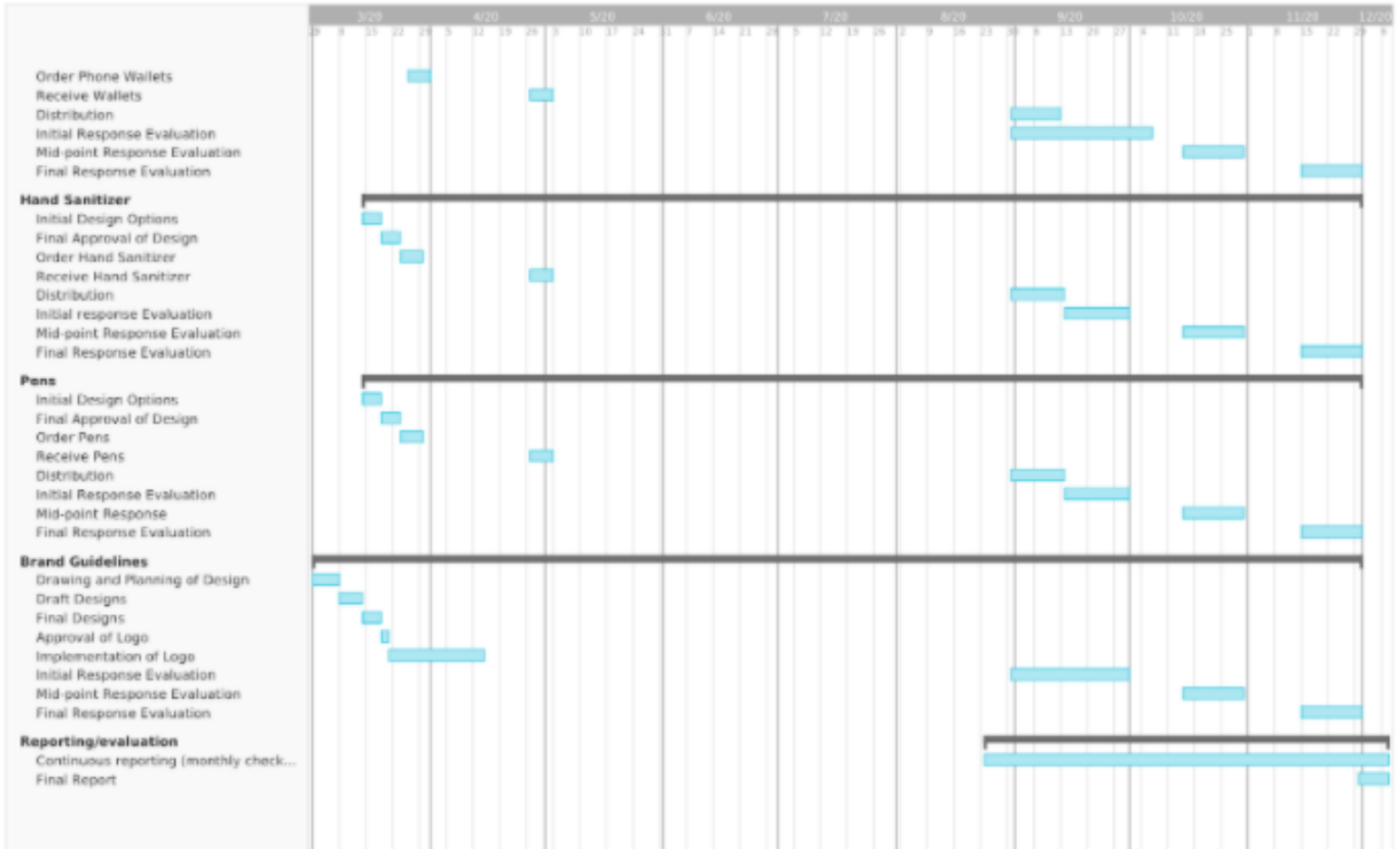
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Timeline Gantt Chart



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Timeline Gantt Chart



26 Reporting/ Evaluation

OBJECTIVE 1

Create a cohesive brand image of OTN that can be implemented across all active social media, website, and traditional channels within the next three months.

WHAT INFORMATION IS NEEDED

Syracuse University students' understanding of who OTN is as an organization and its role on campus.

HOW TO OBTAIN INFORMATION

- Create monthly surveys of Syracuse University students on all social media channels and through email list serves.
- Measure the number of new followers of OTN's social media channels.
- Measure the amount of use of SWAG across the university campus throughout the semester.

TIMELINE

- Pre-campaign data is already available to OTN through recent campus surveys during the research phase of the campaign.
- Monthly surveys (social media, visual and email surveys) beginning in Fall of 2020 once brand guidelines have been implemented.
- Final surveys should be conducted in December 2020, prior to the end of the Fall semester.

COST

- There is no additional cost to OTN
- All surveys can be done free of charge on social media channels and through use of e-mail list serve.

27 Reporting/ Evaluation

OBJECTIVE 2

Increase the number of followers across OTN's social media networks by 500 per each selected platform over the next three months (currently have 464 followers on Instagram, 1164 followers on Twitter).

WHAT INFORMATION IS NEEDED

Perception of Syracuse University students of OTN and students social media habits.

HOW TO OBTAIN INFORMATION

- Survey all Syracuse University students with a paper or an online survey about social media habits (This information has already been completed for OTN in past research phase of campaign but can be done again if needed)
- Complete a social media analysis of what sentiment the university population has toward OTN and other television programming.
- Weekly analysis of the followers on each social media channel and the level of interaction on those platforms by followers.

TIMELINE

- If a survey is needed, this should be complete prior to the start of the Fall 2020 semester so planning for the September 2020 social media calendars can be done on time..
- If past research is sufficient, the social media monitoring should be done on a monthly basis prior to the start of the Fall 2020 semester and then weekly while students are on campus.

COST

- Subscription for Hootsuite (Social media management and analytics tool) costs between \$360-\$1,400, depending on how sophisticated you want it to be.
- Social media accounts themselves and the content posted on them do not cost anything extra.

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References

- Deskk PR. “Heard it Through the Grapevine: Greenwood Winery Campaign,” Syracuse, NY, 2019
- Slice PR. “Greenwood Winery & Bistro.” Syracuse, NY, 2019
- Talley, Regan, Caroline Bailey, Christina Kohl, Sophia Martini, and Valentina Piarniri. “Examining Orange Television Network’s Brand Awareness Through Social Media.” Syracuse, NY, 2019