



Alliance for Community Media

ARIZONA CALIFORNIA COLORADO HAWAII NEVADA NEW MEXICO

West Region

Building (or Rebuilding) Your Channel Identity

Common View of Branding



Strategic Branding



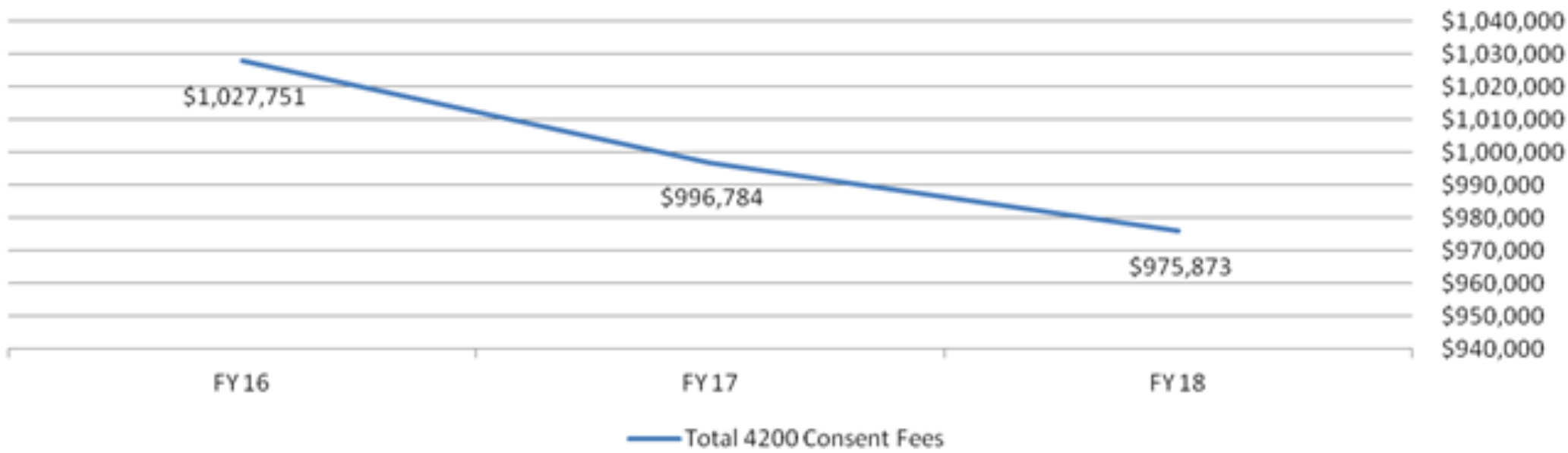
Current Environment

Cable

Pay TV lost 845K linear subs in Q4, analyst says

by Daniel Frankel | Jan 22, 2018 12:45pm

Total 4200 Consent Fees



**Tell me what your organization is
about?**

Are you a media organization?

YES

NO

Who do you primarily serve?

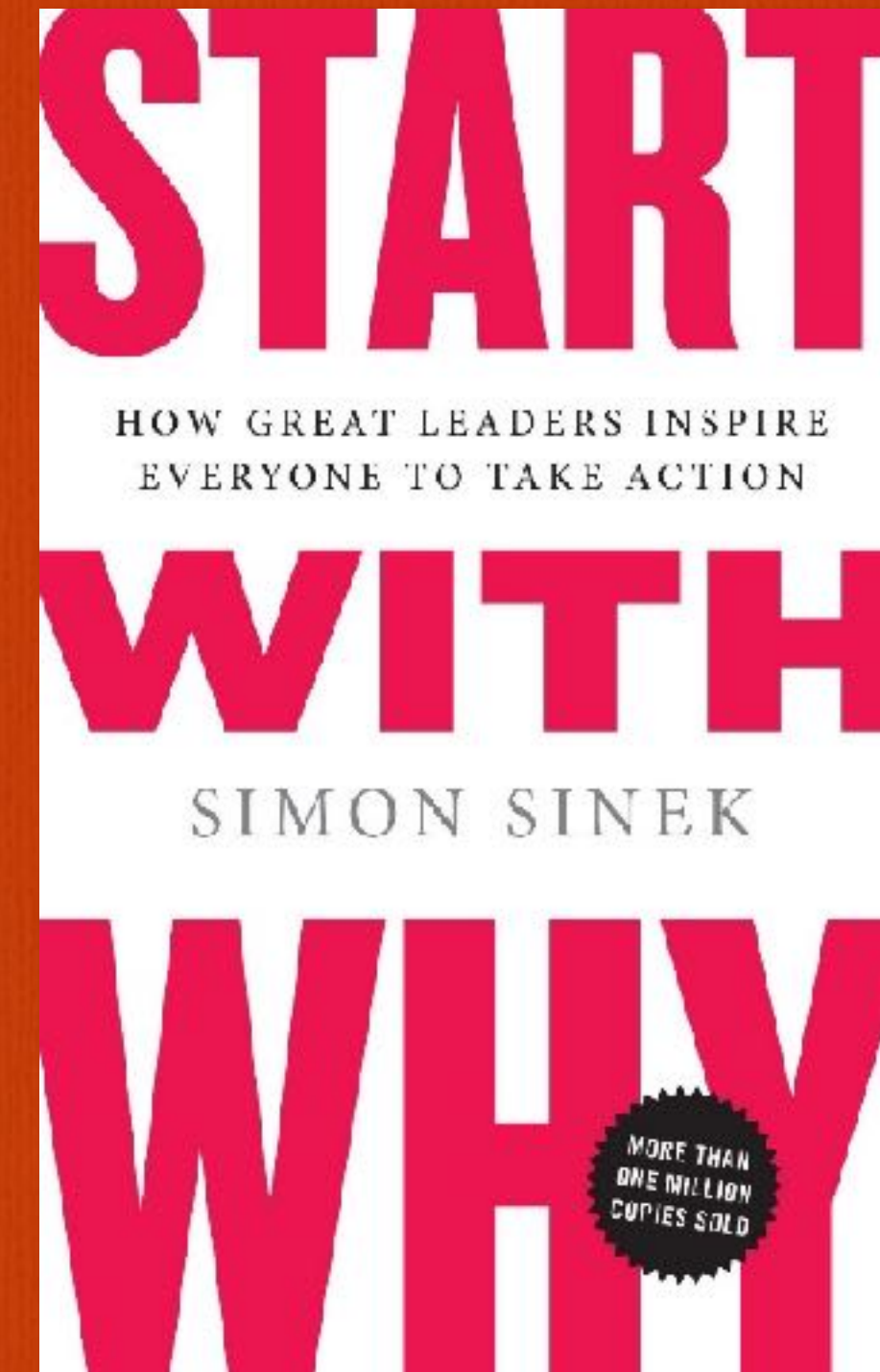
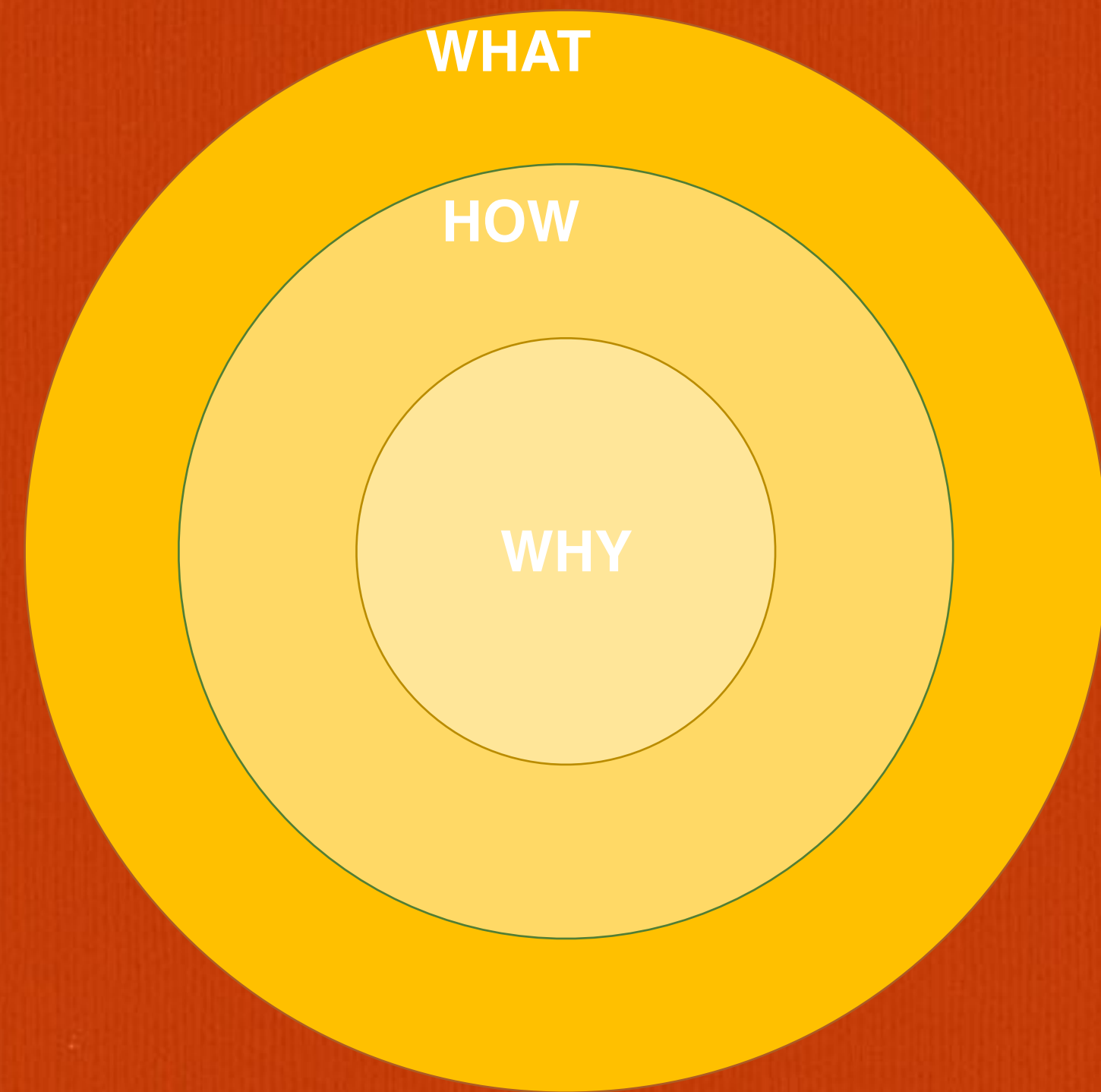
Viewing Audience

Individuals

Community as a whole

Other

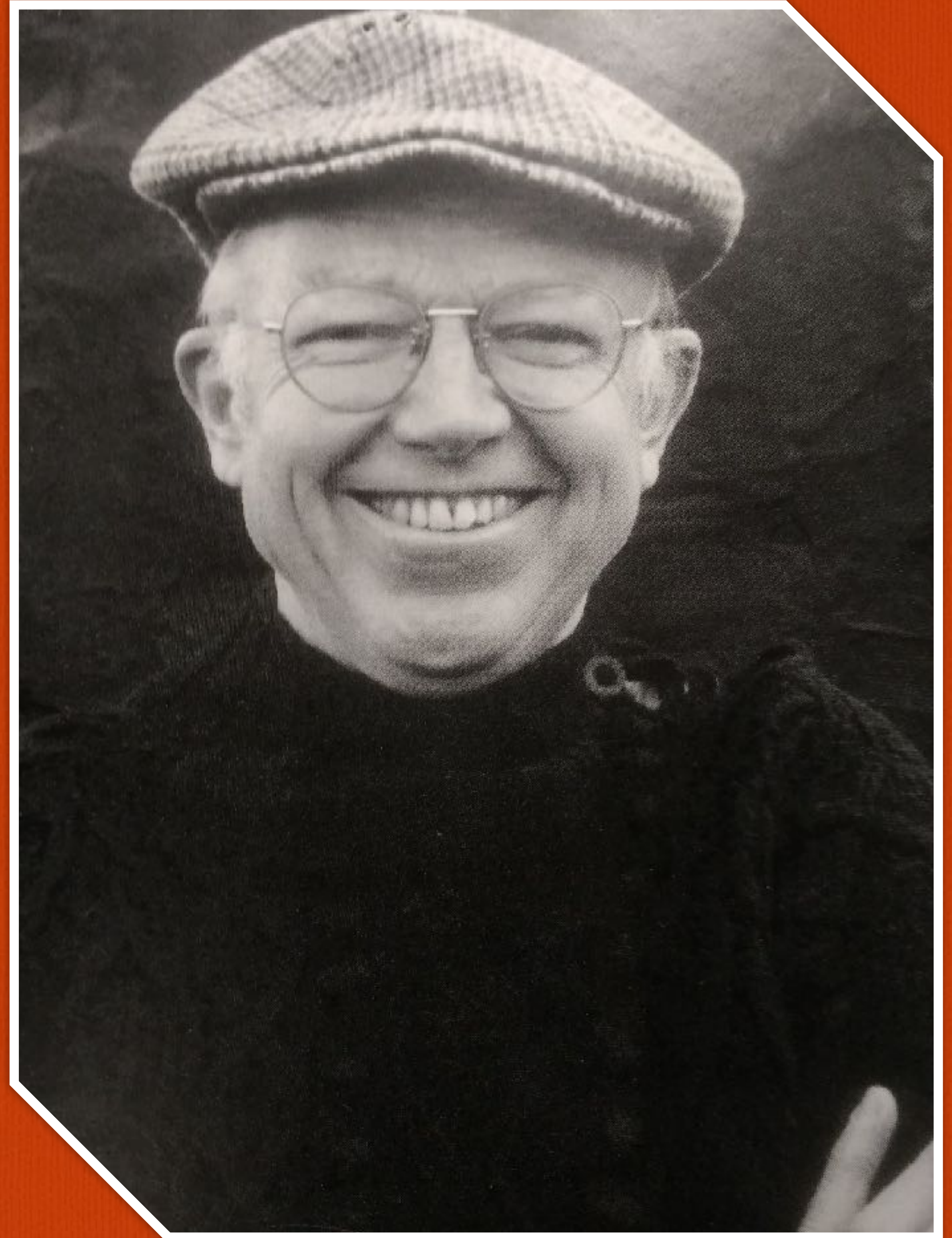




We look on cable as a way of encouraging public action, not just access.

Social change comes with a combination of use of media and people getting out on the streets or getting involved.

George Stoney





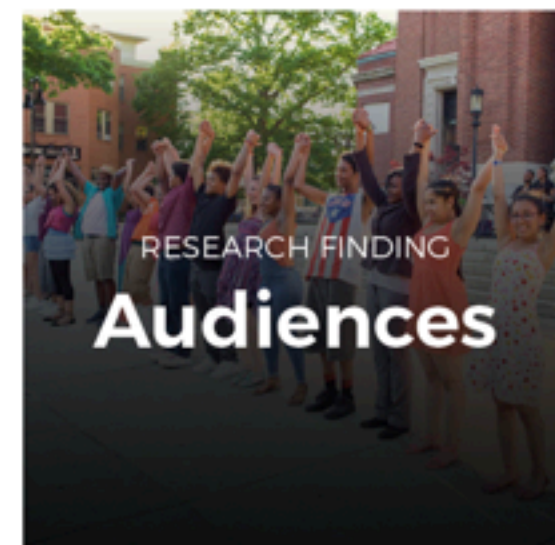
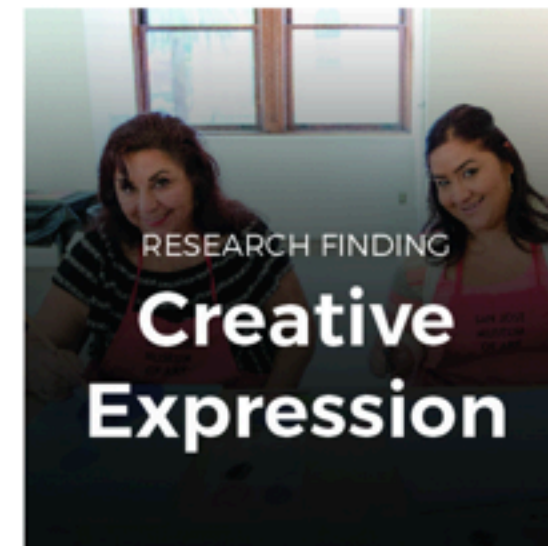
Creating Connection

<http://www.creatingconnection.org/>

Creating Connection is a national movement to make arts and culture a recognized, valued, and expected part of everyday life.

Dig in to the data

Explore the primary findings from our research and how we got there. Wondering why we asked these questions? Check out more info on [how Creating Connection is creating a movement](#) to shift social norms around arts, culture, and creativity.



CREATING CONNECTION MESSAGE FRAMEWORK

CORE MESSAGE

CONNECTION

THROUGH CREATIVE EXPRESSION

Sharing creative experiences and expressing our own creativity builds powerful connections with people...with the community and world around us...with ourselves...and with our rich and diverse cultures.

GROWTH

VOICE

WELL-
BEING

HAPPINESS

BENEFITS

Connecting through creative expression...

... inspires, teaches and challenges us

... helps us understand, appreciate, and empathize with other people, perspectives, and cultures

... enlarges our emotional capacity

... promotes cognitive development and fosters critical thinking, problem-solving, and collaboration skills

... expresses our unique identity, creativity and ideas

... honors and shares cultural heritage across generations and communities

... engages and elevates diverse voices and perspectives

... provides opportunities for us to experience and be inspired by the creative expression of others

... reduces stress and helps us find balance

... boosts resilience, recovery and healing

... fosters lifelong brain health

... energizes and recharges us

... reconnects us with ourselves and what's most important in our lives

... creates lasting memories

... promotes interaction with people, reduces social isolation, and builds stronger relationships

... provides opportunities for us to experience the full range of human emotion, and makes us more present in everyday moments

... is fun

VALUES

Family &
Relationships

Health &
Well-being

Learning &
Self-Improvement

CONNECTION

creatingconnection.org

A leadership initiative of Arts Midwest
in collaboration with Metropolitan Group

CreaTV San Jose - A Community Media Center

Contracted by the City of San Jose to operate community cable channels

Produce content for nonprofits, local governments, and community members

Historically, taught courses in technical aspects of creating TV programs

Give access to equipment and technology resources

Distribute content on cable TV and website



The Challenge:

The media landscape is changing

More people have access to production tools

How do we be relevant, responsive, and offer opportunities that engage the community



Goals for Creating Connection

Moving beyond media production and rediscovering the “why.”

Building a shared sense of brand, both internal and external.



Creating opportunities for staff to be creative and to attract a more diverse community to engage with us in new ways.

Step One: Brand

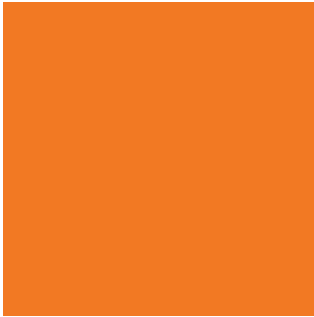
100 | 30 | 0 | 20
0 | 115 | 174



48 | 94 | 33 | 4
146 | 54 | 112



1 | 65 | 100 | 0
240 | 121 | 34



21 | 100 | 52 | 6
187 | 30 | 26



48 | 44 | 100 | 22
123 | 111 | 45



98 | 71 | 40 | 27
10 | 38 | 98

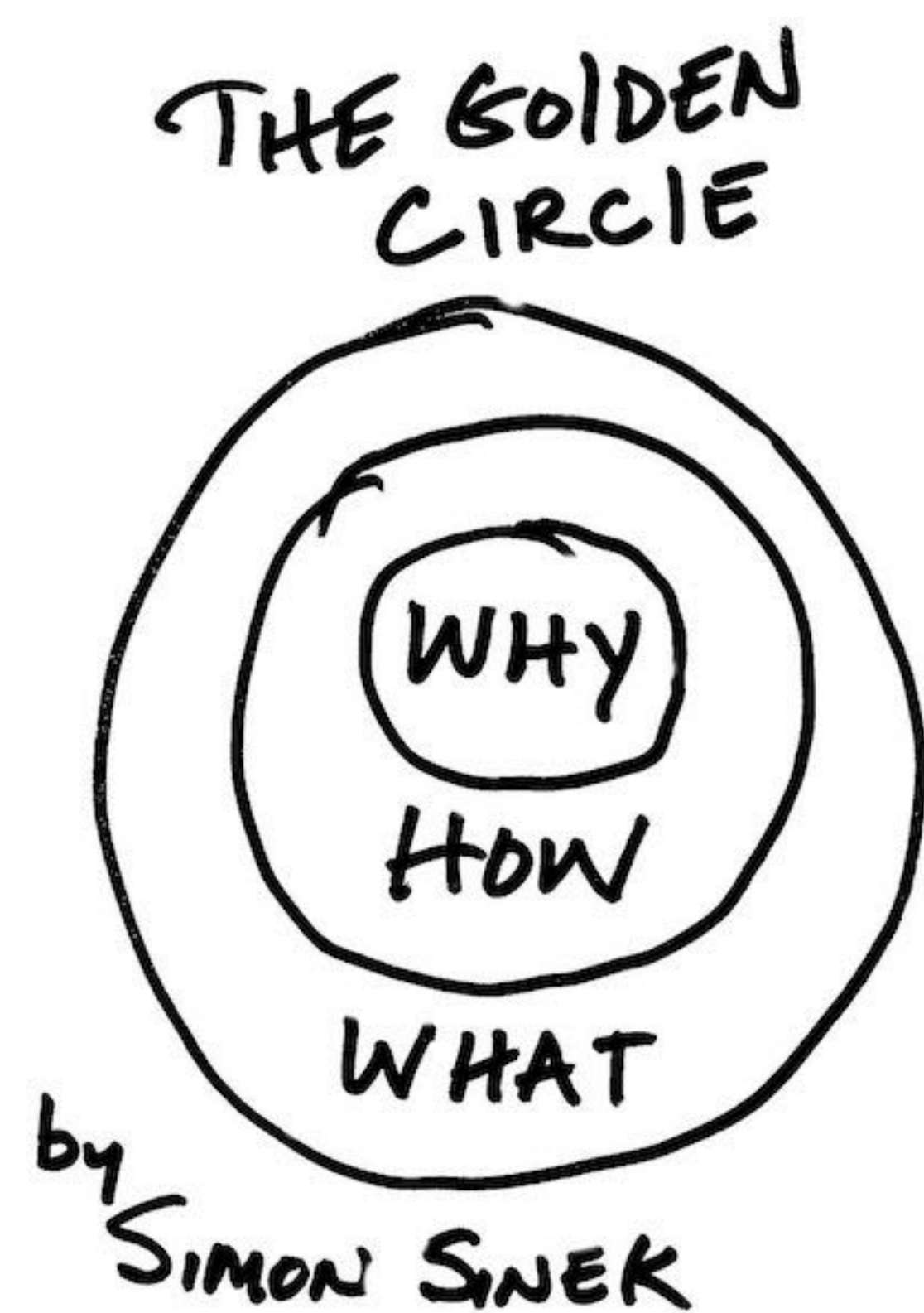


0 | 16 | 100 | 0
255 | 210 | 0



This was our style guide!

Step One: Brand



Start with “why?” Image credit : [Lis Hubert / Simon Sinek](#)

CALLABORATION We seek and create partnerships that are aligned with our values, expand our reach in the community, and increase our impact.	INTEGRITY We value the support and trust of our donors and members. We are dedicated to financial transparency. Our programs have measurable positive impact..	ENRICHMENT We provide a rewarding and educational experience for our volunteers, interns, students, and media makers.
EQUITY We are committed to media justice and engaging marginalized people to give them equal access to media technology and training- and to give them a voice.	DIVERSITY We value the unique, diverse, and authentic storytellers in our community. We are committed to diversity in our staff, board, volunteers, and community partners. The content we deliver through multiple platforms reflects the diversity of our community.	EDUCATION We provide media and technology training. We teach people of all ages to be more discerning consumers of media.
PROFESSIONALISM We are dedicated to excellence in our production services, and staff interaction with the public and vested groups.	CREATIVITY We encourage and nurture creativity, and celebrate authenticity in media making.	INNOVATION We utilize state-of-the-art technology. We create new pathways for engagement, and we adapt to community needs.
Our Values		

Step One: Brand



The intention was to use the branding work to help build a shared sense of culture around the “why” and then apply that to the Creating Connections engagement and communications framework.

We would attract new audiences, break free of the stiff production environment, and build a more diverse and creative community internally and externally!

Pretty simple, right?

Step Two: Creative Engagement Opportunities

Staff proposed and voted on 3 projects:

Live Game Night: The TV audience plays against in studio “celebrities” in an epic game of scrabble.

Sofa In the SoFA: Drop in live talent and talk show during First Friday Art Walk.

Doc In, Doc Out: Experiential crash course in documentary filmmaking!



Challenges and Opportunities



+

**We had fun!
We weren't afraid to experiment and fail.
We thought about our audience beyond TV viewing.
We learned a lot!**



-

**We weren't staffed with appropriate talent.
A culture of "top down" made collaboration difficult.
Hard to make the shift from clients to participants.**

Strategic Planning Influence

Vision

San Jose is a city where there are no barriers to self-expression through community media.

Shift internal structures which are clearly and equally dedicated to education and production with a focus on **learning about and understanding** local issues and perspectives, sharing resources and opportunities with the community, and **receiving continuous feedback** to ensure our programming is useful and relevant to the people we serve.

Create an organizational culture that is **equitable and inclusive** to individuals from diverse backgrounds; aligned with the values of **community, curiosity, equity and social justice, creativity, and self-motivation**.

Results



Increased membership.

New educational opportunities and are filled to capacity.

New intentional targeted relationships based on equity.

Increased diversity of participants.

New funding!