

Oshkosh Community Media Services Rebranding Final Report

OCMS Staff

2015

Oshkosh Community Media Services Branding Timeline

1987 Channel startup at UWO
"10: The Oshkosh Channel" branding used



1995 Facilities moved to City Hall
"OCAT" name & branding adopted; 10 Logo stayed the same

2003 Second channel added; OCAT name continued with new logo



2006 WOCT went on the air; station had its own logo but part of OCAT



2008 OCAT rebranded as "Oshkosh Community Media Services" or OCMS

Oshkosh Community Media Services



www.OshkoshCommunityMedia.org

Background:

Since 1987, Oshkosh Community Media Services (OCMS) has provided community television programming on CATV 2 and live government television programming on CitiCable 10 on the Oshkosh Time Warner Cable lineup. Through the years, the OCMS mission has remained the same: to encourage an informed citizenry, preserve the creative spirit and independent voice, recognize the work and service of non-profits, and build community pride.

The reason behind the need for rebranding OCMS comes from several different areas, primarily having to address changes in both technology and how users access our programming. With the many technology/marketing changes happening with video service providers, it is just a matter of time before our channels (2 & 10) are reassigned or relocated on the Time Warner (or future video service providers) lineup. As such, this means that the numeric association of our channels will no longer have a direct connection to where we are located and we need to promote our channels more on their program content rather than their numeric association.

We also understand the reality that cable television is no longer the primary source by how our program content is seen or accessed. This is not an Oshkosh-centric trend. Through not only our stakeholder survey done as part of this rebranding, but also from national studies, it is clear cable “cord cutting” is accelerating—in one recent 2014 national study 8.2% of former pay TV subscribers eliminated their cable service- an increase of 1.3% over the prior year. As such, we must continue to expand our use of social media, web, and YouTube for program distribution, and at the same time, expand our promotion and marketing efforts in these areas to attract new online audiences. Finally, we also recognize the increasing trend in the use of mobile devices to access our programming and information.

Process:

To help provide additional feedback and input in this rebranding process, a survey was distributed to OCMS stakeholders. These stakeholders consisted of groups and people who are regular “customers” of OCMS. Internal stakeholders included city departments, the Friends of OCM (the division’s support board), volunteers, and interns. External stakeholders included the Oshkosh Area School District, Winnebago County Board, partnership program producers, “Oshkosh Today” program guests, non-profit groups and organizations that market through OCMS, and finally, our known regular viewers. The Rebranding Survey Summary was completed in early 2015 and is attached to this Final Report.

From this survey, we were able to draw these conclusions:

- The majority of our stakeholders accessed our programming via cable television or our website.
- OCMS’s greatest strength and commonality among responses was the word “local.” This is what the survey respondents believed was the most important element of our organization.

- OCMS' greatest weaknesses were a lack of brand identity for marketing/outreach; an excess of non-local content; and the limited amount of cable operators that carried OCMS programming.

Overall, the stakeholder survey proved to be a valuable tool in guiding us in the rebranding process and we used the results thoughtfully as we created our new brand. Based on the survey results, we then focused on the following three primary objectives in our rebranding process:

1. "Local" is important to our viewers and our brand must reflect this.

As was stated in our stakeholder survey it is critical that we continue to push our local content and local connection in the new name, brand, and logo. We plan to listen and respond to this by keeping Oshkosh in mind while creating our new brand. Our organization is immersed in the Oshkosh community, and we want our brand to reflect that.

2. We must promote and market our brand identities.

We want our brand to capitalize on the important elements of our brand identified in the stakeholder survey. Respondents felt our brand/role represents a community voice, local content, a connection to the community and an information source. We will use the new name and look of our logo, as well as a detailed marketing plan, to create that top-of-mind awareness of our brand that truly reflects all of these important elements.

3. Our brand needs to cater to both cable and internet audiences.

We know that viewers primarily access our programming via cable television and our website. Our rebranding will help to better market and promote our channels to viewers on cable providers. In addition our online presence will be completely revamped to make accessing OCMS programming continue to be more user-friendly and streamlined. The video aspect of our organization will be showcased, as that is the most-visited sections of our site, so responding to what our visitors look for, we'll be bringing that to the forefront. As a part of the website revamp, it will be mobile-friendly, as we realize that much of online searches and streaming are done on a mobile device.

Parent Name and Logo

After setting our initiatives based on our research and survey results, we began exploring new names and logos for our organization. Extensive research on other public access organization branding was done to see what others were doing in the face of similar challenges, as well as to gain inspiration. Keeping our "local" and "identity" initiatives in mind we felt having the word "Oshkosh" was a necessity. Given that our organization has 3 different parts, including a city government programming channel, a community programming channel, and 101.9 FM WOCT radio, we wanted an all-encompassing parent name to cover everything our organization offers that met the three primary objectives of our branding survey results: 1) logos must represent our brand as "local" to the Oshkosh area, 2) logos must promote the brand identities of our community and government programming and 3) logos must reflect that our

brand offers broad distribution/accessibility opportunities for our viewers— from cable television to online. From this review we concluded the name “Oshkosh Media” best represented the parent name for our organization.

We then enlisted the help of Daniel Fiser, Oshkosh Public Museum Graphic Artist, to help guide us in the parent name logo design process. Daniel’s expertise in graphic design and his knowledge of logo elements were invaluable over the several months of initial draft designs, modifications and then final logos. Daniel was instrumental in providing many drafts and concepts that considered a variety of design elements including video/technology graphic icons, font styles, font sizes and colors.

The idea to use an abstracted video camera as a recognizable icon for viewers as a part of the logo design was logical and this direction yielded numerous variations in the preliminary stages of logo development. The additional idea to incorporate a forward pointing arrow as a start or go button within the design was conceived and allowed for a forward/progressive guiding graphic within the logo. This is always a positive visual element to include in a design when possible and appropriate. Whether the viewer of the logo realizes they have seen forward pointing arrow or they observe it sub-consciously, it is a positive visual. Additional preliminary logos containing visual representations of the type of devices Oshkosh Media viewers might view the content created by OM were explored as well. These logo concepts included graphic elements/icons of devices that viewers would most likely view content on, including an abstracted TV, computer monitor, tablet device and smart phone. Although these logos were successful, they were not explored beyond the initial preliminary stages of logo development as the use of the abstracted video camera seemed to feel like the right direction to continue to develop.

In consideration of all these design elements an Oshkosh Media parent logo was adopted. Attached is the final Oshkosh Media parent logo.



After adopting the Oshkosh Media parent logo, work then began on the associated children name and logos for the government programming channel and the community programming channel, in addition to exploring any necessary changes to WOCT 101.9 FM, the Friends of OCM radio station.

Keeping with our goal of having a clear and simple logo, while moving away from numeric titles and acronyms, we then moved into choosing the children names that would represent the specific sections of our organization. “Gov tv” was chosen to replace CitiCable 10, as we felt “gov tv” was a natural fit and clearly communicated this channel represents local government issues and activities. “Life tv” was chosen to replace CATV 2 as we felt that the word “life” was the best word to encompass all the subject-matter, programming and mission of this channel.

Working again with Daniel we then began the logo design process for the children logos. While a wide range of children logo design concepts were considered, we believe the final children logos best address the primary objectives identified from the branding survey through the following elements:

- 1) A strong “local” emphasis with the word “Oshkosh” on all logos;
- 2) The video camera icon identifying our role as a traditional source of government/community coverage and programming;
- 3) The forward arrow “play” button that emphasizes our online accessibility and programming;
- 4) The differentiating “life tv” and “gov tv” color designations to help distinguish their separate channel focus and programming.

The final remaining element was to explore what impact the new branding would have on the WOCT 101.9 FM radio logo—a logo created by the Friends of OCM non-profit board with their inception of the radio station in 2006. As WOCT listeners may be aware, the radio station is strategically intertwined with Oshkosh Media television programs, in addition to being housed within the Oshkosh Media facility and managed by Oshkosh Media staff. In turn the Friends of OCM support all of the radio station’s annual operating expenses and oversee all aspects of the radio station operations including programming, marketing, production and engineering.

The initial thought was WOCT’s logo held strong brand recognition on its own and could remain unchanged in the Oshkosh Media rebranding process. However, after much discussion, the Friends of OCM Board of Directors agreed that it was critical that the radio station continue to be recognized as a member of the Oshkosh Media family, and should adopt a new name and logo consistent with the new Oshkosh Media branding. As such, the Board approved to change the name from WOCT radio 101.9 FM to Oshkosh FM 101.9. In addition, working again with Daniel, a new logo for Oshkosh FM 101.9 was then designed that was in concert with the children logos. The new logo includes an abstracted radio icon within the same boundaries of the camera icon on the parent/children logos with a green highlight of the “101.9” text to both compliment to, and distinguish from, the different missions of all logos.

Attached are the final logos for the children and radio station logos, in addition to the parent logo.



Logo Rollout Process:

We then compiled a list of all the marketing and promotions elements/tools that would need updating as part of the new branding roll-out.

Websites and sites that link to us:

- Get the domain for the new name and, when ready, redirect the old domain to the new site URL.
- Change the name and logo wherever they appear on our websites.
- Update search engine optimization (SEO)/keywords if applicable.
- Revise metadata on web pages as needed, including page titles, page descriptions and image alt-tags. Leave a “trail” in the meta-tag description and keyword of the old name.
- Update our listings in applicable online directories.
- Send updated logo and new brand/descriptions to any partners or affiliated organizations that mention our organization and/or link to our website from their own.
- Write a press release and post it on your website explaining why our organization name has changed.

Social Media sites:

- Different rules and procedures apply depending on the social site, so study up on each to get a better understanding of what’s involved. For example, Facebook will only let us change the name of your page if it has fewer than 200 likes – and even then, changing the page name does not change the page URL.
- In many cases, it will be necessary to start a whole new page and encourage existing fans to “follow” us on our new pages instead.
- Wherever we are currently linking to social pages that will become outdated once we’ve built new pages, we will need to update our links.

Explore name change necessities across operations:

- IT: company intranet, related web domains, vendor notices.
- Legal: incorporation articles, business registration and trademarks, Friends of OCM board of directors’ materials, memberships.
- Customer Service: service scripts, forms, contracts, return authorizations.

All business systems:

- Business cards, email signatures and addresses
- Letterhead, envelopes, labels, folders, coversheets
- Telephone greetings and messages, including:
 - Outgoing voicemail greetings
 - Standardized greeting when answering live calls
 - Company “on-hold” messaging
 - Answering service/after-hours call center greeting
 - Outgoing caller ID
- Signage/way-finding
- Internal documents (forms, applications, etc.)

Marketing materials:

- PowerPoint templates and existing presentations that are still in use

- Word templates
- Brochures, flyers, patient education materials, other print
- Trade show booth
- Poster presentations
- TV and radio spots
- Digital banner ads if applicable
- Newsletter/e-newsletter templates
- Videos and product demos
- Promotional items (pens, notepads, etc.)
- Web content
- PR boilerplate copy

Marketing Plan

Of course a major part of our rebranding and rebranding initiatives is dependent upon the marketing plan to get the new brand out to the public, and create awareness of our organization. We enlisted the help of The Friends of OCM, to assist us in the creation and implementation of the marketing plan. We hope to undertake much of this work in fourth quarter 2015 with the expectation of a full brand unveil during the State of the City event to be held on March 21, 2016.

Attached is the marketing plan spreadsheet for our rebranding process.

Marketing Plan

"Oshkosh Media" Rebranding

| Staff Tasks | | Person Responsible | Notes | Implementation Date | Cost to City | Cost to Friends of OCM |
|--|--------------|--|--------------|---------------------|--------------|------------------------|
| WEBSITE TASKS | | | | | | |
| Website Redesign & Launch | All Staff | Working with I.T. | 3/21 | N/A | N/A | |
| Website: Redirect Old URL to New | Emily & I.T. | Will happen when website goes live | 3/21 | N/A | N/A | |
| Update Search Engine Optimization & Keywords | Emily | Work on this after website launch | April | N/A | N/A | |
| Update our Listings in Online Directories | Emily | Work on this after website launch | April | N/A | N/A | |
| Update Links to Social Media Sites if Necessary | Emily & I.T. | Work on this after website launch | Late March | N/A | N/A | |
| Change Name, Update Logo on Social Media Sites and Re-create Pages if Necessary | Emily | Launch task | 3/21 | N/A | N/A | |
| Bulletin Board Refresh: Gov TV and Life TV | All Staff | Update artwork | 3/21 | N/A | N/A | |
| PRODUCTION TASKS | | | | | | |
| Video Promos: (#1) "Explosion" promo explaining the rebrand, (#2) Image promo, explaining missions of each channel | All Staff | Promo needs to be delivered to TWC mid March | 3/7 | N/A | N/A | |
| Video IDs for Gov TV & Life TV | Scott | Need these ready before launch | 3/14 | N/A | N/A | |
| Automation: Cover Old IDs | Scott | Scott's automation tricks | 3/21 | N/A | N/A | |
| Gov. Meeting Sites: Removal of Old Brand Graphics, Replace with New | Andy | New logos may not be able to be loaded | 3/21 | N/A | N/A | |
| Gov. Meeting Sites: Replace CD with New VO | Andy | Fresh music would be added bonus | 3/21 | N/A | N/A | |
| Update Show Intros with new VOs | Andy | Have to check all intros, incl. partnerships | 3/21 | N/A | N/A | |
| New logo art in programming bugs for each channel | Andy | For on-air bugs | 3/21 | N/A | N/A | |
| COMMUNICATIONS TASKS | | | | | | |
| Update Branding Report | Emily | Needs to be updated as soon as WOCT is settled | Late January | | | |
| Writeup for Mark's Weekly Newsletter | Emily | General branding information | Late March | N/A | N/A | |
| Write & Distribute Press Release Announcing the New Brand | Emily | Widespread information piece | 3/21 | N/A | N/A | |
| Email/Notification to Council | Emily | Above & beyond the Newsletter | | | | |
| E-Update Emails | Emily | Let our followers/viewers know | 3/21 | N/A | N/A | |
| Facebook Page Posts | Emily | Let our followers know of the changes | Late March | N/A | N/A | |
| Oshkosh Today: promotion and discussion of new brand | Emily | Discussion with Friends included | 3/30 | N/A | N/A | |
| Reader-submitted story to Northwestern after SOTC so it stands out from SOTC coverage | Emily | Keep the momentum up | Late March | N/A | N/A | |

Staff Tasks, continued

| Task/Item | Person Responsible | Notes | Implementation Date | Cost to City | Cost to Friends of OCM |
|---|-------------------------|---|---------------------|-------------------|------------------------|
| MISCELLANEOUS TASKS | | | | | |
| Launch Event Inclusion in SOTC Program | All Staff | Will know more as SOTC is developed | 3/21 | N/A | N/A |
| Signage Outside & Inside Building | Andy & Facilities Dept. | In progress | 3/21 | Pending Estimates | N/A |
| Trademark Logos | Andy | Andy working with Legal | 3/21 | N/A | N/A |
| Time Warner: Request Change of Channel ID Names to Gov TV & Life TV | Andy | Will sort this out with potential channel changes | 3/21 | N/A | N/A |
| Van: Removal of Old Brand | Andy | Andy will contact Travis to have this done | 3/21 | N/A | N/A |

HOUSEKEEPING TASKS

| | | | | | |
|--|--------------|---|------------|------------|------------|
| Change Voicemail Greetings, Email Signatures | All Staff | Update anything we have control over | 3/21 | N/A | N/A |
| New Staff Business Cards | Andy | With Oshkosh Media logo included??? | 3/21 | N/A | N/A |
| Update Policies and Guidelines Document | Andy | Update with new name, plus any other updates | 3/21 | N/A | N/A |
| Send Updated Logo to Partners & Affiliated Organizations | Emily & Andy | May have to do these as they come up | Late March | N/A | N/A |
| Update Name on City Intranet and Telephone Directory | Emily & I.T. | Ask IT where we might have our department listed anywhere | Late March | N/A | N/A |
| Update Internal Forms & Contracts | Andy | Will need to have copies made of new forms | Late March | N/A | N/A |
| Letterhead (digital version) | Scott | Replace logo on current version? | April | N/A | N/A |
| Mic Flags | Scott & Andy | Various versions depending on the use | April | N/A | N/A |
| | | | | \$0 | \$0 |

Marketing Efforts Supported by Friends

| Task/Item | Person Responsible | Notes | Implementation Date | Cost to City | Cost to Friends of OCM |
|---|-----------------------------|--|---------------------|--------------|------------------------|
| Order Promotional Items | Marketing Committee & Staff | To be ordered once city logo policies are sorted out | 3/21 | N/A | TBD |
| Advertising | Marketing Committee & Staff | Sorting this out with TWC for discounts | 3/21 | N/A | TBD |
| Update Name and Logos on Friends of OCM Website | Emily & Trish | Trish can send a list of changes | Late March | N/A | Webmaster's Fee? |
| Update Name in Friends of OCM Documents | Andy & Joe | Board may have to adopt changes? | April | N/A | N/A |
| Sell OCM Cards at SOTC? | Marketing Committee & Staff | Marketing and/or Board discussion in February | 3/21 | N/A | TBD |

Measurements of Success

Within 18-24 months of the rebranding unveil we plan to analyze and revisit our initiatives and rebrand goals and follow up with an additional stakeholders survey to measure our success. In addition, we will be tracking feedback and input from stakeholders and the public throughout the initial unveil and first year to gauge if we met our rebranding objectives.

The data below illustrates how many recent OCMS technology upgrades and initiatives with IT in addressing these areas have been well received by our viewers and followers. Our rebranding will allow us to continue to build upon these initiatives as we move forward.

| | 2012 | 2013 | 2014 |
|---|--------|--------|--------|
| # of devices on OCMS website | 18,494 | 16,565 | 34,032 |
| # of unique workstations accessing OCMS website | 9,629 | 9,134 | 27,458 |
| # of new web users on OCMS website | 9,163 | 8,733 | 27,077 |
| % of new user sessions on OCMS website | 50% | 52% | 80% |
| OCMS Facebook posts | 265 | 276 | 241 |
| City of Oshkosh tweets | 72 | 93 | 118 |
| YouTube uploads | 6 | 132 | 268 |

As always, continuous improvement is a goal of our organization, and we plan to use both our observations and additional performance measurement results to continue to refine and improve our brand.

Oshkosh Community Media Services Rebranding Survey Summary

OCMS Staff

2015

Executive Summary

As a part of the OCMS rebranding process, a survey was distributed to 178 OCMS stakeholders. These stakeholders consisted of groups and people who are regular “customers” and/or “clients” of OCMS. Internal stakeholders included various regular City of Oshkosh employee users/clients, the Friends of Oshkosh Community Media board of directors and OCMS volunteers and interns. External stakeholders included the board members from the Oshkosh Area School District and Winnebago County Board, OCMS partnership program producers, “Oshkosh Today” program guests and various Oshkosh area non-profit groups and organizations that market and/or utilize our channels, and finally, several long time loyal viewers.

The survey was conducted to gain knowledge of how our stakeholders felt about our current brand and services, and consisted of seven questions:

1. How do you access local community and government television programming?
2. Why is OCMS programming important to you?
3. What is OCMS’ greatest strength?
4. What is OCMS’ greatest weakness?
5. What are the most important elements of OCMS?
6. How would you currently describe the OCMS brand? In other words, how do you perceive everything OCMS represents?
7. Any other thoughts/comments?

We believe these questions would allow stakeholders to provide strong input of how our organization and services are accessed and used, what parts of our organization should be highlighted in our new brand, and what about our current brand was liked and/or disliked.

The results of the survey were very insightful, as there were some responses that we expected, and others that were somewhat unexpected. We found that the majority of our users accessed our programming via cable or our website, and that it is important that we give our website “revamp” close attention during the rebrand process. The overwhelming theme throughout the survey responses was the word “local.” It was what our stakeholders felt was the most important element of our organization, and was our greatest strength. Local was how the majority of survey respondents described our current brand, and was the most valuable to them as a customer. Our greatest weaknesses were seen as cable operator availability, marketing/branding/outreach, and non-local content, which all the more solidified our goal to push for our online presence and local base, as well as push to gain recognition as a valuable organization and resource in our local community.

Overall, the stakeholder survey proved to be a valuable tool in guiding us as we began the rebrand process, and we used the results thoughtfully as we created our new brand.

Introduction

This report contains the results of a survey taken of Oshkosh Community Media Services stakeholders. The survey was distributed via email on April 15, 2015 to 178 stakeholders. 74 stakeholders responded to the survey.

Following are the survey questions, results, and analysis. This includes graphed responses, a word cloud* image (for open-ended questions), a summary of what we interpret those results to mean, and an analysis of how we can best use those results.

**Word Cloud: an image composed of words used in a particular text or subject, in which the size of each word indicates its frequency or importance.*

Distributed Survey Introduction/Background:

The following text was provided as the introduction/background for the stakeholder survey.

Since 1987, Oshkosh Community Media Services (OCMS) has provided community television programming on CATV 2 and live government television programming on CitiCable10 on the Oshkosh Time Warner Cable lineup. Through the years, the OCMS mission has remained the same: to encourage an informed citizenry, preserve the creative spirit and independent voice, recognize the work and service of non-profits, and build community pride. Thank you for all of your support over our last 28 years!

As a stakeholder of OCMS you have seen our organization adapt to various media and technology evolutions over the years, including website and video streaming, YouTube, and social media. You have also seen how Time Warner's digital television has shifted our channels within their lineup--requiring audiences to "re-learn" where to find our channels on digital, or worse yet, requiring them to purchase analog converters to watch the channels on non-digital televisions.

We are now faced with several new technology challenges. The first is that Time Warner Cable (or our future video service providers) will most likely move our channels away from channel 2 and channel 10. As such, this means the numeric association of our channels will no longer have a direct connection to where we are located. As a result, OCMS must look to promote its channels to focus more on their program content rather than their numeric association. The second challenge is that we must embrace the reality that cable television is no longer the primary source by how our program content is seen or accessed. We must continue to expand our use of social media, web, and YouTube for program distribution and at the same time, expand our promotion and marketing efforts in these areas to attract new audiences. The third challenge is that we need to recognize the increasing trend in the use of mobile devices to access programming and information. We must embrace mobile use technology and ways to make accessing our programming fast, easy, and effective.

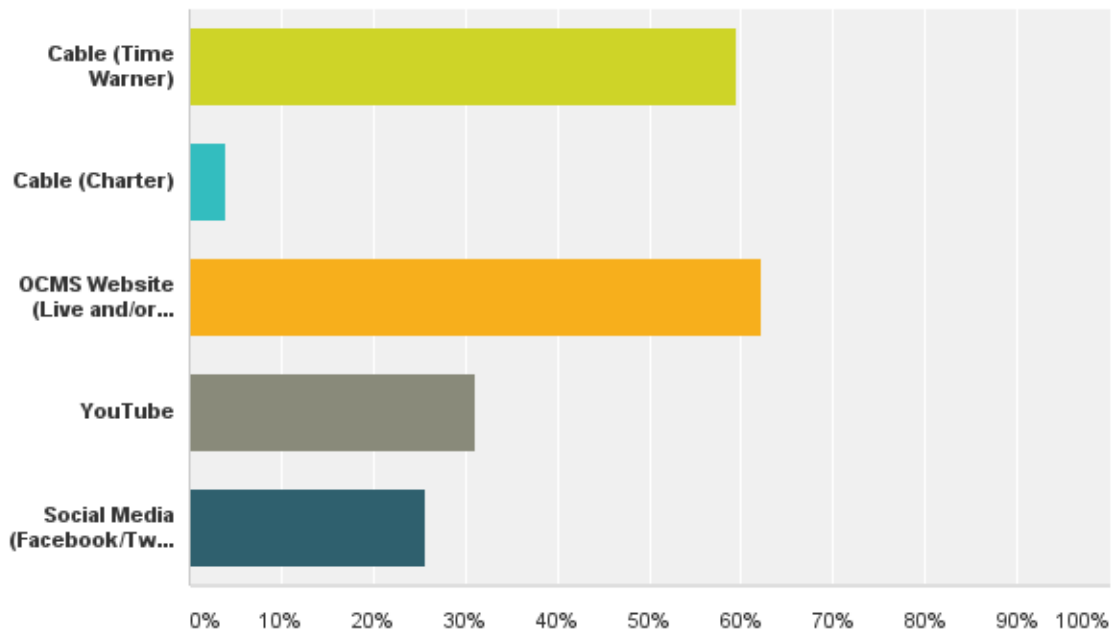
And this is where we need your help. We would like your input in this short, 7-question online survey to help guide our re-branding efforts and assist OCMS in addressing these challenges. Specifically, we'd like to hear more from you, our viewers and stakeholders, on what OCMS television content is important to you, how you would like that content delivered, and how you identify with OCMS. Your comments and input will be very helpful to us in re-branding OCMS, so we can stay relevant, current, and responsive. Thank you for your time and continued support!

Question 1: How do you access local community and government television programming?

Results:

Q1 How do you access OCMS' local community and government television programming? (Check all that apply)

Answered: 74 Skipped: 0



| Answer Choices | Responses |
|--------------------------------------|-----------|
| Cable (Time Warner) | 59.46% 44 |
| Cable (Charter) | 4.05% 3 |
| OCMS Website (Live and/or On-Demand) | 62.16% 46 |
| YouTube | 31.08% 23 |
| Social Media (Facebook/Twitter) | 25.68% 19 |
| Total Respondents: 74 | |

Question Response Conclusions:

- The top way that viewers access OCMS content is the OCMS website either via live streaming or on-demand viewing
- The second-highest chosen answer was Time Warner Cable
- Lowest chosen answer was Charter Cable

How do we plan to use these results?

The reasoning behind this question was to gain some perspective of how people access our programming. By getting an idea of the channels through which our programming is viewed, we gain a better understanding of what's important to our viewers, and what areas we should continue to improve and make available.

We were impressed to find that the top-chosen answer choice was our website. This aligns with and reiterates the importance of our goal to “revamp” the website, making it more easily navigable and readily available for use.

As a part of our rebrand, we will aim to integrate the digital aspect of our organization into the original focus on cable television viewing.

Question Response Conclusions:

- Since this question was open-ended (fill-in text box), we counted each individual comment per answer. Some answers had more than one different points or perspectives, which is why the total number of recorded comments does not match the total number of respondents.
- Top comments: Local community information source and local government information source, totaling 78 percent of comments,
- Followed by resident/producer resource, city department/for-profit organization resource, and nonprofit resource for promotion, totaling 19 percent.

How do we plan to use these results?

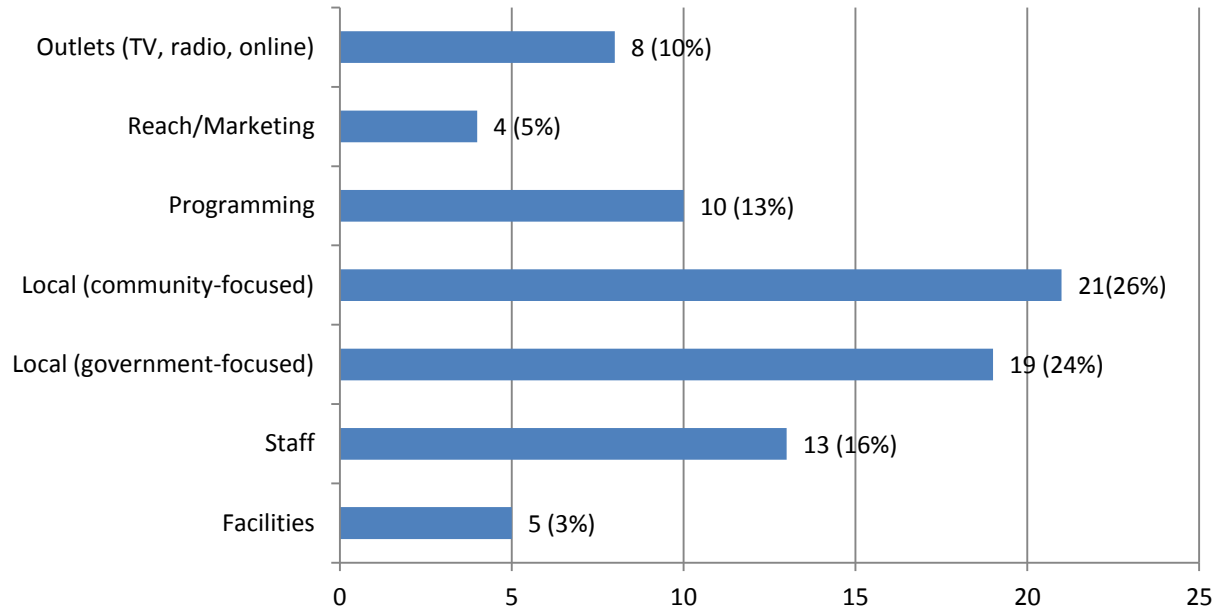
By discovering why OCMS programming is important to our users/audience, we are then able to focus on what our brand truly means. Since the majority of the survey takers' comments were dealing with the locality of our programming, we feel that this is what makes our organization special and stand out from other media or programming options viewers have.

We expected this theme in the answers to this question, as this has long been our mission as an organization. While creating our new brand, it is important that we keep in mind why people watch and use our services. That is local community and government programming, and we realize that it should be a cornerstone of our brand as a whole.

Question 3: What is OCMS' greatest strength?

Results:

What is OCMS' greatest strength?



Question Response Conclusions:

- Since this question was open-ended (fill-in text box), we counted each individual comment per answer. Some answers had more than one different points or perspectives, which is why the total number of recorded comments does not match the total number of respondents.
- Again, the local community and government focus was the top comment for the greatest strength of OCMS, totaling at 45 percent together.
- Staff was the third-highest comment as the greatest strength of OCMS, with 16 percent
- Followed by programming, outlets, facilities, and lastly reach/marketing

How do we plan to use these results?

Seeing as the highest amount of comments had to do with the “local” focus of our organization, which solidifies our need to have that as an underlying goal throughout the recreation of our brand.

We found the comments about OCMS staff being one of our greatest strengths very helpful. Our stakeholders appreciate quality customer service, as well as good relationships, and we plan to continue that as we refresh our brand and goals.

Question Response Conclusions:

- Since this question was open-ended (fill-in text box), we counted each individual comment per answer. Some answers had more than one different points or perspectives, which is why the total number of recorded comments does not match the total number of respondents.
- There were 4 themes of comments that were almost equal in number: Cable Operator Availability, Marketing/Branding/Outreach, Non-local Content, and Lack of Resources/Funding.
- The highest number of comments for OCMS' greatest weakness had to do with cable operator availability (22 percent). Many of these were in regards to the multiple technical changes that have occurred within the Time Warner Cable line-up, including the switch to digital, as well as channel changes. Also included in the cable operator availability comments were ATT U-verse subscribers, who do not even have the option of viewing our channels on cable.
- The second highest number of comments had to do with our marketing, branding, and outreach (21 percent). These comments talked about the lack of awareness of our channels and our identity.
- The third highest numbers of comments were about the lack of local content (20 percent). This is regarding the syndicated programming that we bring in, produced by non-local organizations.
- The fourth highest number of comments was regarding insufficient funds and lack of resources (19 percent). These comments talked about OCMS' budget and staff time, which hinders the ability purchase new equipment and produce more programs.
- Following the top four comments were Online Accessibility (10 percent), Facility Hours/Accessibility (6 percent), and Competition (5 percent).

How do we plan to use these results?

This question gave us a wealth of information that will be very useful not only in our re-branding process, but also in our efforts as an organization in general.

Cable Operator Availability: Make our organization and services available and easy to access in ways other than cable television. Push that in our new brand by visually and vocally showing this within logo, website, mission.

Marketing, branding, outreach: A main goal in this rebrand process is the marketing of it. We plan to create a plan to market and connect with the community to not only showcase our new brand, but also educate about our organization, and what we do.

Lack of local content: Our 2014 strategic planning outlined goals to expand government and community programming, and this will be a continued goal for our organization in the future.

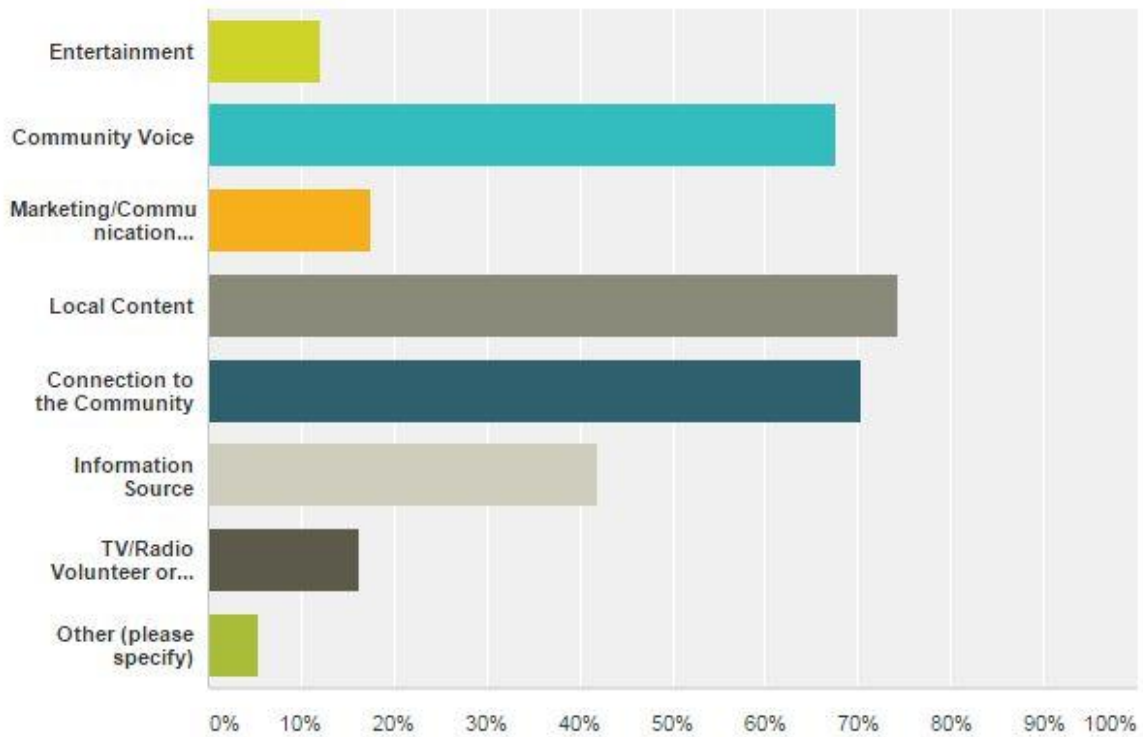
Insufficient funds and lack of resources: This response directly relates to the previous item, dealing with lack of content, as we attempt to do as much as we can within the challenges of our budget and time.

Question 5: What are the most important elements of OCMS?

Results:

What are the most important elements of OCMS? (Select up to 3)

Answered: 74 Skipped: 0



| Answer Choices | Responses |
|--|-----------|
| Entertainment | 12.16% 9 |
| Community Voice | 67.57% 50 |
| Marketing/Communication Resource | 17.57% 13 |
| Local Content | 74.32% 55 |
| Connection to the Community | 70.27% 52 |
| Information Source | 41.89% 31 |
| TV/Radio Volunteer or Learning Opportunity | 16.22% 12 |
| Other (please specify) | 5.41% 4 |
| Total Respondents: 74 | |

Question Response Conclusions:

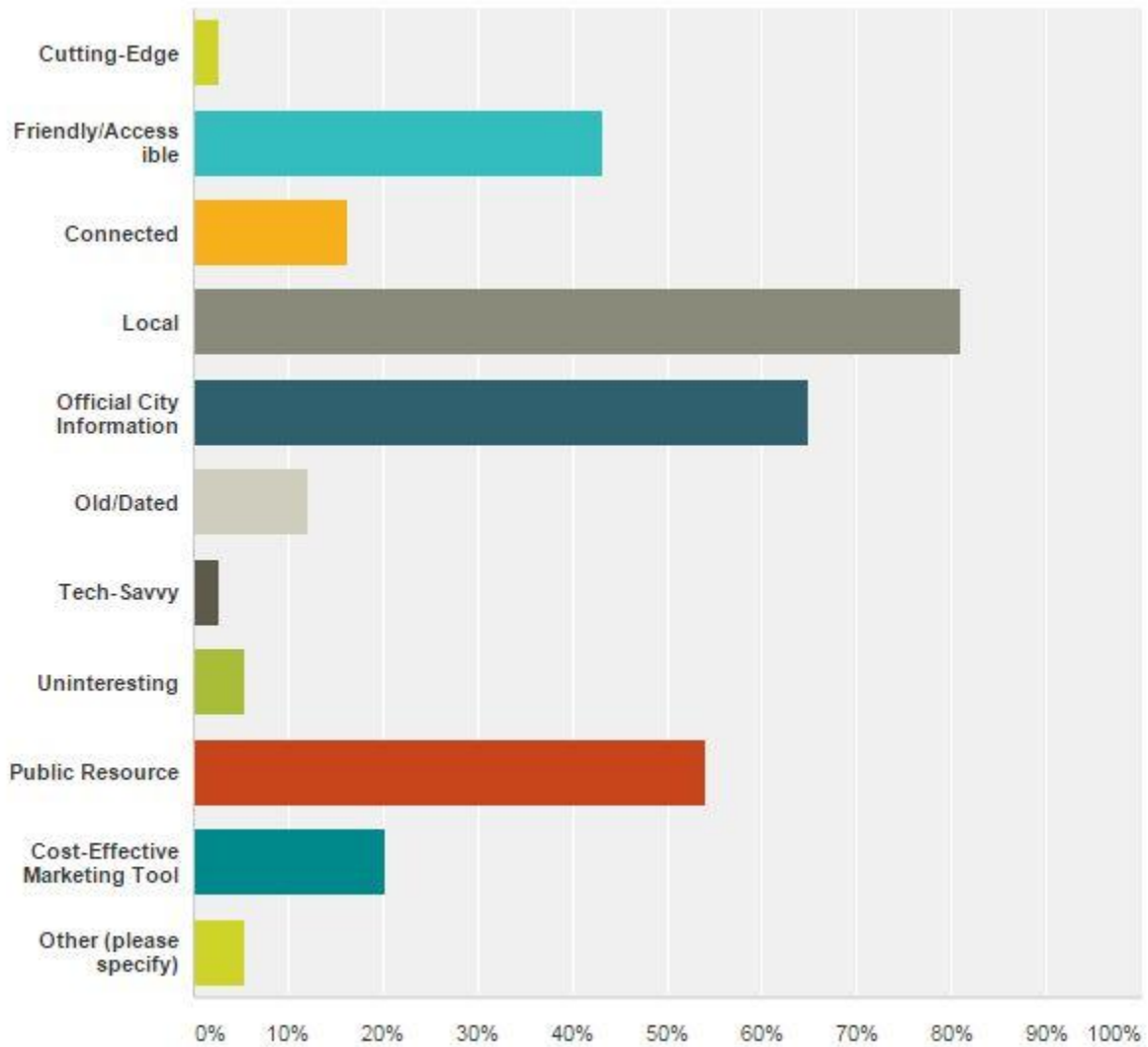
- The top 3 responses for the question of what the most important elements of OCMS are was Local Content, Connection to the Community, and Community Voice.

How do we plan to use these results?

The respondents sent a message loud and clear that local is still important, and that is what is desired in our programming. The local, hometown information is fading away in many other outlets, and from the responses we can see that is something people want in their programming. These are things that we want to keep in mind throughout the rebrand process, things that we want to showcase and highlight within the new brand via logos, website, etc. We want to focus on any and all of what “local” represents.

Question 6: How would you currently describe the OCMS brand? In other words, how do you perceive everything OCMS represents?

Results:



| Answer Choices | Responses |
|---|-----------|
| ▼ Cutting-Edge | 2.70% 2 |
| ▼ Friendly/Accessible | 43.24% 32 |
| ▼ Connected | 16.22% 12 |
| ▼ Local | 81.08% 60 |
| ▼ Official City Information | 64.86% 48 |
| ▼ Old/Dated | 12.16% 9 |
| ▼ Tech-Savvy | 2.70% 2 |
| ▼ Uninteresting | 5.41% 4 |
| ▼ Public Resource | 54.05% 40 |
| ▼ Cost-Effective Marketing Tool | 20.27% 15 |
| ▼ Other (please specify) Responses | 5.41% 4 |
| Total Respondents: 74 | |

Question Response Conclusions:

- The number one choice on the question of how to describe the OCMS brand was Local.
- The 3 other high-scoring responses included: Official City Information, Public Resource, and Friendly/Accessible.

How do we plan to use these results?

This question will really guide our rebrand process, as it directly asks the stakeholder how they perceive our brand as a whole. By getting a feel for how people currently view our brand in relation to what they think is important about our services and programming, as well as our strengths and weaknesses, we get a well-rounded idea of where we should be going as an organization in this process.

The answers to this question went along with the recurring theme throughout this survey, which is that we are identified as a local source of city and community information, an accessible public resource to the community. We do see that some think of our brand as old, dated, or uninteresting, which we plan to address in the creation of our new brand.

