

Orange Television Network



Publix Communications

Vince Ball, Annelise Hackett, Erica Morrison and Rebecca Skaggs



Meet the Team

Vince Ball
Junior PR/Economics
Syracuse University IVMF

Responsible for recommendations,
timetable, and evaluation



Erica Morrison
Junior, Finance/PR Major
Delta Sigma Pi, The Daily Orange

Responsible for client background,
SWOT analysis, and graphics



Annelise Hackett
Junior, PR Major
*Hill Communications, University
Union*

Responsible for budget and audience
persona

Rebecca Skaggs
Junior, PR Major
Z89 Radio

Responsible for overview and
problem/opportunity statement



Problem and Opportunity Statement

Problem:

Orange Television Network is lacking brand awareness among students. The main concern is that students often don't know OTN is the parent network/organization and can't differentiate it from other on-campus media organizations.

Opportunity:

OTN has the ability to utilize existing social media channels such as Instagram and YouTube to promote their shows including new ones such as "What Would You Miss" to engage underclassmen. The inter-connectivity of organizations on campus, such as the Daily Orange, can be used for cross promotion and incoming freshman, even non-Newhouse majors, can be targeted with general interest meetings.

SWOT Analysis

Internal Strengths

- Deep subject matter can attract new audiences and create more engagement opportunities (*Let's Talk, SU* and *What Would You Miss?*)
- Driven by the desire to allow students to experiment, not ratings.
- Flexibility in programming and content.

Internal Weaknesses

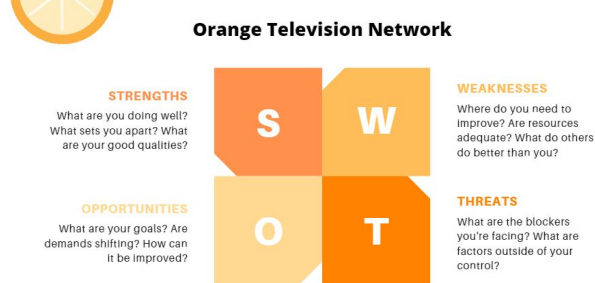
- Campus presence and general awareness about what OTN does is lacking.
- Confusion for Citrus TV is common.
- Does not host recruitment events or information sessions.
- Mostly relies on word of mouth for participants.

External Opportunities

- Budget allows for collaboration with other campus organizations to produce content (i.e. The Daily Orange, Z89).
- Interested in finding more students that are not strictly Newhouse so partnering with clubs on campus to create videos or film events may create that opportunity.

External Threats

- The school can dictate content by cutting off funding, despite Professor Robinson's commitment to keeping it independent.
- Competition from other organizations takes away from OTN content, despite working to achieve a common goal.



Target Audience

- Syracuse University undergraduate students (freshmen and sophomores)
- Demographics:
 - ◆ 17-19 years old
 - ◆ Female (53.4%), Male (46.6%)
 - ◆ White (56.2%), Nonresident Alien (14.5%), Hispanic or Latino (9.4%), African American (6.4%), Asian (6.4%), Two or more races (3.3%)
- Psychographics:
 - ◆ Currently have a very low awareness of OTN
 - 53% said they would be interested in getting involved in OTN if they knew more about it
- Influentials:
 - ◆ Peers
 - Word of mouth
- Media Habits
 - ◆ Social media (Instagram, YouTube, Snapchat and Facebook)
 - ◆ Average of 4 hours and 15 minutes a day on their phones

Recommendations

To strengthen the brand of Orange Television Network among Syracuse University undergraduates by

1. Increasing understanding of OTN and its services among freshmen and sophomores by 800 students before April 2020
2. Boosting engagement on social media posts by 75 percent before April 2020
3. Engaging in a new partnership outside of Newhouse to promote new shows before November 2020

Recommendations

1. **Increase understanding of Orange Television Network and its services among freshmen and sophomores by 800 students before April 2020**

Strategy 1

Use owned media to inform Syracuse University students about what OTN does

→ Tactics

- ◆ Update website copy to accurately and clearly reflect OTN's mission and achievements
- ◆ Produce a flyer targeting underclassmen
- ◆ Create an infographic to be circulated on website and Facebook

Strategy 2

Use a general interest meeting as a channel to increase awareness of OTN and its services among all university groups

→ Tactics

- ◆ Create a presentation about OTN to be shown at the meeting
- ◆ Reach out in areas and to organizations on campus where awareness of OTN is low
- ◆ Spread awareness of general interest meeting via social media

ORANGE TELEVISION NETWORK

*Sample infographic flyer to be
distributed across campus*

GENERAL INTEREST MEETING

Come learn how to get involved with
Syracuse University's award-winning
student-run television network!

Wednesday September 9
7 P.M. in The Herg



Current

Lights! Camera! Action!

The Orange Television Network is the student television station for Syracuse University. OTN is a true network bringing together and broadcasting the creative energies of its partners CitrusTV, WJPZ Z89, Humor Whore, Loud and Clear, Ottonomous Productions, Live From Studio B and production classes from the Newhouse School.

From <http://orangenetwork.syr.edu/>

Our Story

Syracuse University is more than a sports school. With a diverse and inclusive population of students, there are stories to tell and OTN is here to tell them. Now, don't misunderstand, we love our sports and we think we're pretty good at telling those stories. But our campus has soul, depth and talent beyond a bouncing ball.

From <http://orangenetwork.syr.edu/get-involved/>

Rework

Syracuse University's Student Network

Established in 2004 to be a platform for all Syracuse University and SUNY ESF students, Orange Television Network facilitates the production and distribution of content from groups across campus, including partners [CitrusTV](#), [Humor Whore](#), [Live From Studio B](#), [Loud and Clear](#), [Ottonomous Productions](#), [WJPZ](#), [WAER](#), [WERW](#) and [Z89](#).

Our Story

Orange Television Network was started to provide Syracuse University students with the cutting edge tools and expert guidance they need to gain valuable practical experience.

Today, our students produce and broadcast a wide range of content across genres through cable, Apple TV, Roku, or on our 24 hour livestream!

Recommendations

2. Boost engagement on social media posts by 75 percent before April 2020

Strategy 1

Utilizing OTN's existing social media channels to reach university students

→ Tactics

- ◆ Establish a consistent posting schedule
- ◆ Create cohesively branded and engaging content for Instagram and YouTube
 - End cards on YouTube
 - Templates w/ color schemes for shows
- ◆ Turn on YouTube comments

Strategy 2

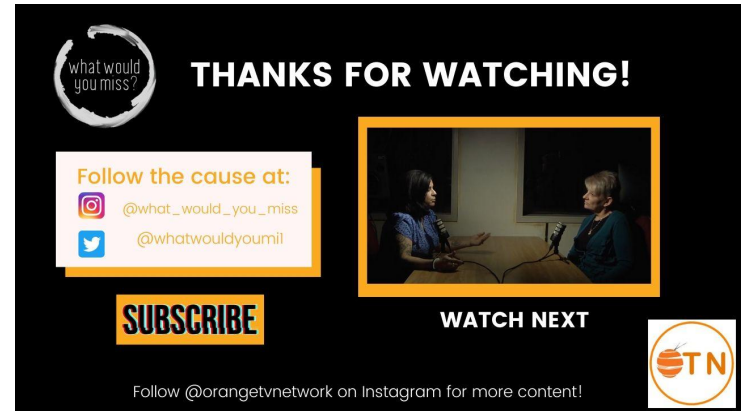
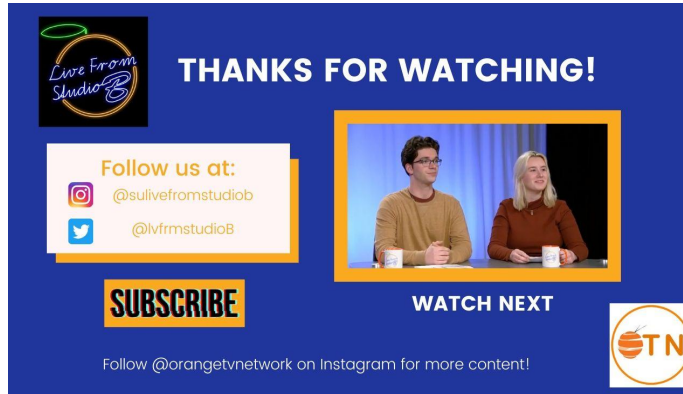
Execute a paid strategy to promote social media posts

→ Tactics

- ◆ Promote posts relating to “What Would You Miss” and “Let’s Talk SU”
- ◆ Using social analytics, start with ones inside of platforms

Sample sponsored
tweet for OTN events

Sample YouTube
end cards for shows



The
Review
Crew

THANKS FOR WATCHING!

Follow us at:



@crewthatreviews

SUBSCRIBE



WATCH NEXT

Follow @orangetvnetwork on Instagram for more content!



Recommendations

3. Engage in 2 partnerships outside of Newhouse to promote messages from new shows during Fall 2020.

Strategy 1

Utilize both an earned and owned strategy through media and student relations

→ Tactics

- ◆ Pitch stories to the American Foundation for Suicide Prevention.
- ◆ Utilize the student email listserv and send out a message that promotes the new show and additional mental health services at SU

Strategy 2

Pay to host or sponsor events with partnering organizations.

→ Tactics

- ◆ Host a speaker from the American Foundation for Suicide Prevention on the show.
- ◆ Sponsor one of the events in October 2020 held by the Student Association during Mental Health Awareness Week.
- ◆ Attract interested organizations by purchasing advertisements with the Daily Orange.

Sample ad space on the home
page of www.dailyorange.com

THE DAILY ORANGE

SUPPORT INDEPENDENT LOCAL JOURNALISM.
DONATE TO OUR NONPROFIT NEWSROOM.

DONATE

NEWS ▾ PULP ▾ SPORTS ▾ OPINION ▾ MEDIA ▾

CUSEHOUSING ADVERTISE DONATE ALUMNI ABOUT 🔍



TRENDING TOPICS CORONAVIRUS TRACKING HATE



CORONAVIRUS

SU loses \$35 million in revenue



CORONAVIRUS

Virtual concerts become new norm in quarantine

By Christopher Cicchiello

8 hours ago



SU ATHLETICS

Football home opener target



NEVER MISS A MOMENT

E-mail Newsletter

Submit

Timeline

Increasing recognition among underclassmen

Aug 17 - Dec 11: Website Copy Refresh

Aug 24 - Sept 9: General Interest Meeting

Sept 1 - Oct 2: Email Student Body

Boost Social Media Engagement

Sept 10 - Dec 4: Establish and Implement Posting Schedule

Sept 28 - Oct 16: Turn on Youtube Comments

Sept 14 - Dec 9: Build Video End Card

Aug 24 - Dec 18: Cross-promote Posts

Aug 24 - Dec 22: Promote WWYM Posts

Aug 24 - Dec 18: Metrics Evaluation

Engage in Partnerships

Sept 15 - Oct 2: American Foundation for Suicide Prevention

Sept 14 - Oct 30: Sponsor Student Association Mental Health Awareness Event

Sept 1 - Nov 26: DO Advertisements

44 days

High Intensity

83 days

Low Intensity

37 Days

Low Intensity

Budget

TACTIC	EXPENSE	AMOUNT
Produce a flyer targeting underclassmen	\$0.45 per color printed flyer from Cuse Copy Center	\$90.00
Spread awareness of general interest	Promote the one post to kickoff the semester targeting new student class pages	\$15.00
Promote posts relating to “What Would You Miss” and “Let’s Talk SU”	Instagram charges by cost per mile and Facebook charges by the individual post	Instagram: \$5 per 1,000 visitors on a cost per mile (CPM) basis <ul style="list-style-type: none"> 8,000 students reached= \$40 Facebook: \$5 per post <ul style="list-style-type: none"> 2 posts a week for 7 weeks= \$70
Sponsor one of the Mental Health Awareness events in October 2020 (SA)	Sponsor the ribbon tying event on the Quad	\$500.00
Purchase advertisements with the Daily Orange	The DO designs advertisements for a \$10 fee, or the advertiser can send their own design for free.	One month print and digital campaign <ul style="list-style-type: none"> 8 posts on Twitter and Facebook Color quarter page ad = \$1,150.00
	Total:	\$1,865.00

Evaluation

Increasing recognition among underclassmen

Methods:

- Questionnaire survey distributed schoolwide with focus on Newhouse/Arts & Sciences
- Focus group of incoming OTN members

Questions:

- Are you familiar with Orange Television Network?
- Do you feel Orange Television Network is an advocate for issues you care about as a student?
- Were you aware that Orange Television Network and Citrus TV are different organizations?

Boost Social Media Engagement

Methods:

- Internal audit of social media products
- Social media analytic tools

Questions:

- Was a long term social media campaign developed and implemented?
- What changes were made over the course of the lifetime of the campaign?
- What was the change in key social media metrics?

Engage in Partnerships

Methods:

- Qualitative analysis of partnering organizations material
- Questionnaire survey of event attendees
- Questionnaire survey of partnering organizations key audiences
- Questionnaire survey of OTN's key audiences

Questions:

- Were meaningful partnerships established?
- Were you aware of Orange Television Network before this event?
- Are you aware of Orange Television Network now?
- Are you comfortable explaining what Orange Television Network does?

Thank You!