



2013 Communications Plan: TimkenTV

Company Confidential

BACKGROUND / SITUATION ANALYSIS

TimkenTV provides a common audio/visual technology platform at a majority of plants, technology facilities, offices and distribution/service centers throughout the company. TimkenTV is a communications tool for facility leadership to foster an open communications culture with associates in the manufacturing environment. Its primary focus is to deliver valuable information to operatives who do not have regular access to TimkeNet or email.

TimkenTV is designed to:

- Complement other associate communications (face-to-face meetings, newsletters, bulletin boards) with the ability to customize, schedule and deliver targeted text or video messages to specific locations;
- Leverage TimkeNet and other corporate content such as personnel announcements for associates without regular access to the intranet;
- Offer programming to educate plant associates on specific topics through brief “commercial” clips;
- Engage and educate associates in their own language whenever possible;
- Deliver information quickly in times of crisis communication.

An informal survey of several U.S.-based plants in 2012 indicates TimkenTV is not used to its full potential in many locations. Some challenges with the existing structure include:

- Limited time for associate engagement – associates don’t take the time to read through the scrolling screens;
- Content scroll is often too long and involved; needs to be formatted in a more “commercial-like” way, attracting attention quickly with added visual appeal;
- Some locations have disconnected TimkenTV in favor of “more interesting” news feeds from cable news channels, especially in cafeterias;
- Some locations have disconnected TimkenTV altogether; messaging is “too corporate” and not localized enough;
- Associates don’t relate to content that isn’t translated; must be localized whenever possible, especially for displays located within operations environments.

TARGET AUDIENCES

TimkenTV is intended primarily for operative associates throughout the company. Displays are located in various “common places” including cafeterias, lobbies, locker rooms and manufacturing production areas or main passages. Associates passing through these areas can view customizable company- and plant-specific information including local weather and news, stock information, visitor information and updates about special events.

Specific locations for TimkenTV are listed at the end of this plan, along with key contacts / administrators at each facility.



COMMUNICATIONS PLANNING

Objectives

- In the long term, ensure every facility is equipped with TimkenTV;
- To ensure TimkenTV is aligned with other communications vehicles as part of the overall manufacturing associate engagement plan;
- To ensure TimkenTV administrators are trained in how to customize local content.

Strategies

- Improve the quality of corporate-based content, including reformatting it to a “commercial” style in length and appeal;
- Ensure TimkenTV is considered in every communications plan across the centers and businesses; Increase interaction with local TimkenTV administrators to improve customized content;
- Ensure the system is technically in good working order, especially as the units age;
- Implement in all new acquisitions and work with interested plants that do not currently have TimkenTV displays to obtain them (in 2014, evaluate making mandatory at all facilities);
- Ensure content is translated whenever possible to maximize associate engagement opportunities globally.

Tactics

Feed TimkenTV content to all manufacturing facilities

- Establish a guideline sheet for creating content (short, easy to ready, etc).
- Post summary of TimkeNet daily news stories in local language, coordinating with the Week in Review posting issued once each week
 - Update template and create additional ones to ensure people see change as the stories rotate.
 - Establish process and outsource to WRL for weekly management.
- Post corporate videos as appropriate, understanding the lengthy, audio-oriented videos often do not work in plant TimkenTV environments.
- Repurpose monthly tips from Toolkit for Managers (EHS, quality, lean) for use on TimkenTV in local languages.
- Maintain visibility and awareness among the global coms team to ensure they create tactics for it in most communications plans, particularly when plants have a connection to the initiative (product launches, etc).
- Install a second TimkenTV in communications in Canton, tapping into the existing player to heighten visibility in the main area of the department.

Provide TimkenTV administrators and plant leadership with ideas for improving localized content

- Launch the TimkenTV user group and transfer the content from the sharepoint to new TimkeNet.
- Update the basic templates to use in generating content at the plant level
- Cross link the user group with the Internal Communications Network site raise visibility and share best practices from locations already adding local content.
- Monitor content and follow-up with individual locations as needed.

Aggressively focus on pushing translated material

- Translate all content as appropriate and practical
- Post videos in local languages (voiceovers or subtitles) whenever possible

TIMKEN

Establish monthly reporting and feedback mechanisms

- Evaluate follow-ups to the original plant leadership surveys.
- Engage OA managers in dialogue in their monthly OA manufacturing meetings and other opportunities.
- Establish monthly reporting based upon data the system can generate.

Firm up our commitment to TimkenTV and expand opportunistically with the long-term goal of every facility utilizing.

- Ensure Boyer and Moline support the current TimkenTV sites maintaining their use.
- Build awareness of benefits and visibility to best practices in our plants among plant leadership
- Evaluate costs and funding model to optimize current practices and position us for growth to all facilities.
-

METRICS

- System utilization – establish reporting of
 - New content
 - Local content
 - Translated content
 - Any other info available?
- Grow locations from 45 to 46 in 2013.
- Plant leadership survey results – evaluate follow up
- Anecdotal associate feedback

TIMKENTV ADMINISTRATORS

Target 2013: grow from 47 locations to 50	LOCATIONS	ADMINISTRATORS	POCKET VIDEO CAMERA
1.	ABPWCASTNET Altavista, VA	Connie Everhart , Roger Ward , Jeff Orrell , Ruth Pillow , Mike Walton , David Epperson	Camera package to Connie Everhart 12/1/11
2.	ASBWCASTNET Asheboro, SC	Tracey Graham , Ken May , Sherry Warner , Alex Hall	Camera package to Sherry Warner 12/1/11

TIMKEN

3.	BALWCASTNET Canton, GA	Gregory Wrobleski	
4.	BANWCASTNET Bangalore, India	Shirley Ray , Chinmoy Sil , Abanindra Singh , Ruchir Agarwal , Raina Singh , Babu Subbaiah	Camera package
5.	BEIWCASTNET Beijing, China	Michelle Fang , Candy Fan , Hongxia Anna Zhang	Camera package
6.	BICHCASTNET Canton, OH	Ryan Weaver , Scott White , Barb Hatala	
7.	BREWCASTNET Brescia, Italy	Alessandro Cotelli , Adriana Gabrieli	
8.	bucwbcnet01 Bucyrus, OH	Quinten Boyd , Joe Jarrell , Deb Shields	Camera package to Leon Bates 12/1/11
9.	CHEWCASTNET Chengdu, China	Michelle Fang , Candy Fan , Daisy Li , Xisheng Shi	Camera package
10.	CNICASTNET Chennai, India	Nilanjana Dutta , MJ Newton , Gopal Raju , Mahala Mahalakshmi	
11.	COLWCASTNET-LBY Colmar, France	Denise Frias , Ray DeVries , Lea Rassler , Raphael Christophe , Andre van der Merwe , Sébastien Boye, Richard Castillon	Camera package to Raphael Christophe. 2 nd camera to Ray De Vries
12.	Drives – Fulton, IL	Mary Bukema, Howard Mandot; Greg Hardy	Camera package
13.	DUNCASTNET Duncan, SC	Richard Donaldson , Jamie Mullins , Latrina Kesler	Camera package to Jamie Mullins 12/1/11

TIMKEN

14.	FSPWCASTNET Faircrest Steel Plant	Anthony (Tony) Perez	
15.	GAFWCASTNET Gaffney, SC	David Bratton , William (Mike) Bryan , Rita Leith , Kendrick Meekins , Lewis Moore , Michelle Sexton , Dan Swink	Camera package to Kendrick Meekins 12/1/11
16.	GCHWCASTNETCAFE Canton, OH	Duane Hurd , Nancy Perkins	
17.	GNEWCASTNET Canton, OH	Duane Hurd , Nancy Perkins	
18.	GNWWCASTNETCAFE Canton, OH USA	Duane Hurd , Nancy Perkins	
19.	GNWWCASTNETCOMM Canton, OH	Duane Hurd , Gloria Irwin , Dan Minnich , Nancy Perkins	
20.	GNWWCASTNETSBU1 Steel GNW Canton, OH	Sharon Buttery , Duane Hurd , Mark Mazzaferri	
21.	GSPWCASTNET Canton, OH	Margie Artuso , Dale Duren , Cindy Johnson , Larry Marks , Randall Winn Mace Maxwell (camera package)	Camera package to Mace Maxwell
22.	HONWCASTNET Honea Path, SC	Kimberly Donald , Doug Black , Kathryn Burriss , Angie Gary , Keith Looper , Sandra Ross	Camera package
23.	HOUWCASTNET Houston, TX	Greg Baylis , Derek Ivey , Sarai Gil	Camera package to Greg Baylis 12/1/11
24.	HSOWPLANTTV1 Harrison Steel Plant	Stan Whitehouse , Susanne Clapper ,	
25.	ISCCASTNET Union, SC	Jay Alexander , Robin Spurlin , Amber Calvert , Ernie West , Mark Vang	Camera package to Jay Alexander 12/1/11

TIMKEN

26.	JAMWCASTET Jamshedpur, IN	Shirley Ray ,	
27.	Knewcastnet Keene, NH	Trevor Hansen , Susan Sturges , James Thomas , Emily Hall Warren	Camera package
28.	LEBWCASTNET Lebanon, NH	Dave Murtagh , John Nugent , James Thomas , Tom Truman , Matt Young , Alison Eko ; Lynn Neily	Camera package
29.	LINWCASTNET Lincolnton, NC	Lorrie Beech , Lisa Crevar , Gary Schall , Matt Edwards , Al Graves , Angela Medley	
30.	LOSWCASTNET Los Alamitos, CA	Alma Cruz , Macie Benjelloun ; David Wiitanen	Camera package to Alma Cruz 12/1/11
31.	MANWCASTET Manchester, CT	John Wolanski	Camera package
32.	MESWCASTNET Mesa, AZ	Amy Ayers , Scott Cyr , Kathy Schaaf , Joan Semborski	Camera package to Kathy Schaaf 12/1/11
33.	MEXWCASTNET Mexico, Mexico	Anabel Rios Campos , Carolina Escalante Reynoso , Lidia Perez	
34.	NEW CASTLE DE	Michael Digiacomio, Derrick Pelczar	
35.	NLSWCASTNET Niles, Ohio	James Meyer , Dawn Pascute , Tom Reed , Jeff Hill , Lisa Martini	Camera package
36.	NPHWCASTNET New Philadelphia, Ohio	Heather Thomas	Camera package to Heather Thomas 12/1/11

TIMKEN

37.	PULCASTNET Pulaski, TN	Chris Bunt , Steve Grimes , Melinda Toone	Camera package to Chris Bunt 12/1/11
38.	ROMWCASTNET Ploesti, Romania	Simona Boloanga , Ioana (Nona) Dinescu , Adrian Ichim , Rodica Macovei , Mihail Stoicescu	Shipped to Ioana Dinescu 4-12-2012
39.	RUTWCASTNET Rutherfordton, NC	Connie Bowen , Michael Martin , Curtis Rice	Camera package to Connie Bowen 12/1/11
40.	SBDWCASTNET South Bend, IN	Randy Pamer, Lisa Switzer , Melanie Martin	
41.	SHAWCASTNET Shanghai, China	Wenting (Mandy) Tao , Qiqing (Kelly) Zhang , Jiani Wang , Xisheng (Rachel) Shi (Contingent)	Camera package
42.	STCWCASTNET Eaton, Ohio	John Liddy , Trena Powell	Camera package to John Liddy 12/1/11
43.	TICWCASTNET Wuxi, China	Candy Fan , Ting (Vicky) Zhu , Frank Zhao	Camera package
44.	TRYWCASTNET Tryon Peak, NC	Cinda Bates , Natalie Castro , Kathleen Metcalf , Chad Birdge , Deborah Fisher	Camera package to Jill Hendrix, 12/1/11
45.	TSAWCASTNET Benoni, South Africa	Ayesha Gangat , Tanya Naude , Lynette Olivier , Wesley Jacobs	
46.	UNNWCASTNET (Tyger River)Union, SC	Mary Arnold , Michael Brewington , Christine Smith , Mark Vang	

TIMKEN

No Timken TV

	Sosnowiec, Poland	Marzena Witek	Pocket Video Camera package 10/29/2012
	St. Thomas, Canada	Justine Brown	Pocket Video Camera package 12/1/2011
	Canton, Ohio	Josh Gaub – EH&S	Pocket Video Camera package 11/1/2013

Discontinued Timken TV

1.	GRPWCSTNET Canton, OH	Gary Fisher, Scott R. Vincent, Janet Skropits	Camera package to Gary Fisher 12/1/11 Decommissioned in 2012
---------------	--------------------------------------	--	---