

MSNBC Rebranding to MS NOW Amid NBCUniversal Split



So long, MSNBC, hello MS NOW. In what is the clearest indication of a separation between NBCUniversal and the soon-to-be-spun-off cable networks empire forming Versant, cable news network MSNBC will be dropping the NBC in its name and will be rebranded to My Source News Opinion World or MS NOW.

Versant CEO Mark Lazarus informed employees of the name change on Monday morning, saying that the “new name underscores the brand’s mission to serve as the destination for domestic and international breaking news and the best-in-class opinion journalism.”

The change to MS NOW will not happen immediately, but it will take place within the next few months once the separation between Versant and NBCUniversal is complete.

In addition to the name change, a new logo was also unveiled for MS NOW, which drops the peacock logo but retains the red and blue colors that have become synonymous with the network.

It was initially reported that MSNBC would continue to retain its name once the spin-off was complete, but Lazarus noted

“the peacock is synonymous with NBCUniversal, and it is a symbol they have decided to keep within the NBCU family.”

MSNBC has been through a number of changes since the SpinCo announcement, including the departure of former network head **Rashida Jones**; the appointment of current president, **Rebecca Kutler**; and a new programming lineup that impacted both weekday and weekend schedules.

In addition, it has beefed up its on-air and off-air rosters, with TVNewser keeping a running list of who is staying with MSNBC or NBC News.

Furthermore, MSNBC has started to move its staffers out of 30 Rock to its temporary home known internally as “summer camp,” which used to be the BuzzFeed News offices.

To bring awareness to the name change from MSNBC to MS NOW, MSNBC president Rebecca Kutler told staffers that the network will be “making a significant investment in a broad-based marketing campaign, unlike anything we have done in recent memory.”

MSNBC is not the only Versant cable network undergoing changes; all networks that feature the peacock within their logo will see new logos created for each of the networks, including CNBC and Golf Channel.

CNBC, which originally stood for the “Consumer News and Business Channel,” will continue to retain its name.

Sports programming that aired on USA Network and Golf Channel will be combined to form USA Sports.

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