IMAGING PROJECT – PART 1

Please work with your group on these answers. Please take your time and be serious about it because our radio station is a real business entity. Please submit this with the names of everyone in your group in the file name as well as the assignment name.

1. What is your description of WPPB The Pulse (mypulseradio.com)?
2. Describe what a listener of WPPB The Pulse is (interests/hobbies, responsibilities, etc.)
3. How should we brand WPPB The Pulse to make it popular?
4. Based on your answers to #1 and #2, give three possible slogans we can use for WPPB The Pulse.