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We have a lot of cool things going on with our radio station – 8 regular student shows, new features all the time, and better music than you’ll hear on most professional radio stations. However, we need to get more listeners, and we need to get them engaged with what we’re doing. So, thinking realistically…(meaning we will not play songs with obscene lyrics and we don’t have tons of money to spend so don’t suggest things related)

1. What are your reasons for not listening regularly to wppbthepulse.com?
2. What could be done to get you to create a habit of regular listening?
3. What kind of event could the station do that would attract you and your friends?
4. What kind of promotions or giveaways could we do to promote listening?
5. What should we do on our website?
6. What should we do with social media?
7. What types of programming should we add?
8. How should we get out the word to the 4 high schools?
9. What are you willing to do to help?
10. Give me one idea of an effective way to get listeners that is extremely unique and may not have ever been done before.