

# BRAND CHECKLIST

START HERE

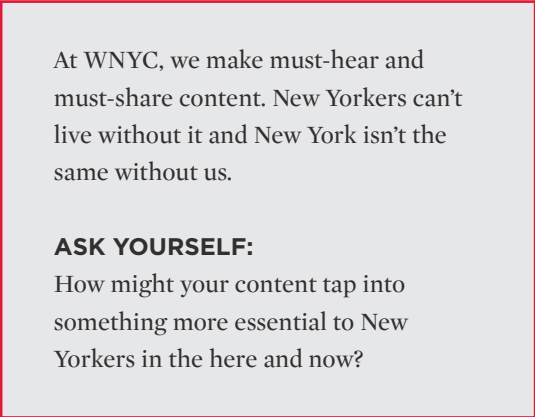
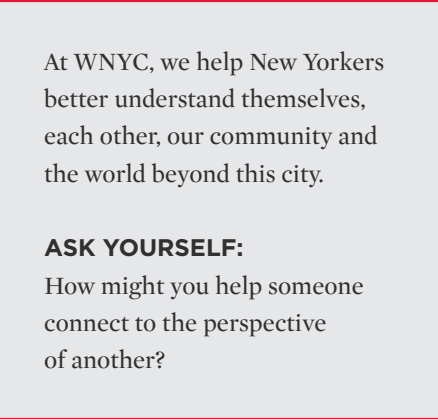


Is it unexpected?



★  
**CONGRATS!**  
YOU'RE "ON BRAND"

Does it connect you to the city and the world beyond?



At WNYC, we peel back the layers to reveal the deeper truth, we keep asking why and we aim to provide a new perspective.

**ASK YOURSELF:**  
How might you include an unexpected angle, through copy or image?

Does it matter to New Yorkers?

At WNYC, we make must-hear and must-share content. New Yorkers can't live without it and New York isn't the same without us.

**ASK YOURSELF:**  
How might your content tap into something more essential to New Yorkers in the here and now?

At WNYC, we help New Yorkers better understand themselves, each other, our community and the world beyond this city.

**ASK YOURSELF:**  
How might you help someone connect to the perspective of another?