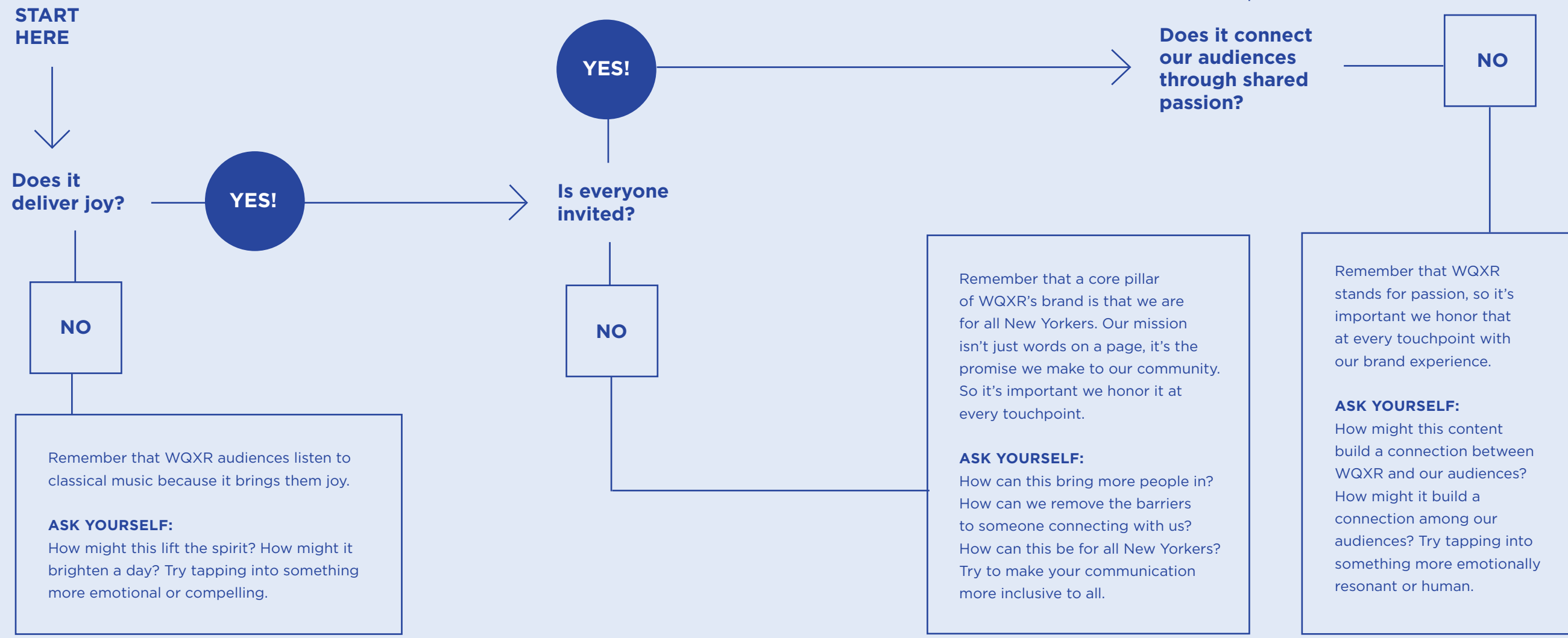


BRAND CHECKLIST



START HERE

Does it deliver joy?

YES!

NO

Remember that WQXR audiences listen to classical music because it brings them joy.

ASK YOURSELF:
How might this lift the spirit? How might it brighten a day? Try tapping into something more emotional or compelling.

YES!

Is everyone invited?

NO

Remember that a core pillar of WQXR's brand is that we are for all New Yorkers. Our mission isn't just words on a page, it's the promise we make to our community. So it's important we honor it at every touchpoint.

ASK YOURSELF:
How can this bring more people in?
How can we remove the barriers to someone connecting with us?
How can this be for all New Yorkers?
Try to make your communication more inclusive to all.

★
CONGRATS!
YOU'RE "ON BRAND"

YES!

Does it connect our audiences through shared passion?

NO

Remember that WQXR stands for passion, so it's important we honor that at every touchpoint with our brand experience.

ASK YOURSELF:
How might this content build a connection between WQXR and our audiences?
How might it build a connection among our audiences? Try tapping into something more emotionally resonant or human.