Slogan Contest!

What does WPKN mean to you? Simply put as a slogan, a sentence or two: what should it SAY?

We currently have: Listener Supported Community Radio and Real People Real Radio

Which we like, and want to continue to use, but does this say it ALL? Can we say MORE about our varied, constantly changing 24/7 little-station-that-can?

The branding committee invites YOU to participate and have your say.

What IS branding? It is the images and wording that represents us.

Big corporations have it, but so do grass-roots, non-profits and other philanthropic venues, schools, libraries, sports teams, arts organizations, theater and tv shows.

Think about what we ARE, what you aspire for us to be, our hopes, goals, realities. Look at our mission statement and the ideas set forth in the retreat, reflect on what makes WPKN:

special / unique important useful fun/ joyful relevant

Things to consider with your phrases:

• Be as brief as possible, while still getting your point across.
• Avoid possible negative connotations in multiple languages/cultures- we want to be INCLUSIVE and don’t want to offend anyone.
• Make it easy to pronounce. We want everyone to understand our message.
  o Take chances, be playful.

When: Please send all entries to press@wpkn.org with the word CONTEST in the subject header NO LATER than midnight, August 30, 2019

Winners/Prizes: Will be announced by the judges no later than September 15, 2019

• The top 10 entries will be used on an animated digital banner along with the logo and our existing byline: Listener Supported Community Radio (see above)

• The WINNING entry will be used on the new WPKN mug, debuting in the fall.

We want YOUR voice in the mix as we consider how best to present WPKN as we present ourselves more fully to our community and the world at large.

THANK YOU