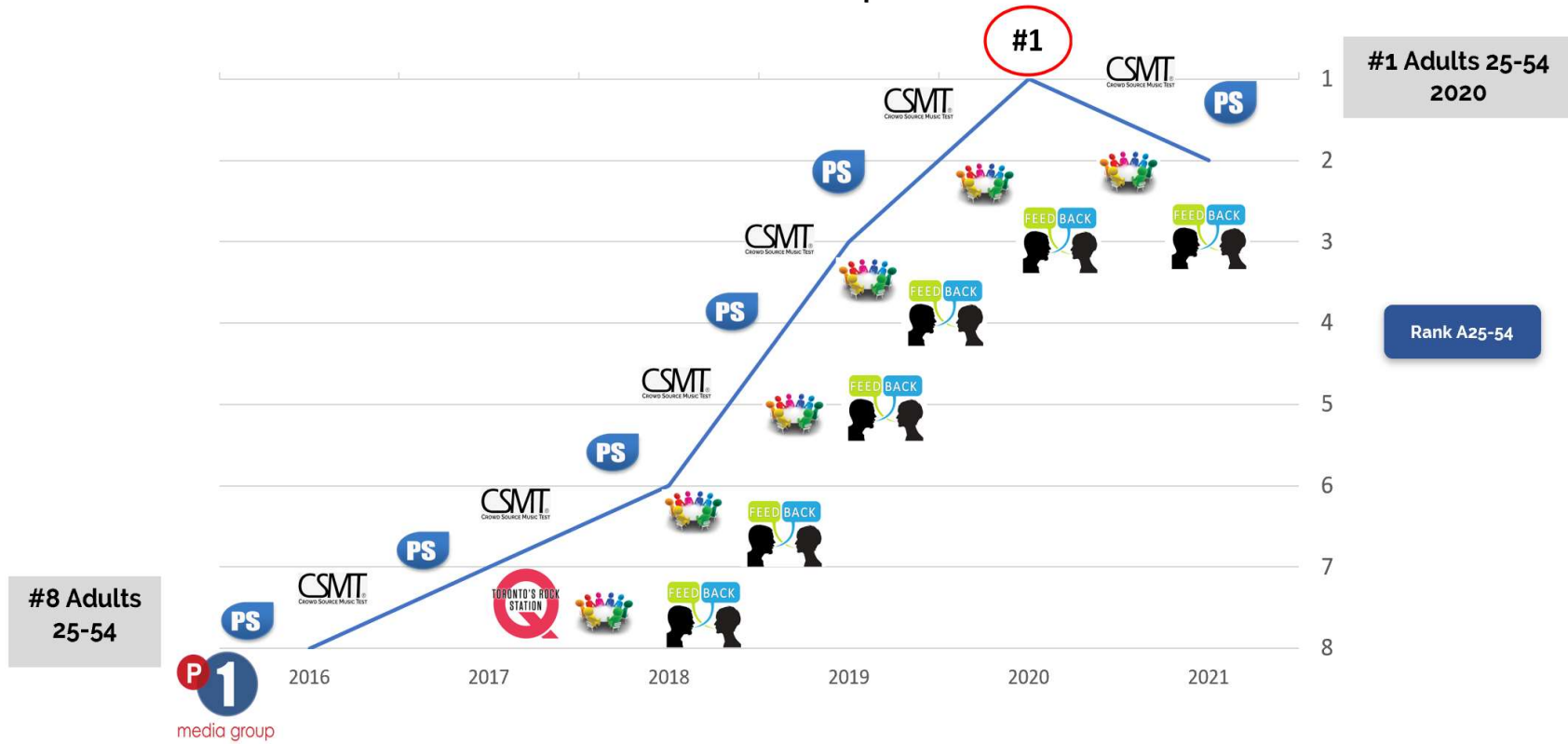



## Station Success Map



## LEGEND

 P1 MEDIA GROUP HIRED media group	 PERCEPTUAL STUDY	 LOGO AND POSITION UPDATE
 CROWD SOURCE MUSIC TEST	 FOCUS GROUPS	 EXECUTION MONITORS