

<p>TIER 1: COMMERCIAL <i>"If it bleeds, it leads"</i></p>	<p>TIER 2: STAGED <i>"Sounds like news"</i></p>
<p>TIER 3: LOCAL IMPACT/NATIONAL <i>"Connecting local to the nation, the world"</i></p>	<p>TIER 4: LOCAL MEANING <i>"Trends/events with real local resonance"</i></p>

SELF - EVALUATION GRID: FOUR TIERS OF NEWS COVERAGE

How does your station's coverage stack up? Here's a good way to find out:
Audit your station's news coverage by listening to the first hour of your local program across a single week. As you listen, map where each element of your coverage falls in the tier structure. How much time are you devoting to each tier?
The goal is to have as much coverage in tiers 3 and 4 as possible!