

CHECKLIST: Starting a Talk Show

GOALS:

- To identify a set of issues involved with the creation and production of public radio talk programming.
- To create a template of those issues that can be used as a yardstick for program creation and development.

ISSUES:

- I. Mission: Purpose of show
Relationship to other shows on station
- II. Design: Format, length, frequency, schedule placement
- III. Content: Editorial process/priorities
Talent: Host, guests, callers, contributors
Callers? If yes, role/pathway
Research support needed
- IV. Station: Located in news department or programming
Relationship with news department
On air promotion strategy
- V. Resources: Staffing:
 - Talent profiles
 - Job descriptions and salaries
 - Interns/VolunteersCraft elements: music, sound
Technology/Facilities
Funding support and sustainability
- VI. Listeners: Audience service goals/timeframe
Fundraising goals/timeframe
- VII. Evaluation: Criteria for evaluating
Measures of success