

## **CHECKLIST – TALK SHOW EDITORIAL MEETINGS**

*It is absolutely critical that talk programs hold regular editorial meetings. Don't forget to include someone from your station's news department so you can coordinate your station's coverage and make the most out of any material that is being produced. Here is a list of eight things to do at every meeting.*

### **CHECKLIST**

#### **1. Select Topics**

Everyone comes to the table with ideas and fully prepared to “sell” them.

#### **2. Program Staff Discussion – Debate and Define**

All ideas are vigorously explored. Make sure people are allowed to present ideas in an open atmosphere - rancor chokes off the free flow of ideas.

#### **3. Define What the Topic Means HERE in our community**

What special resonance or meaning might this topic have in this place

#### **4. Explore Ways to Best Present the Topics**

This is where you think of all the ways radio and other platforms can be harnessed to tell the story.

#### **5. Research Needed**

What more do we need to know to tell the story? How can we get it?

#### **6. On-Air Promotion**

What can we say before/during/after the program to build listener interest and tune-in to our show? Can excerpts from our show be used in other programs? Always remember the old advertising maxim:

- Tell them you're going to do it
- Do it
- Tell them you did it.

This works for radio programs too!

#### **7. Look Back: Critique Some Element of Past Show/s**

Rather than trying to critique whole shows, break the critiques into manageable pieces by focusing each critique on a single element in the Talk Show Matrix. Ongoing critiques are vital to improving the show.

#### **8. Look Ahead: Futures Planning**

Someone on every staff has to love calendars and writing down dates in those calendars. For example, if you know in February that you will do something on the anniversary of Sept. 11, then that should be in the master calendar and calls should go out way in advance to make sure you get the best guests. If you do good and consistent futures planning, it means you'll never need to start a week with a blank slate.