



Public Radio's Core Values: Editorial Planning Grid

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Qualities of the Mind	Qualities of the Heart	Qualities of Craft
<ul style="list-style-type: none"> • Love of lifelong learning • Substance • Curiosity • Credibility/Accuracy • Honesty • Respect for the listener • Purpose 	<ul style="list-style-type: none"> • Humor • Idealism • Inspired about public life and culture • Civility / belief in civil discourse • Generosity 	<ul style="list-style-type: none"> • Uniquely human voice • Pacing • Attention to detail

Station call letters:	Content Questions	Talent Questions	Production Questions
Selecting Content and Topics	What are the key issues that make this something we should cover for our listeners?	What does our host, reporter newscaster or producer need to meet our content goals?	How can we write, structure, edit and texturize* this content for the ear? <i>(possible texture elements include ambience, actualities, vox, music, movie clips)</i>
Framing / Shaping Content and Topics	How can we add new depth, substance and perspective on these issues for our listeners?	Whose voices do we need to hear and what questions do we need to ask?	How can we re-version this content to reach more of our listeners in other programs and dayparts?
Questions for different types of news programs	News – How should we stack the newscast?	Talk Shows – What is the pathway for callers to participate in the program?	Magazine Programs – how should the elements: (interviews, features, music, news items, etc.) relate to each other editorially and contextually?