

QUESTIONS ABOUT TOPIC SELECTION AND SHAPING

Selecting and Shaping Content

- Is the topic right for your program and its (target) core listeners?
- What makes it appropriate for the show?
- What is the central purpose of the proposed topic?
- What is the essential story to be told?
- What are the "chapters" to be covered
- What questions will best shape and advance the discussion of the topic?
- What is the segment's internal narrative structure – how will we tell the story?
- What information/research do we need to tell the story in a distinct way?