

TALK SHOW CONTENT DEVELOPMENT CHECKLIST

What is the purpose of the program?

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?

Shaping Content's Local Service and "Sense of Place"

- What special/unique meaning does this topic have in our community?
- How does it interconnect our community with our nation, our world?
- Has it happened here before?
- Has it happened elsewhere?
- Is it part of a pattern?
- What is the cause?
- What is the effect/impact?

Selecting and Shaping Craft

- Interview: Who would be the best/most appropriate and articulate guest(s)?
- Call-in: What is the question for the listener?
- Commentary: Is there a point/opinion an "outside" voice can best make?
- Texture: Vox pops, movie clips, actualities, ambience, music
- Feature Piece: Will a setup piece help tell the story/frame the discussion?
- Reporter debriefing: Is there someone who can help set up the issue/topic?

Other Questions to ask:

- How can we promote this on the air both pre-show and during the show?
- Can we add value for listeners via our website?
- And finally...how do we sound? Are we sounding as good as we can?