



THE TEN COMMITMENTS OF PROGRAMMING

- 1. To do only what we can do well and consistently**
 - 2. To think Quality not Quantity. It may be easier to pitch funders and others about how MUCH we are doing. But listeners only care about how WELL we are doing.**
 - 3. To editing and editorial planning. These are absolutely necessary to assure the quality of our content, talent and craft.**
 - 4. To airchecking - to make it something we do, not just something we talk about. Listening to our own work on a consistent basis is the best tool we have to assure consistent quality.**
 - 5. To focus on the kind of news programming we know listeners value from public radio; in-depth, information-rich, providing context and connection.**
 - 6. To do more to develop our reporters so they are considered experts in their beats – so they know more about the subjects they cover than their listeners do.**
 - 7. To better communicate and coordinate our news departments and stand-alone shows - to develop integrated editorial goals that make the most of all of the news programming we produce.**
 - 8. To listen as critically to our own station's programming as we do others. If we can't do that, we need to find someone who can.**
 - 9. To listen to our stations – so we can hear them as our listeners do.**
- And finally, more than ever at this point in public radio history...**
- 10. To make programming quality our #1 priority.**