



## Purpose

### Why?

What are the drivers behind the show? What are you trying to achieve?

### Audience

Who is the audience?

What's in it for them?

What do you want them to do as a result of listening?

### Questions to explore

What are the core editorial questions you are trying to answer through the show?

## Production

### Format ideas

Presenters

Tone of voice

Regular features

### Interviewees

Who are you going to speak to?

What will you ask them?

How can you use them to publicise the show?

### Schedule

Show length

Frequency of publication

Key milestones to tie to

## Publishing

### Publicity & distribution

How will the show be publicised?

What distribution platform?

### Measurement

What measurement will be in place?

What does success look like? (not just volume)

### Community

How can you build communities around the show?

What platforms will you use?

Can you tap into existing ones?