



Purpose

Why?

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

Audience

Who is the audience?

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?