**TELEVISION REPORTER SELF-EXAMINATION CHECKLIST**

1. Do we create a discernable, promotable differential competitive advantage in our news programs (our news position or brand image)?
	1. Presentation: Instantly and constantly arresting and interesting?
	2. Performance: Warm, human, friendly, credible, intelligent
	3. Visually: Graphics and video
	4. Content
	5. Story placement
	6. Story pacing
	7. Breadth
	8. Depth
	9. Context
	10. Serious
	11. Insight/Interpretation/Analysis
	12. Timeliness/In-tune with audience interests
	13. Accuracy
	14. Imagination/Innovation
	15. Clear writing
	16. Forward sell
	17. Expertise
	18. Community involved, caring: An aggressive, good neighbor
	19. Not overly commercial
2. Do we keep the promises we make to our audience in our teases, promotion spots and advertising?
3. Are we focusing our advertising and promotion on our news position?
4. Are we targeting our teases to the available audience?
5. Are we enticing our audience to stay with us longer and come back more often – next news program, next day?
6. Are we accessible, easy to deal with?
	1. For news sources
	2. For the audience
	3. For our colleagues in other departments
	4. Among ourselves
7. Do we work together as a team?
	1. Share blame
	2. Share information
	3. Make joint decisions
	4. Honor, maximize and utilize our diversity
	5. Have fun