**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