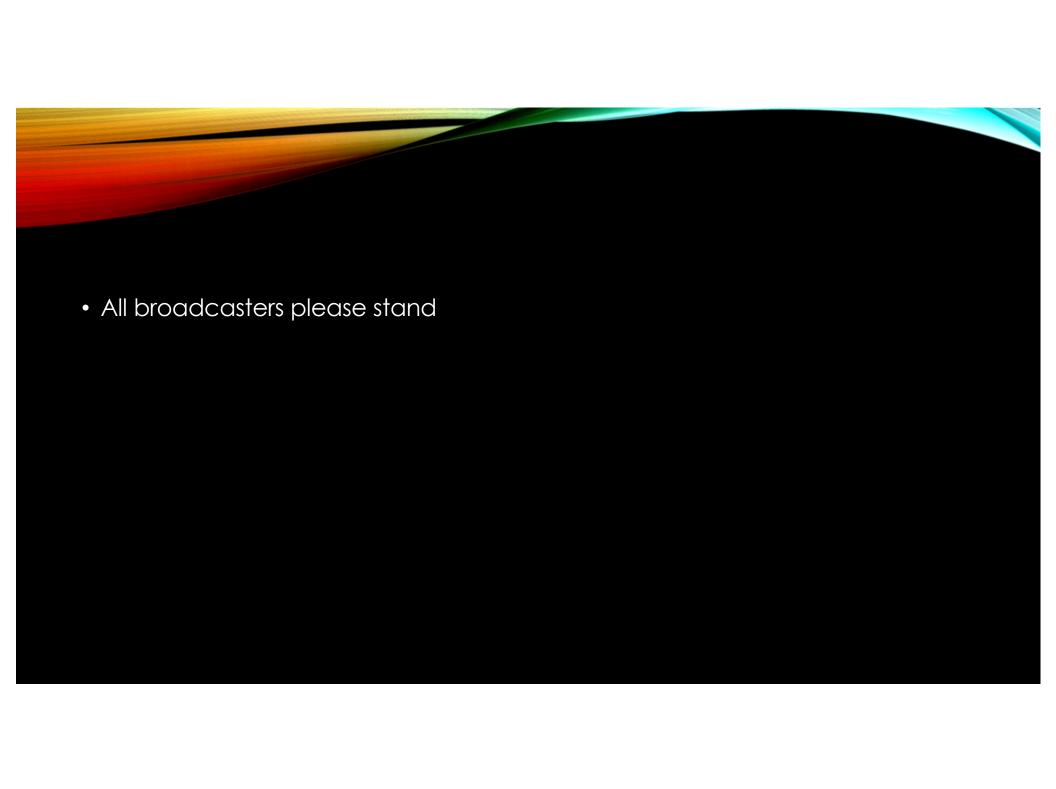
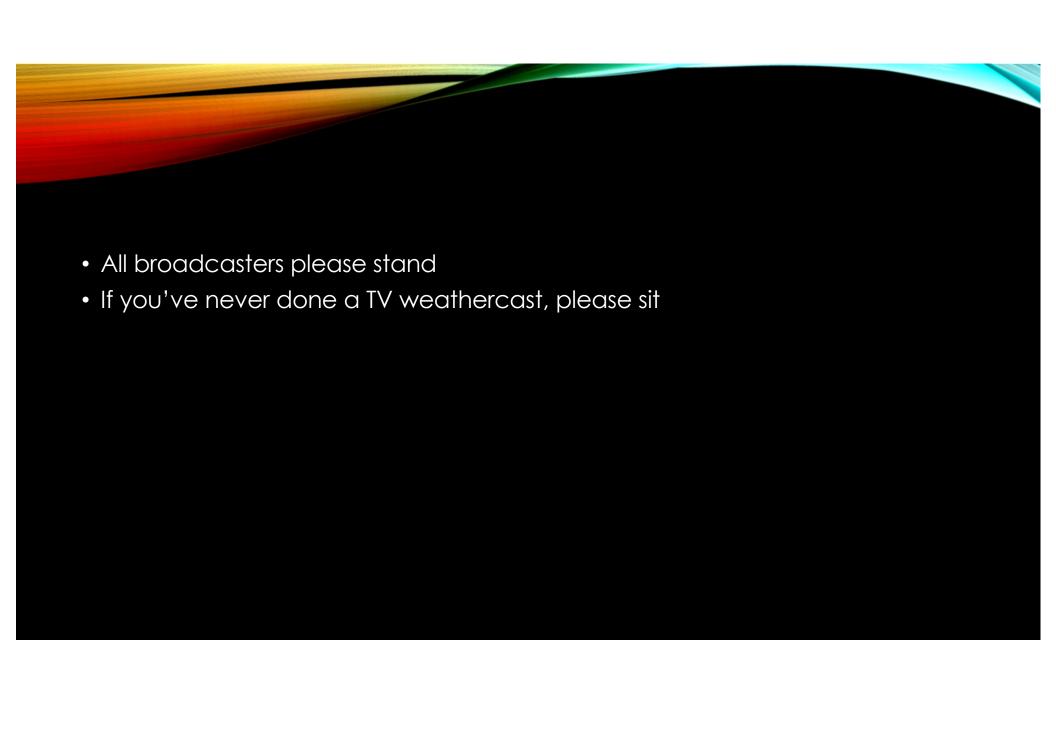
THE GRAPHICS BOOM HOW NOT TO GO BUST THE SEQUEL

Craig Allen and Todd Glickman WCBS Newsradio 880 New York City, NY IN RADIO, WE DON'T USE GRAPHICS.

SO WHY ARE YOU LOOKING HERE?





- All broadcasters please stand
- If you've never done a TV weathercast, please sit
- Who's left?

- All broadcasters please stand
- If you've never done a TV weathercast, please sit
- Who's left?
- RADIO!



WHAT MAKES A GOOD STORY?

• Beginning – Overview and what's important

WHAT MAKES A GOOD STORY?

- Beginning Overview and what's important
- Middle What you need to know with in-depth support

WHAT MAKES A GOOD STORY?

- Beginning Overview and what's important
- Middle What you need to know with in-depth support
- End Conclusions to remember

TYPICAL TV WEATHERCAST

From a 1983 AMS Broadcast talk in Clearwater Beach

It's radio. Just with pictures...

It's your show, it's your forecast

Models? Who cares!

You're story teller

Need a beginning, middle, and end

What are the three main points? Tell them three times...

Tell how the weather will have an impact on their lives and activities

TYPICAL TV WEATHERCAST

- Beginning Current conditions
- Middle Map/model discussion
- End Extended forecast

THE ULTIMATE TV WEATHERCAST

- Beginning Overview and what's important
- Middle What you need to know with in-depth support
- End Conclusions to remember



- Beginning Current conditions
- Middle Map/model discussion
- End Extended forecast

THANK YOU.

"SEE YOU ON THE RADIO." -- CHARLIE OSGOOD

