



THE GRAPHICS BOOM HOW NOT TO GO BUST THE SEQUEL


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IN RADIO, WE DON'T USE GRAPHICS.
SO WHY ARE YOU LOOKING HERE?

- 
- All broadcasters please stand

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

- 
- 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?



WHAT MAKES A GOOD STORY?

- Beginning – Overview and what's important



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- 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

