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
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