



Jim Russell's Program Intensive

An outline of the process.

Participants: In addition to program staff, it is important that people from these areas of the station also attend at least part of the Intensive:

- President/General Manager
- Program Director
- Heads of News, Development, Underwriting, Marketing and Membership
- Others who may benefit include ATC and ME hosts and producers.

The Twelve Steps:

1. **Senior Management Preview:** Discussion of purpose and goals of The Intensive (usually at dinner night before The Intensive begins).
2. **Introduction:** Of all players and answering the question "What are we doing today?"
3. **The Mandate:** What is the program and why are we producing it? And, *for whom?* This is where we want to hear from senior management (President/GM and PD) as well as from heads of support divisions.
4. **The Mission:** What is the program's current mission statement? What words best describe the program's purpose. Can we prioritize them? Can we write and perfect an updated, clear proposed mission statement?
5. **Differentiators:** Who is our competition and what do we do better than they do? What must we do that differentiates us even further, in the future?
6. **The Sound:** Is there an established sound for the program and the station? Is it the one we want? What changes need to be made to accomplish the mission and the desired differentiation?
7. **The Bible:** Putting it all together – mandate, mission, differentiators, sound. What are the 10 commandments that every segment or every show should aim for?
8. **Branding:** How to get credit for our good work.
9. **Signature Elements:** How do you invent recurring individual segments are special branded content?
10. **Resources:** Who does what? *What isn't getting done?* How can jobs be realigned to accomplish the current and new goals better? What are we willing to drop to accomplish higher priorities?
11. **Recommendations, Timetable, Metrics.**
12. **Brief management.**