

“Globalizing” topics with a “Sense of Place”

“Globalizing” topics with a “Sense of Place”

- ***Our daily talk show is called Where We Live – the name is a conscious effort to build a “sense of place” into every show***

“Globalizing” topics with a “Sense of Place”

- ***Our daily talk show is called Where We Live – the name is a conscious effort to build a “sense of place” into every show***
- ***Where We Live can be a neighborhood, a town or city, a state, a country, or the planet***

“Globalizing” topics with a “Sense of Place”

- ***Creating a “sense of place” and “globalizing” topics are two parts of the same mission***

1. Determine your “Sense of Place”

1. Determine your “Sense of Place”

- Ask yourself – or better yet, ask your listeners to describe that “mental map”***

1. Determine your “Sense of Place”

- ***Ask yourself – or better yet, ask your listeners to describe that “mental map”***
- ***Where We Live: New England, and the New York Metropolitan area (“Caught between Boston and New York”)***

1. Determine your “Sense of Place”

- ***Ask yourself – or better yet, ask your listeners to describe that “mental map”***
- ***Where We Live: New England, and the New York Metropolitan area (“Caught between Boston and New York”)***
- ***How We Live: Rich suburbs, poor cities (“The Two Connecticuts”)***

2. Sense of Place as Editorial Tool

2. Sense of Place as Editorial Tool

- ***It starts with the editorial meeting – and an editorial plan***

2. Sense of Place as Editorial Tool

- ***It starts with the editorial meeting – and an editorial plan***
- ***Identify the stories that resonate with your listeners – and make it an editorial priority to return again and again***

2. Sense of Place as Editorial Tool

- ***It starts with the editorial meeting – and an editorial plan***
- ***Identify the stories that resonate with your listeners – and make it an editorial priority to return again and again***
- ***“It’s like holding up the gem and turning it in the light to reveal all of it’s facets...”***

3. Tap into the community

3. Tap into the community

- ***Find experienced reporters and community bloggers who really care about the same issues as your listeners***

3. Tap into the community

- ***Find experienced reporters and community bloggers who really care about the same issues as your listeners***
- ***It's free community building!***

3. Tap into the community

- ***Find experienced reporters and community bloggers who really care about the same issues as your listeners***
- ***It's free community building!***
- ***Post comments on their pages asking for feedback. The community is out there!***

4. Benchmarking

4. Benchmarking

- ***Take a topic that's in the news where you live, and find out how other states, cities and even countries are trying to solve the same problem***

4. Benchmarking

- ***Audio Example: “Southern Migration”
Show*** 

4. Benchmarking

- ***Listen to what other local public radio talk shows around the country are talking about – use their resources, their studios, their reporters, their experts. Use them as a benchmark***

5. *Getting out into the community*

- *We've broadcast from art galleries, brew pubs, libraries, high school auditoriums theater lobbies and community centers – in front of large audiences of engaged residents.*



5. Getting out into the community

- ***Explore the history and culture of the town you're in, and talk to some key residents – but also find out how the town fits in with the larger whole that is your region***
- ***We ask: How are residents right here dealing with a big national or regional issue?***



5. Getting out into the community

- *Our listeners are in the library, their kids are in the schools, they go to the theater, they want to know that our show cares about the same things they do!*



6. *Getting Truly Global*

6. Getting Truly Global

- ***Although we know that the word “global” doesn’t mean “international” – there’s still value in bringing a sense of the bigger world into your local show***

6. Getting Truly Global

- ***Use NPR...you're paying enough for it***

6. Getting Truly Global

- ***Use NPR...you're paying enough for it***
- ***If you have a local chapter of the World Affairs Council – or a college lecture series - get hooked up with them***

6. Getting Truly Global

- ***Use NPR...you're paying enough for it***
- ***If you have a local chapter of the World Affairs Council – or a college lecture series - get hooked up with them***
- ***Tap into your audience***

6. Getting Truly Global

- ***Use NPR...you're paying enough for it***
- ***If you have a local chapter of the World Affairs Council – or a college lecture series - get hooked up with them***
- ***Tap into your audience***

6. Getting Truly Global

- ***Audio Example: “Expats Bloggers”
Show*** 

“Globalizing” topics with a “Sense of Place”

- *We’ve got all sorts of people listening – and by using some of these tools you can identify them, and put them to work in **creating truly global content with a sense of place.***