

The X FACTOR – A HOST SCORING MATRIX

SCALE RATING: Rate each item on a scale of one to five, with one being the lowest score and five the highest. Tally each column, then add the column totals together for an overall category score.

ON AIR PERFORMANCE: Our ideal candidate is someone who exhibits deep interviewing skills and who, like Diane, is a great listener. The best candidate will have a compelling on-air presence and create an emotional connection with the audience while staying cool under pressure.

On Air Performance							
	Listens deeply to guests and adjust questions accordingly	1	2	3	4	5	
	Emotional connection to audience	1	2	3	4	5	
	Stays cool under pressure	1	2	3	4	5	
	Versatile range of presentation	1	2	3	4	5	
	On air presence/confidence	1	2	3	4	5	
	Has on-air experience	1	2	3	4	5	Total of all columns

Notes:

EDITORIAL SENSIBILITY: Does this candidate have good “news chops?” Is he/she an innovative thinker? Someone who wants to tell stories in a fresh and compelling way? Is he/she comfortable with social and digital media?

Editorial Sensibility								
	Naturally curious and passionate about news and culture	1	2	3	4	5		
	Track record of excellence in broadcasting	1	2	3	4	5		
	Has news chops	1	2	3	4	5		
	Has good story ideas	1	2	3	4	5		
	Innovative thinker	1	2	3	4	5		
	Public radio experience	1	2	3	4	5		
	Understands and uses latest digital trends and best practices	1	2	3	4	5		
	Has experience translating stories across multiple platforms	1	2	3	4	5	Total of all columns	

Notes:

PERSONALITY ATTRIBUTES: The ideal candidate will represent the core attributes of public radio while being fresh and surprising. The ultimate question when considering this candidate's personality: Do you want to listen to his/her show?

Personality Attributes							
	Public presence	1	2	3	4	5	
	Gravitas	1	2	3	4	5	
	Open mindedness	1	2	3	4	5	
	Likeable	1	2	3	4	5	
	Surprising	1	2	3	4	5	
	Thoughtful	1	2	3	4	5	
	Sense of humor	1	2	3	4	5	
	Empathetic	1	2	3	4	5	
	Can see him/her hosting a decade from now						
	Name recognition	1	2	3	4	5	Total of all columns

Notes:

DIVERSITY: Part of our strategic plan is to increase diversity, both on our staff and across our audiences. Our ideal candidate considers diversity to be a vital part of everyday discussions and conversations.

Diversity							
	Distinct point of view	1	2	3	4	5	
	Adds demographic diversity (gender, person of color)	1	2	3	4	5	
	Encompasses diversity in his or her thinking	1	2	3	4	5	Total of all columns

Notes:

COLLEGIALITY: The ideal candidate understands his/her role as part of a larger team and is willing to work with producers, engineers, and other support staff to create the best show possible.

Collegiality						
	Focus/commitment	1	2	3	4	5
	Organized	1	2	3	4	5
	Collaborates with colleagues	1	2	3	4	5
	Willing to accept input	1	2	3	4	5
	Prepared	1	2	3	4	5
						Total of all columns

Notes:

“GUT CHECK” QUESTIONS: Now that you’ve spent some time considering this candidate’s qualifications, take a moment to answer these key questions.

Gut check Q's						
	Does this candidate have a magic, magnetic quality? Would you like to spend more time listening to him/her?	1	2	3	4	5
	Imagine a difficult topic or breaking news situation. Can you imagine this candidate handling it in a credible way?	1	2	3	4	5
	Is he/she a good choice for public radio at this moment in time? Does he/she reflect where you’d like to see the future of public radio headed?	1	2	3	4	5
						Total of all columns