

TREATMENT

It's never the subject,
it's always the treatment.

	Hard Content	Soft Content
Hard Treatment	Hard news and events – NPR News Magazines most often in this box.	Straight approach to back-of-the-book subjects such as the arts, culture, etc.
Soft Treatment	Unexpected/feature-y approach to tough subjects, as <i>Marketplace</i> does with the economy. <i>Wait, Wait</i> is another example.	Humor, whimsy. <i>Car Talk?</i> <i>What D'Ya Know?</i> And, offbeat approaches to soft content. <i>Studio 360</i> .