

KPFA PROGRAMMER EVALUATION

Program:

Programmer:

Evaluator:

Date:

1. How well does the programmer fulfill the following KPFA objectives?
(1=Excellent, 5=Needs major improvement, N/A=Not applicable)

- | | | | | | | |
|---|---|---|---|---|-----|--|
| 1 | 2 | 3 | 4 | 5 | N/A | To broadcast stimulating and thought-provoking news, drama and literature, public affairs, and music programming which informs, educates, or entertains, and provides listeners with a progressive alternative to mainstream media. |
| 1 | 2 | 3 | 4 | 5 | N/A | To broadcast programming that will move listeners to progressive social change. |
| 1 | 2 | 3 | 4 | 5 | N/A | To develop and utilize tools that will help us to develop programming that serves our core listener-donors while addressing and appealing to a younger demographic and allowing us to build the largest possible audience of persons who identify with our progressive, alternative, activist mission. |
| 1 | 2 | 3 | 4 | 5 | N/A | To broadcast programming that is unique on the airwaves. |
| 1 | 2 | 3 | 4 | 5 | N/A | To periodically broadcast live community events. |
| 1 | 2 | 3 | 4 | 5 | N/A | To broadcast programming which serves unserved or underrepresented community cultures residing in our listening area and features producers and programmers from those communities. |
| 1 | 2 | 3 | 4 | 5 | N/A | To develop a program schedule that meets the above objectives while also furthering both the on-air and off-air fundraising that keeps KPFA on the air. |

1 2 3 4 5 N/A To create a pleasant work environment which fosters respect for volunteers, staff, and management.

2. How effective is the program at its place in the schedule? Is there a time when it would be more appropriate?

SUBJECT MATTER

-- Quality of material selected.

-- Quality of commentary by host.

-- Relevance of subject matter.

-- Avoids repetition in subject matter.

-- Covers subjects with thoroughness and depth.

-- Demonstrates awareness of/sensitivity to a diversity of peoples and cultures.

Additional comments:

(1) Excellent. (2) Strong. (3) OK. (4) Need some improvement. (5) Need major improvement. (N/A) Not applicable.

MECHANICS

- Are you on-time? (15 minutes prior to scheduled time) 1 2 3 4 5 N/A
- Introduction/opening. 1 2 3 4 5 N/A
- Microphone technique. 1 2 3 4 5 N/A
- Voice quality and technique. (reading, use of voice) 1 2 3 4 5 N/A
- Levels. 1 2 3 4 5 N/A
- Informal station IDs. 1 2 3 4 5 N/A
- Self & program IDs. 1 2 3 4 5 N/A
- Use of scheduled carts. 1 2 3 4 5 N/A
- Reading public service announcements.
 - Delivery. 1 2 3 4 5 N/A
 - Appropriateness. 1 2 3 4 5 N/A
- Forward announcing. 1 2 3 4 5 N/A
- Cross-promotion. 1 2 3 4 5 N/A
- Ending on time. 1 2 3 4 5 N/A
- Segues and transitions. 1 2 3 4 5 N/A
- Interview techniques.
 - Identifying self, guests, and topic every ten minutes 1 2 3 4 5 N/A
 - Concise questions. 1 2 3 4 5 N/A
 - Effective closing. 1 2 3 4 5 N/A
- Tape quality. 1 2 3 4 5 N/A
- Tape editing quality. 1 2 3 4 5 N/A

(1) Excellent. (2) Strong. (3) OK. (4) Need some improvement. (5) Need major improvement. (N/A) Not applicable.

-- Use of sound in documentaries & pre-produced programs. 1 2 3 4 5 N/A

-- Board operating ability. (if you board op yourself)

Potting up microphones. 1 2 3 4 5 N/A

Microphone levels. 1 2 3 4 5 N/A

Minimizing background noise. 1 2 3 4 5 N/A

Balance of music and voice. 1 2 3 4 5 N/A

Comfortable transition between on-mic and other sound sources.

1 2 3 4 5 N/A

-- Clear instructions to board operator on run sheet. 1 2 3 4 5 N/A

-- Board operator performance. 1 2 3 4 5 N/A

Additional comments: