

## KPFA PROGRAMMER SELF-EVALUATION

Program:

Programmer:

Date:

1. What are the mission and intended audience of your program?
  
  
  
  
  
  
  
  
  
  
2. How do you fulfill that mission? How do you reach out to the intended audience? What work do you do to prepare for each program?

### **Pacifica Mission, programming sections:**

In radio broadcasting operations to encourage and provide outlets for the creative skills and energies of the community; to conduct classes and workshops in the writing and producing of drama; to establish awards and scholarships for creative writing; to offer performance facilities to amateur instrumentalists, choral groups, orchestral groups and music students; and to promote and aid other creative activities which will serve the cultural welfare of the community.

In radio broadcasting operations to engage in any activity that shall contribute to a lasting understanding between nations and between the individuals of all nations, races, creeds and colors; to gather and disseminate information on the causes of conflict between any and all of such groups; and through any and all means compatible with the purposes of this corporation to promote the study of political and economic problems and of the causes of religious, philosophical and racial antagonisms.

In radio broadcasting operations to promote the full distribution of public information; to obtain access to sources of news not commonly brought together in the same medium; and to employ such varied sources in the public presentation of accurate, objective, comprehensive news on all matters vitally affecting the community.

Please rate yourself on a scale of 1 – 5 for each question. (1=excellent, 2=strong, 3=OK, 4=needs improvement, 5=needs major improvement, N/A=not applicable)

3. How well do you fulfill KPFA’s mission and objectives?

- |   |   |   |   |   |     |   |
|---|---|---|---|---|-----|---|
| 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 and encourage critical thinking.   |
| 1 | 2 | 3 | 4 | 5 | N/A | To develop and utilize tools that will help us to develop programming that serves our core listener-sponsors  |
| 1 | 2 | 3 | 4 | 5 | N/A | To address and appeal to a younger demographic  |
| 1 | 2 | 3 | 4 | 5 | N/A | To allow 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 work environment which fosters respect for volunteers, staff, and management.   |

4. How do you contribute to KPFA's efforts at fundraising and community outreach?
  
  
  
  
  
  
  
  
  
  
5. How have you worked to build KPFA and make it stronger for the future?
  
  
  
  
  
  
  
  
  
  
6. How does the day and time slot when your program is scheduled work for you personally? Is there a time slot you'd prefer?
  
  
  
  
  
  
  
  
  
  
7. How effective do you think your program at its place in the schedule? Is there a time when you think it would be more appropriate?
  
  
  
  
  
  
  
  
  
  
8. How do you respond to listener concerns and comments?

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

### SUBJECT MATTER

-- Is the material selected consistent with your program's goals? 1 2 3 4 5 N/A

-- Is the quality of commentary consistent with your program's goals? 1 2 3 4 5 N/A

-- Relevance of subject matter to your program's goals? 1 2 3 4 5 N/A

-- Avoid repetition in subject matter. 1 2 3 4 5 N/A

-- Cover subjects with thoroughness and depth. 1 2 3 4 5 N/A

-- Awareness of/sensitivity to a diversity of peoples and cultures. Please describe how you indicate such awareness and sensitivity within your programming concept.

Additional comments:

Please rate yourself: (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. (promoting what's coming up on your show and on shows later in the day) 1 2 3 4 5 N/A
- Cross-promotion. (talking about other KPFA programming) 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

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

-- Tape editing quality. 1 2 3 4 5 N/A

-- 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. (if you do not board op yourself) 1 2 3 4 5 N/A

-- Board op performance. (if you do not board op yourself) 1 2 3 4 5 N/A

Additional comments:

What training, resources, or information do you need to improve your program?