

## KPFA Program Evaluation Form

Please rate the program on a scale of 1-5 for each question.

1= excellent, 2= strong, 3= average, 4= poor, 5= needs major improvement, N/A= not applicable

**TYPE OF PROGRAM:** (Circle one)

NEWS          PUBLIC AFFAIRS          MUSIC          DRAMA/LITERATURE          OTHER

**KPFA OBJECTIVES:**

How well does the program fulfill the Pacifica Mission?

1      2      3      4      5      N/A

**How well does the program fulfill the following KPFA objectives?**

To broadcast stimulating and thought-provoking news, drama and literature, public affairs and music programming that informs, educates or entertains.

1      2      3      4      5      N/A

To provide our listener-donors with a progressive alternative to the 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 appeal to a younger demographic.

1      2      3      4      5      N/A

To build the largest possible audience of persons who identify with the 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 the underrepresented community cultures residing in our listening area and features producers and programmers from those communities.

1      2      3      4      5      N/A

To foster both the on-air and off-air fundraising that keeps KPFA on the air.

1      2      3      4      5      N/A

**Comments on the Program regarding KPFA's Mission and Objectives:**

**SUBJECT MATTER:**

Is the material selected consistent with the program's stated goals?

1      2      3      4      5      N/A

Is the commentary consistent with the program's stated goals?

1      2      3      4      5      N/A

Is the subject matter relevant to the program's stated goals?

1      2      3      4      5      N/A

Does the subject matter avoid repetition?

1      2      3      4      5      N/A

Does the program cover subjects with thoroughness and depth?

1      2      3      4      5      N/A

Does the program demonstrate awareness of and sensitivity to a diversity of peoples and cultures?

1      2      3      4      5      N/A

Does the program avoid the "usual suspects" pattern of having the same guests and commentators on over and over again by finding new spokespeople and critics to speak on pressing issues?

1      2      3      4      5      N/A

**For Public Affairs Programs Only:**

Does the program address current political and social issues?

1      2      3      4      5      N/A

Does the program feature activists and commentators on local political and social justice issues?

1      2      3      4      5      N/A

Is there an effective balance of political topics and cultural topics?

1      2      3      4      5      N/A

Does the program encompass “hard-hitting” political segments?

1      2      3      4      5      N/A

**For News Programs Only:**

Does the program incorporate criteria for newsworthiness that is different from the criteria used by mainstream media news programs?

1      2      3      4      5      N/A

Does the program utilize sources that challenge the corporate or governmental perspectives on issues?

1      2      3      4      5      N/A

**For Music and Drama/Literature Programs:**

Does the program offer a variety of content?

1      2      3      4      5      N/A

Does the program provide access to diverse voices?

1      2      3      4      5      N/A

**Comments on the Program regarding Subject Matter:**

## MECHANICS

Does the programmer arrive on time for the program (15 minutes prior to scheduled time)?

1      2      3      4      5      N/A

Is the programs introduction smooth and understandable?

1      2      3      4      5      N/A

How advanced is the programmer's microphone technique?

1      2      3      4      5      N/A

How would you rate the host's voice quality and technique?

1      2      3      4      5      N/A

Rate the host's use of voice when reading (copy, liner notes or public service announcements, etc.)

1      2      3      4      5      N/A

Does the programmer identify themselves, their guests and the topic every 10 minutes?

1      2      3      4      5      N/A

Are the interview questions concise?

1      2      3      4      5      N/A

How do the levels sound?

1      2      3      4      5      N/A

Rate the Informal Station ID's.

1      2      3      4      5      N/A

Rate the Self and Program ID's.

1      2      3      4      5      N/A

Does the programmer forward announce for other programmers or cross-promote other programs?

1      2      3      4      5      N/A

Does the program end on time?

1      2      3      4      5      N/A

Rate the program's segues and transition.

1      2      3      4      5      N/A

Rate the program's conclusion and closing effectiveness.

1      2      3      4      5      N/A

Are there clear instructions to the board operator on the program's runsheet?

1      2      3      4      5      N/A

Is the sound quality strong on pre-recorded segments?

1      2      3      4      5      N/A

Rate the quality of the pre-recorded edits?

1      2      3      4      5      N/A

**Comments on the Program regarding Mechanics:**

**BOARD OPERATION (If programmer board-ops the program her/himself)**

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 transitions between microphone and other sound sources

1      2      3      4      5      N/A

Overall board operator performance

1      2      3      4      5      N/A

**Comments on the Program regarding Board Operation:**

### **KPFA TRANSFORMATION**

Does the program bring new people into the station through internship or co-hosting opportunities?

1      2      3      4      5      N/A

How effective is the program in its current time slot?

1      2      3      4      5      N/A

Does the programmer abide by KPFA policies and procedures?

1      2      3      4      5      N/A

Does the programmer work collaboratively with other staff members and community members?

1      2      3      4      5      N/A

Does the programmer contribute to the creation of an environment that fosters respect for volunteers, staff, management and the listening communities?

1      2      3      4      5      N/A

**Comments on the Program regarding KPFA Transformation:**

## **CONCLUSION**

Three areas about which the programmers should be commended:

1.

2.

3.

Three areas for improvement:

1.

2.

3.

## **FINAL COMMENTS**