

Applicant Name: _____

Project # _____

Program Proposal Evaluation Form

Type of Programming: Music Public Affairs Drama / Literature
Is this program: One-time Limited-run Ongoing
If ongoing, frequency: Daily Weekly Monthly
Length of Broadcast: _____ hours and _____ minutes
Production values of demo tape: Poor Fair High
Level of Board Op skill: Poor Fair High
Community Targeted: _____ Size of Audience Targeted: _____
Fund raising potential Poor Fair High
Fund raising potential proven: Yes No

Strengths of Program (per KPFA Objectives): _____

Strengths of Programmer (per KPFA Objectives): _____

Weaknesses of Programmer (per KPFA Objectives): _____

Name of Evaluator: _____ Recommend: No Yes Maybe

Changes Recommended: _____

(Includes weekly / limited run; independent show; segment on existing show; KPFA; KPFB; Internet pilot; etc. These notes will go into evaluator training.)