

**KKFI COMMUNITY LISTENER PROGRAM EVALUATION FORM – ROUND TWO**  
**C O N F I D E N T I A L**

Evaluated By: \_\_\_\_\_

Evaluator Phone: \_\_\_\_\_

Program Evaluated: \_\_\_\_\_

Evaluator Email: \_\_\_\_\_

Host(s) Reviewed: \_\_\_\_\_

Format (*circle*): Music Public Affairs Arts & Culture

Date/Time Reviewed Program Aired: \_\_\_\_\_

Date Of This Evaluation: \_\_\_\_\_

How Program Was Reviewed (*circle*):      Live-On-Air

Archive      Download

KKFI seeks to stimulate, educate and entertain its audience, to reflect the diversity of the local and world community, and to provide a channel for individuals and groups, issues and music that have been overlooked, suppressed or under-represented by other media. How did this program help to fulfill that mission? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How was this program different from programs on other area radio stations, and how may have it uniquely served the community? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SOME LISTENER OPINION QUESTIONS:**

Did you enjoy this program? Yes    No

*Explain why or why not:* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Would you tune in to KKFI to listen to this program in the future? Yes    No

*Explain why or why not:* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Did you consider this program's content and presentation to constitute "good radio"? Yes    No

*E.G.: Did it hold your interest, change your mind, inspire you, make you emotional, and did you learn anything? Or did it make you angry, insult you, contain falsehoods, seem unprofessional or sloppy and come across as biased?*

*Explain why or why not:* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have any suggestions as to how this program might be improved? Yes    No

*Please explain:* \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_