

KKFI PEER PROGRAM EVALUATION – ROUND TWO
C O N F I D E N T I A L

Evaluator's Name: _____ Program Evaluated: _____
Host(s) Evaluated: _____ Format (circle): Music Public Affairs Arts & Culture
Date/Time Program Aired: _____ Date Of This Evaluation: _____
How Program Was Reviewed (circle): Live-On-Air Archive Downloaded from Logger

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 KKFI's mission statement? _____

How was the program different from programs on other area radio stations, and how did it uniquely serve the community?

OBJECTIVE CRITERIA:

Did the program start and end on time? Yes No
Note: The archiver timing may be off 1-2 minutes; transitions may need to be verified by listening to the end of the previous show and/or the beginning of the ensuing show.

Was the legal ID given accurately within 5 minutes of the top of the hour each hour? Yes No

Were Program Log spots (PSAs, Promos, Underwriting, etc.) inserted smoothly/correctly into the show? Yes No

Was the program free of any violations of the FCC's obscenity/indecency rules? Yes No

Was the program free of any KKFI policy violations? Yes No
Note: These include such things as calls-to-action, spot embellishment, ticket cost, dirty laundry, etc.

Was use of the 7-second delay/delete avoided during the program? Yes No
If not, please explain its use (and whether it succeeded in preventing the prohibited content from airing):

Were upcoming shows forward-promoted within 15 minutes of the end of the program? Yes No

Was the program free of any annoying/unprofessional "dead air", extended pauses or delays? Yes No
If not, please explain in detail:

Were the sound levels balanced and audio output consistent throughout the program? Yes No
If not, please explain in detail:

Was the vocal quality free of pops/hard-consonants/coughs/paper-shuffling/extraneous noises? Yes No
If not, please explain in detail:

Was the audio quality of source material (CD, LP, etc.) free of hisses/pops/scratches/skips/etc.? N/A Yes No
If not, please explain in detail:

Were all songs aired properly credited at some point either before or after they were played? N/A Yes No
If not, please explain in detail:

Were all guests/interviewees appropriately identified before and after they appeared? N/A Yes No
If not, please explain in detail:

Was an appropriate disclaimer issued (e.g., “opinions are those of the speaker, and not KKFI”)? N/A Yes No

Was the playlist timely and accurately entered into Spintron (<https://spintron.com/KKFI/>)? N/A Yes No
If not, please explain in detail:

Note: The following objective criteria can be determined from the Program & Transmitter Logs. Please make sure the Program Evaluation Subcommittee member who gave you your assignment and is managing the evaluation process for this program to provide you a copy of the logs in order to complete this PRIOR TO submitting your final evaluation.

Was the Program Log signed and with all times noted/initialed in accordance with KKFI policies? Yes No
If not, please specifically describe the logging error(s) in detail:

Were all PSA, Promo and Underwriting spots listed on the Program Log aired as scheduled? Yes No
If not, please specifically described where the board operator erred:

Were tower checks performed and noted on the Transmission Log per KKFI policies? N/A Yes No

Was EAS (Emergency Alert System) testing performed as directed on the Program Log? N/A Yes No

SUBJECTIVE CRITERIA:

Would the program’s content and presentation generally be considered to be “good radio”? Yes No
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 or come across as biased?

If not, please explain in detail: _____

Was the program's content/format consistent with that which was applied for and approved by KKFI? Yes No
Note: If you are unsure, approved program parameters are available from the Program Committee Chair.

Did the host avoid overusage of any words or phrases? Yes No
If not, please explain in detail:

Was the information given relevant, interesting and (appeared to you to be) factually supported? Yes No
If not, please explain in detail:

Was the host's voice clear, with professional mic technique (consistent, no peaks/valleys/wavering, etc.)? Yes No
If not, please explain in detail:

Did the host effectively communicate with their intended audience? Yes No
If not, please explain in detail:

Was the host pleasant/engaging/appealing/enthusiastic (vs. disinterested/condescending/off-putting)? Yes No
If not, please explain in detail:

Were song starts/stops/fades professionally rendered? N/A Yes No
If not, please explain in detail:

Did you think the amount of time the host spoke was (circle one): Appropriate Too Much Too Little
If "too much" or "too little", please explain in detail:

Suggestions for improving this program and/or the host's performance on it: _____

OBJECTIVE CRITERIA PER STAFF: To be provided to the peer evaluator by the Program Evaluation Subcommittee member who gave you this assignment and is managing the evaluation process for this show.

Has the Programmer completed all Certification/Recertification requirements? Yes No

Did the program achieve its fundraising targets during KKFI's most recent on-air fund drive? Yes No

Was a Guest Instruction Form link provided to each guest and submitted on-line per KKFI policy? N/A Yes No

Was an Interview Issues Log completed after the show aired on-line per KKFI policy? N/A Yes No

Please add an extra page if you have questions or wish to provide additional comments & suggestions. Thank you.