

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

Reviewed By: _____

Reviewer Phone: _____

Program Reviewed: _____

Reviewer Email: _____

Host(s) Reviewed: _____

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

Date/Time Reviewed Program Aired: _____

* If Music, Genre: _____

Date Of This Evaluation: _____

* If PA or A&C, Theme: _____

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? _____

How may this program have 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

Note: Favorable considerations here might be such things as whether it held your interest, changed your mind, inspired you, affected you emotionally, made you laugh or cry and whether you learned anything. Unfavorable considerations might include whether it made you angry, insulted you, contained falsehoods, seemed unprofessional or sloppily edited/organized and came 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: _____

EVALUATOR DEMOGRAPHIC INFORMATION (optional):

Age: _____ Gender ID: _____ Education: _____ Ethnicity: _____

Any additional comments are welcomed and strongly encouraged. Feel free to provide any additional comments, questions & suggestions on a separate piece of paper. Thank you!