KKFI PROGRAM EVALUATION GUIDE

OVERVIEW

In the interest of (a) seeking to continuously maintain and improve the quality of KKFI's programming, (b) offering a meaningful process by which to provide constructive feedback to programmers, producers and hosts in a non-threatening way, and (c) ensuring compliance with KKFI policies and FCC regulations, all locally-produced programs aired on KKFI will be subject to evaluation (by both internal and external evaluators and via self-evaluations).

OVERSIGHT

KKFI's program evaluation process will be implemented by the Program Evaluation Subcommittee, which will work in tandem with both the Programming and Strategic Planning Committees in the development of policies and procedures governing the conduct of the process. In addition, such policies and procedures will be further subject to the approval of KKFI's Board of Directors.

COMMUNICATION

Prior to implementation, the Program Evaluation Subcommittee will issue a written communication to all programmers, producers, hosts and associate producers, providing key information about the program evaluation process (including any corresponding expectations and requirements of them). These policies and processes will also become a part of all current and future board operator training and retraining practices.

EVALUATORS

The Program Evaluation Subcommittee will recruit a sufficient number of Program Evaluators to assist in administering the program evaluation process. Prior to performing any program evaluation functions, all Program Evaluators will first be required to attend a training session, which shall be conducted by one or more members of the Program Evaluation Subcommittee. Anyone who is an experienced programmer, host or producer with KKFI or who is a KKFI Board or Committee member may become a Program Evaluator.

In addition, the evaluation process will include "lay listeners" from our community, who will listen to the show assigned to them and then complete and submit a Community Listener Program Evaluation Form to the Program Evaluation Subcommittee. Potential sources of such listeners-reviewers include KKFI members, KKFI volunteers, Community Advisory Board members, UMKC or other university interns, regular KKFI listeners, etc.

All time spent performing program evaluation functions shall qualify as volunteer hours for the purpose of satisfying KKFI's volunteer hour requirements.

EVALUATION FORMS

The Program Evaluation Subcommittee has created three forms for use during the program evaluation process:

- Program Evaluation Form: Initiated by the Program Evaluator, who will complete the form after listening to the designated program. The form will include certain information to be obtained from the Chief Operator, Station Manager and Development Director, who will provide the information necessary to complete these respective sections of the form. Upon completion of all sections, the form will be returned to the Program Evaluation Subcommittee for final disposition, which shall include:

> Discussion and review of the evaluation, including identifying any appropriate further action
> Determining if any corrective action (e.g., retraining, counseling, discipline, etc.) may be warranted
> Communicating the results of the evaluation to the programmer, producer or host and inviting a response
> Placing the final evaluation in the person's file in the manager's office

- Community Listener Program Evaluation Form: Completed by the "lay listener" (as described above). These evaluations will be completed and returned to the Program Evaluation Subcommittee for review, and will be shared with the person whose program is being evaluated. Upon completion of this process, this evaluation will be incorporated into the final evaluation materials retained in the person's file in the manager's office.

- Self-Evaluation Form: Completed by the Programmer, Producer or Host (as applicable), who will self-evaluate the same program that is being independently evaluated. Upon completion of all sections, the form will be returned to the Program Evaluation Subcommittee for final disposition, which shall include:

> Review and discussion of the self-evaluation
> A comparison of the self-evaluation to the evaluations submitted by the Program Evaluator and the Community Listener
> Communicating any notable differences between the three evaluations to the programmer/producer/host
> Integrating the self-evaluation with the final evaluation in the person's file in the manager's office

EVALUATION CRITERIA

As reflected in the Program Evaluation and Community Listener Program Evaluation Forms, the evaluation of a program will encompass many different aspects, including:

- Objective Criteria (e.g., KKFI policy compliance, FCC regulatory compliance, audio quality, timing, credits, etc.)

- Subjective Criteria (e.g., presentation style, content, format, relevance, professionalism, etc.)

- Staff-Determined Criteria (e.g., completion of any required forms/logs, Spinitron entry, EAS testing, PAL spots, fundraising goals, tower checks, Program Log signatures/times, etc.)

- Feedback from Preceding & Ensuing Show Colleagues (e.g., on-time arrival, transitions, cooperation, etc.)

- Feedback from the Community Listener who evaluated the program

EVALUATION & SELF-EVALUATION FREQUENCY

All locally-produced KKFI programs are to be evaluated at least once every two years. Any program that is determined to warrant an improvement plan is to be evaluated on at least a quarterly basis until such time that the Program Evaluator(s) determine that the program has attained an acceptable performance standard. Programs that continue to be deficient shall be referred by the Program Evaluation Subcommittee to the Programming Committee for any further action it deems appropriate.

In addition, in an effort to ensure that new programmers receive timely feedback on their programs to enable them to make any recommended adjustments early into their programs' runs , all new programs will be evaluated within three months of the date on which program status was awarded.

All programmers/producers/hosts are required to complete and submit to the Program Evaluation Subcommittee a Program Evaluation Form for their shows on the same biannual basis as the Program Evaluation (and evaluating the same show).

MISCELLANEOUS PROCEDURES

- Programs Evaluated: Program Evaluators may opt to evaluate a show from among several different formats: in real-time, live-on-air; via the archive (within 2 weeks of the program's airing); by downloading shows from the KKFI program logger (for those who have this capability); or by requesting a show download file from the Chief Operator.

- Notice Of Impending Evaluation: It is the Program Evaluator's duty to notify both the programmer/producer/ host and the Community Listener of the specific program that is going to be evaluated. If possible, such notice should occur in advance of the program's air date/time.

- Programs Utilizing A Rotation Of Multiple Different Producers/Hosts: The Program Evaluation Subcommittee intends to conduct program evaluations for each different producer/host. In turn, the same program may be subject to multiple separate reviews. (Examples of current KKFI programs that fall into this category include Heartland Labor Forum, The Tenth Voice, EcoRadio KC, Radio Active Magazine, Understanding Israel Palestine, Foolkiller Folk, Global Roots Radio, The Classical Challenge, Thursday Night Special, Every Woman, High Voltage Radio and Jaws of Justice.)

- Appeal Of An Unfavorable Evaluation: A programmer/producer/host who disagrees with the outcome of the program evaluation may appeal same to the Program Evaluation Subcommittee. It is important to reiterate that the purpose of the program evaluation process is NOT to single out or penalize any person or program; rather, its primary purpose is to identify potential areas of improvement in order to enhance the quality of KKFI's programming for the benefit of the listening community that it serves.

- Prohibited Evaluation Criteria: Program Evaluators shall not evaluate the content of any program based on the evaluator's personal likes and dislikes (e.g., the topic of a public affairs show or the genre of a music program), as those are the purview of the Programming Committee. Rather, a Program Evaluator should evaluate a program based solely on whether it complies with KKFI policies and FCC regulations, and whether its level of professionalism and technical execution is considered by them to constitute "good radio".

- Non-Cooperation: Failure of a programmer/producer/host to participate in or otherwise cooperate with the program evaluation process shall constitute a violation of KKFI policy. In such event, the Program Evaluation Subcommittee shall refer such non-compliance to the Programming Committee, which shall take whatever action (including potential disciplinary action) it deems appropriate.