

Original memo given to Program Council's Evaluation Subcommittee:

Program Subcommittee members,

Attached are a number of documents for your review:

- Program Council Programming Assessment v2 (v1 was distributed in your packets and was used by the first PC for evaluations; this version compiles a variety of other evaluations]
- Program Director Programming Assessment (virtually the same, except for fundraising information; newer version than this one adds new member goals and achievements to the form)
- Programmer Self-Assessment
- Community Programming Assessment (which I propose should replace our current web offering, with a solicited, versus random, pool of reviewers; a general comments form can be added to the site for unsolicited feedback)

Workflow

Evaluations should be conducted at a rate of about 10 per month [update: this number was considered ambitious, and PC members will strive to do all they can to get as many done as possible, though 10 seemed to some to be a lot]. An aggregate review is compiled with the following system:

- 35 percent weighted from Program Council review: Uses Program Council Programming Assessment. Program Council represents listeners and peers and has a large number involved, and thus has a higher weight. All reviews, before being distributed to programmers, should be reviewed by the entire body and discussed, as the PC as a group may be asked to account for a subcommittee's review.
- 35 percent weighted from Program Director review: Uses Program Director Programming Assessment. As staff professional tasked with programming, PD can offer a more trained assessment of programming.
- 15 percent weighted from self-evaluation: Uses Programmer Self-Assessment. Self-evaluation will be helpful in the programmer identifying needs, strengths and weaknesses. The self-assessment is provided to the PD and is generally not to be considered by the PC, but can be reviewed as a programmer's express request.
- 15 percent weighted from community input: Uses Community Programming Assessment. These are essentially items filled out via online surveys. This is important, but can easily be skewed, thus the lower aggregate.

With this level of percentage broken down, we should be able to acquire a fair and holistic review of programming. If the majority judgment tends to lean toward one review or another, a number of actions should occur:

- Overall poor review: Program goes on six-month probation. Program is re-reviewed in six months. If program is not able to improve at least 70 percent of its weak areas, it is canceled.
- Overall fair review: Program is re-reviewed in 12 months. Program goals set to improve key weaknesses, with the objective of improving at least 60 percent of weak areas. Failure to improve weak areas can prompt reassessment of program.
- Overall good review: Program re-reviewed in 12 months.

I welcome your ideas and recommendations to this process.

Ernesto

Instructions for Conducting a Program Evaluation

Evaluate a program based on clear, definable and citable criteria and standards.

Focus on the criteria that are most important to the program. You may find that it is appropriate to define criteria which apply to an entire function, though typically standards are developed for related tasks.

Discuss and describe examples (noting dates, specific comments, et al.) that would constitute poor as well as excellent performance for the criteria herein. The same principles apply to the development of standards, regardless of the rating.

Your evaluation should be written in clear language, describing the specific behaviors and actions required for program performance to meet, exceed or fail to meet expectations.

What designates a good program? Here are a few items:

- Discourse coherency (quality of discourse)
- Clear format/structure (technical merit, show well-defined, etc.)
- Relevant content

All programs, whether music, public affairs or news, are judged based on their merits, audience and efforts made. Judge a music show on its content and coherency relative to its format, just as one would a public affairs program.

A good review system could help to improve communications, while aiding people to increase their own effectiveness and to clarify their own programs and responsibilities.

Program Council Programming Assessment *form version 4.0*

Evaluators: The purpose of this form is to provide feedback to KPFT programmers on aspects of their work important to KPFT's on-air and off-air success overall. As completely as you can, consider ways the programmer you are evaluating fulfills each of the following aspects of work for the station. In the case of collective programming, the program should be assessed on the overall efforts of participants. Thank you!

**SCALE: 4 = Strongly Agree; 3 = Agree; 2 = Disagree;
1 = Strongly Disagree; 0 = Don't know or no opinion**

PROGRAMMER PRESENCE:

- Brings engaging, coherent, energetic presence
- Demonstrates organized program, with frequent station, guest and relevant content identification
- Has a sense of or is engaged with listeners
- Conversation is lively, informed and to the point
- Knowledgeable about on-air subjects/genres

MICROPHONE/VOICE WORK:

- Distance from microphone sounds clear
- Mic position correct (no distortion, popping P's)
- Main and guest mic levels compatible
- Little stumbling, verbal crutches, clichés etc.

CONTENT/RELEVANCY:

- Content shows continuity from week-to-week
- Format is clear and welcomes new listeners
- Programming fulfills an intended purpose
- Content is thorough, timely and shows depth
- Content adheres to FCC/KPFT policies on non-commercialism and sensitive language

PROMOTION OF KPFT:

- Announces upcoming KPFT specials, events
- Mentions KPFT website, membership, schedule
- Promotes the following show after own program
- Cross-promotes other KPFT programs
- Promotes own program (via promos, email, etc.)

OFF-AIR PERFORMANCE:

- Participates in KPFT training sessions
- Fulfills volunteer hours commitment (logs volunteer hours at station)
- Cooperates with others in daily operations
- Volunteers extra hours in pledge drive
- Assists in station success off-air (events, etc.)
- Seeks connections with the community off-air
- Proficient with computer equipment

MECHANICS/ENGINEERING:

- Fulfills schedule commitment (arrives 30 minutes prior to scheduled time, starts/ends on time)
- Program is billboarded (lays out structure at start)
- Program concludes/closes consistently well
- Logs (IDs, PSAs) aired without comment
- Keeps levels consistent (no wild changes)
- Has few technical errors with mics, CDs, etc.
- Avoids radio jargon ('PSA,' 'promo,' etc.)
- Has little background noise (papers, buttons, etc.)
- Avoids play-by-play of technical/studio issues
- Recovers well from mistakes/equipment failures

NEWS/PUBLIC AFFAIRS:

- Skillfully moderates live discussions
- Asks critical, open-ended questions, listens and responds to guest, and offers proper give and take
- Handles callers/dissent well; no abrupt hang-ups
- Correctly pronounces names and places
- Consistently wraps up interview and summarizes

MUSIC:

- Teaches listeners something they might not know about the band/song/recording/genre
- Within show concept, offers a variety of music
- Identifies material consistently and often enough
- Cues/segues tight; no long pauses between songs
- Hosts local and touring performers/music

ADDITIONAL FACTORS AND MISSION:

- Shows evidence of advance preparation
- Clear effort to bring fresh material to the show
- Exhibits connections to trends in its field/genre/area and the community
- Reflects the interests/needs of the community being served
- Demonstrates awareness of/sensitivity to a diversity of peoples and cultures
- Programming is consistent with Pacifica mission

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Program Director Programming Assessment *form version 2.5*

Evaluators: The purpose of this form is to provide feedback to KPFT programmers on aspects of their work important to KPFT's on-air and off-air success overall. As completely as you can, consider ways the programmer you are evaluating fulfills each of the following aspects of work for the station. In the case of collective programming, the program should be assessed on the overall efforts of participants. Thank you!

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Fundraising trends for last four pledge drives impacting the program.

Quarter				
Average Goal				
Average Raised				
Average Fulfilled				
New Member Goal/Reached				

Arbitron trends for last four quarters impacting the program

Quarter				
Cume				
AQH				

Positive on-air and off-air contributions by the programmer:

On-air: _____

Off-air: _____

Given what you know, ways can the programmer improve on- and off-air performance:

On-air: _____

Off-air: _____

Examples of efforts by the programmer to contribute to a civil, positive environment:

Examples of instances where the programmer demonstrated awareness of and engagement in station communications to programmers (e.g. Newsmongrel, email, postings, etc.):

Best scheduling for this program, whether its current placement or elsewhere:

ADDITIONAL COMMENTS (explanations from assessment; other suggestions for improvement, etc. Be as specific as possible):

Did the programmer return a complete and thorough self-evaluation? Yes No

Programmer Self-Assessment *form version 1.0*

Program Retrospective

What were your established goals for this past year? What things you have been trying to do with your program over the past several months? Please refer to your Program Evaluation Summary from last year if available.

Goal 1:

Goal 2:

Goal 3:

Other Goals:

Rate how successful you feel you have been in achieving these goals:

I was successful in achieving Goal 1	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I was successful in achieving Goal 2	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I was successful in achieving Goal 3	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I was successful in achieving other goals (listed above)	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

What have been your greatest successes and why?

What have been your greatest challenges in accomplishing what you set out to do?

What is the community that your program serves (for example, a particular nationality, devotees of a particular genre of music, general public)? Give examples of the ways you have tried to assure that your program reflects the interests or needs of this community.

In what ways have you actively sought connections off-air with the community your program serves?

In what ways have you actively contributed to create a civil, positive environment at KPFT?

Rate how fully you have been able to accomplish the following:

I faithfully met my program schedule commitment	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I fulfilled the volunteer hour commitment (logged hours)	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I assisted in overall station success on air	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I was able to participate in training sessions	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
I actively participated in the pledge drives	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

Please give examples of how you have or haven't been able to participate fully in the station's activities.

Please give examples of when you demonstrated awareness of and engagement in station communications to programmers (e.g. Newsmongrel, email, postings, etc.).

What sorts of training or assistance would help you air a quality program?

How do you foresee staying connected to the community your program serves?

Finally, listen to a recording of one or more of your programs over the last several months. Rate yourself on the following listening check-list.

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PROGRAMMER PRESENCE:

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- _____ Knowledgeable about on-air subjects/genres

MICROPHONE/VOICE WORK:

- _____ Distance from microphone sounds clear
- _____ Mic position correct (no distortion, popping P's)
- _____ Main and guest mic levels compatible
- _____ Little stumbling, verbal crutches, cliches etc.

CONTENT/RELEVANCY:

- _____ Content shows continuity from week-to-week
- _____ Format is clear and welcomes new listeners
- _____ Programming fulfills an intended purpose
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- _____ Content adheres to FCC/KPFT policies on non-commercialism and sensitive language

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- _____ Announces upcoming KPFT specials, events
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NEWS/PUBLIC AFFAIRS:

- _____ Skillfully moderates live discussions
- _____ Asks critical, open-ended questions, listens and responds to guest, and offers proper give and take
- _____ Handles callers/dissent well; no abrupt hang-ups
- _____ Correctly pronounces names and places
- _____ Consistently wraps up interview and summarizes

MUSIC:

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- _____ Identifies material consistently and often enough
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ADDITIONAL FACTORS AND MISSION:

- _____ Shows evidence of advance preparation
- _____ Clear effort to bring fresh material to the show
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- _____ Programming is consistent with Pacifica mission

Future Plans

What are the three most important things you wish to accomplish with your program over the next several months?

Goal 1:

Goal 2:

Goal 3:

What specific plans do you have to accomplish your 1st goal?

Your 2nd goal?

Your 3rd goal?

Is there specific training or help you need from staff to accomplish these goals?

What is your plan for strengthening fundraising during your program?

Community Programming Assessment *form version 2.0*

Name of the program: _____

Day and time of program: _____

Programmer: _____

Your name (optional): _____

What kind of program is it?

- Music News/public affairs Non-English language
 Other _____

How long have you been listening to this program?

- Up to 6 months 6 months to a year 1 to 3 years More than 3 years

How often do you listen to the program?

- Every week
 A couple of times in a month
 Around once a month
 Occasionally but not monthly
 Other _____

Are there other KPFT programs that you routinely listen to? Yes No

If yes, what are the other programs you listen to most often?

How would you rate the quality of programming of KPFT overall?

- Excellent Good Fair Poor

What do you like about the particular program?

What suggestions do you have for ways this programmer could improve their on-air performance? Please be as specific as possible.

We hope KPFT programmers will stay connected to trends or issues affecting their listeners here and in the wider world. Please comment on the ways this programmer's work is connected to what's happening in the area this program serves.

The following asks you to estimate how the program comes across to you over the air.

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PROGRAMMER PRESENCE:

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- Demonstrates organized program, with frequent station, guest and relevant content identification
- Has a sense of or is engaged with listeners
- Sounds engaging, energized and interested
- Knowledgeable about on-air subjects/genres

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Could you give specific examples of ways the content is timely and relevant?

What suggestions do you have for the staff of KPFT for improvement of the station's service to the community?

Originally presented to Program Council Evaluation Subcommittee:

Evaluations and Grievances

This proposal covers the matters of appeals for program sanction or removal. Such appeals may occur in instances of unreached benchmarks following probation for a poor program evaluation; sanction for policy violations; and sanction for FCC violations.

Upon delivery of assessment/judgment, a programmer will be informed of the right to appeal such a decision. Included in said delivery will be notation that such an appeal will be reviewed by the Program Council, and that such an appeal must be in writing.

All written requests need to cover the following:

- Basis for appeal and supporting evidence (if any) to assessment.
- Acknowledgement, if any, of issues noted in the assessment/judgment (i.e. what of the assessment/judgment do you accept could be correct)..
- Acceptable compromises related to the assessment/judgment (i.e. what are specifically willing to compromise on related to this issue).
- Specific corrective action requested.

Appeals are reviewed by the Program Council at a regular meeting (in executive session) at its next regular meeting. At the conclusion, the Program Council may recommend one of a series of solutions:

- Recommend to support corrective action (action is supported and conclusion of PC involvement).
- Recommend to reverse corrective action (action is recommended to PD for reversal).
- Recommend to amend corrective action (action is recommended to PD for amendment, with specifics to such included in recommendation).

The Program Director will, within 30 days of PC reversal/amendment recommendations, respond in writing to the PC's recommendations, affirming or disagreeing with the recommendation and noting what, if any, actions will be taken.

The General Manager may then render a judgment on the program within 30 days that either supports, reverses or amends the decision.